

Establish your company as a thought leader with the sponsorship of an editorial or commercial webinar to pre-qualified prospects. These events are promoted through email notices, across digital platforms, and archived online for On-Demand and repeat viewings.

### WHAT IS INCLUDED

We will produce and promote your webinar, with moderation by an industry professional, all while generating valuable sales leads.

- Webinar coordination and setup
- Branded registration page
- Two optional questions on registration page, or two polling questions within the presentation
- Practice webinar
- A live or pre-recorded event that will be 45 to 50 minutes long followed by a Q&A session of approximately 10 to 15 minutes (one hour in total)
- Pre-show and post-show promotions (in emails and digital ads, and on website)
- Webinar archived on our website up to 12 months
- Robust reporting and metrics after the live broadcast date for lead generation
  - Summary of webinar
  - List of registrants
  - List of attendees
  - Responses to optional questions

### Among the many benefits, webinars are valuable tools for:

- Demonstrating Industry Expertise
- Pre-Conference Lead Generation
- Association Partnership Promotion

These convenient, online educational events provide the Water & Wastes Digest audience with important, need-to-know information, and sponsors with “thought leadership” branding and sales leads from all registrants, attendees and On-Demand viewers.

Pre-record available and recommended.

### WHAT IS NEEDED

- Webinar title and overview; we recommend selecting topics that are education-focused, in lieu of promotional
- Photo(s) representing subject matter of the webinar
- Speaker bios, headshots and contact details (emails and phone)
- PowerPoint presentation in .pptx format

### BENEFITS

- Drive AWARENESS by EDUCATING the market
- Add VALUE to your messages by ALIGNING your brand with industry content
- Track each user’s activity through ANALYTICS and REPORTING
- Earn ROI through receipt of registrant and attendee lists for LEAD GENERATION

### COST

- Exclusive editorial or commercial sponsorship: \$8,500

Optional (added cost):

- MP4 File of webinar: \$500
- Paid Social, Website Toasts

**CONTACT WATER & WASTES DIGEST TEAM FOR ADDITIONAL INFORMATION:**



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