

Engage executives in the energy market with

Webinars

from BIC Magazine

As a sponsor of a BIC Webinar, you can engage key prospects in your topic during a live presentation with interactive media.

BIC sponsored Webinars overview:

- Sponsor selects topic and provides BIC with title and description
- BIC manages all promotion to BIC's audience via website, email blasts, newsletter and print
- BIC manages the registration process and *sponsor receives all the demographics of all registrants after the Webinar*
- The sponsor provides one to three speakers to present for a total of 30-40 minutes combined, and 10-15 minutes for Q&A.
- Speakers supply their PowerPoint slide decks in advance
- BIC can provide an executive to introduce the Webinar
- Speakers present over a phone and virtual webinar platform
- BIC provides the online technology platform, and presenter training and coordination



Branding and Qualified Lead-Generation:

Sponsoring company's brand is given prominent placement on all marketing materials associated with the webinar:

- The webinar registration page
- Pre-event promotions, including
 - Email blasts promoting registration
 - Promotion on BICMagazine.com and in BIC Magazine
 - Reminder email notifications pre- and post-event
 - The audience console, during the live event and recorded version for 12 months
 - PR announcements

Leads are delivered to sponsor following the live webinar via a reporting link that includes:

- A complete list of webinar registrants
- Answers to all registration and survey questions (sponsor can provide up to two additional questions for the registration page)
- A list of questions submitted by attendees during the event
- A summary of all attendee activity

More info, see page 2 ...

For more details on how you can benefit from Webinar Sponsorships, contact your BIC account executive or
Jeremy Osterberger 281-549-7052 Jeremy@bicalliance.com
Mark Hertzog 484-202-0633 MHertzog@bicalliance.com

Webinar Sponsorships from BIC Magazine are an Easy, Effective Way to:

Generate Sales Leads:

- Market directly to BIC subscribers
- Or direct a targeted message to a subset of subscribers
- Each registrant becomes a sales lead with full contact information

Enhance Your Brand:

- Go beyond “traditional” marketing channels
- Tie your company to interactive media, and to BIC’s highly respected brand
- Gain exposure for your brand during the month of pre-event promotion, the actual live webinar, and the 12-month archival period

Enjoy a great ROI:

- Your investment in a BIC webinar sponsorship pays off many times over with revenue generating opportunities

Rates for complete Webinar Package:

- 1X \$8,500
- 2X or more \$7,500 per Webinar
- Additional charge for more than 1,250 simultaneous live attendees

Additional Webinar Options

- Flash clips and video
- Single video file webinar recording for sponsor’s use
- Post webinar survey to attendees
- Promotion of whitepapers or other resources in conjunction with live webinar

See current Webinars at www.BICWebinars.com

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Turn Our Audience into Your Sales Leads

Align Your Company with the BIC Alliance Highly-Respected brand and
Discover the Reach and Breadth of our Audience with this Premier Lead-Generation Tool