

WEBINAR SPONSORSHIP

ALIGN YOUR COMPANY WITH BIC'S HIGHLY RESPECTED BRAND AND CONVERT BIC'S AUDIENCE INTO YOUR SALES LEADS.

Webinar sponsorships from BIC Magazine are an easy, effective way to generate sales leads in a booming industrial marketplace. Market your products and services directly to BIC's audience with a customized presentation. Present educational content to establish expertise and thought leadership. Build relationships with key industrial decision makers.

BIC MAGAZINE
BUSINESS & INDUSTRY CONNECTION

FREE WEBINAR

Overview

Title: Gas Detection Then and Now - From the Canary to the Cloud
Duration: 45 minutes
Available On Demand

Register Now Already Registered?

First Name*
Last Name*
Email*
Company*
Job Title*
Manager
Work Phone*
Country*
United States
Job Function*
Select one
Type of business*
Personnel/Training
Do you plan on reviewing your portable gas detection plan in the...
What brand of industrial SCBA do you utilize?
Have you considered new technologies or wireless solutions for y...
*Denotes required.
REGISTER
You must have Javascript and Cookies enabled to access this website. [Click here for Help.](#)

Summary

MSA will look at how portable gas detection has changed and how the market has matured. Gas detection equipment has become smaller, faster in response, more durable and provides more data on safety conditions of workers. But the proliferation of these devices has introduced new logistical challenges which technology and creativity are helping to solve.

Sponsored by MSA, The Safety Company
Brought to you by BIC Magazine

Speakers

Jason Fox
Segment Marketing Manager
MSA
Jason Fox is currently the Segment Marketing Manager for Northern North America and has been with MSA for 11 years. He has prior manufacturing and safety experience from the chemical industry.

Mark Stevenson
Territory Sales Manager for Safety.io
MSA
With over 22 years of experience in providing technology related solutions to wide variety of customers, Mark brings a unique perspective when it comes to providing business solutions. Currently, Mark is the Territory Sales Manager for Safety.io.

Branding:

Sponsor company is given prominent placement on all marketing materials, including...

- » Webinar registration page
- » Social media, targeted e-blasts, and inclusion in Resources Alert e-newsletter
- » Promotion on BICMagazine.com and in BIC Magazine print edition
- » Reminder email notifications pre- and post-event to registrants

“The people who attended our webinar were exactly who we wanted to reach. We appreciate the opportunity to share our message with a highly engaged audience.”

- Chris Van Name, Marketing Manager, **Conco Services Corp.**

Qualified Lead-Generation:

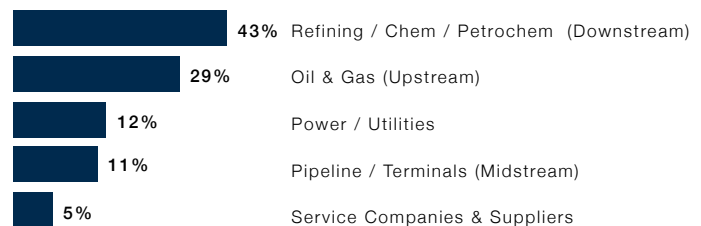
- » Full contact data of all registrants post-webinar
- » Answers from registration and webinar survey questions
- » A list of any questions submitted by attendees during the event
- » Summary of the webinar stats, including promotional analytics, so you can communicate the results

Target Audience:

Audience by Job Function



Audience by Industry



“The event was well organized and promoted, and the production was very professional.”

- Laura Proctor, Director of Trade Marketing, North American Industrial Unit, **Ansell**

Webinar Overview:

- » Sponsors select the topic, provide the content and speakers
- » BIC and webinar sponsor co-promote the presentation
- » BIC provides moderator and manages online registration process
- » User-friendly platform and walkthrough performed prior to webinar
- » Sponsor provides up to three speakers to present over the phone within the webinar platform (30-40 minutes with 5-10 minutes for Q&A)
- » Speakers supply slide decks (Flash clips and video accepted)
- » Sponsor receives file of presentation post-webinar

Industries Include:

- » Refining / Petrochem (Downstream)
- » Pipeline / Terminals (Midstream)
- » Oil & Gas (Upstream)
- » Power / Utilities
- » Service Companies & Suppliers

48 MINUTES
AVERAGE LIVE
ATTENDEE DURATION

33 MINUTES
AVERAGE ON-DEMAND
ATTENDEE DURATION



Promotional Campaign:

- » Dedicated promotional e-blast to BIC's entire digital audience (37,000)
- » Print ad promotion (schedule permitting)
- » Social media marketing
- » Branding through BICMagazine.com
- » Inclusion in BIC's e-newsletter
- » Inclusion in Resources Alert e-blast
- » On-demand recording generates leads for 12 months

Who is Watching?:

- » Plant/Operations Manager – Kuraray
- » Health, Safety & Environmental Director – Valero
- » Procurement Manager – NRG
- » Turnaround Manager – Shell
- » Maintenance & Reliability Manager- Sasol
- » Project Manager – Fluor



Recent Webinar Partners:

- » MSA
Gas Detection Then and Now - From the Canary to the Cloud
- » Mistras
How to maximize asset uptime by implementing a Non-Intrusive Inspection (NII) Program
- » BHI Energy
Faster and safer projects with a project managed alternative welding system
- » Johns Mansville
What facilities need to consider before specifying thin blanket insulations
- » Mobideo / KAP
Digital Transformation: The Journey to 360° STO Optimization

“BIC Magazine did a great job producing our webinar and promoting it to petrochemical industry leaders in the U.S. and beyond. The webinar has drawn lots of interest in our petrochemical conferences in Houston and New Orleans.”

- Emily McMahon, Senior Conference Producer, **Petrochemical Update**

Rates for Complete Webinar Package:

- » 1X - \$8,500
- » 2X or more - \$7,500 per webinar

For more details on how you can benefit from webinar sponsorships, contact your BIC account executive or Jeremy Osterberger at (281) 538-9996 or jeremy@bicalliance.com.

VIEW WEBINAR EXAMPLES:

BICWebinars.com