

LEAD GENERATION WEBINARS



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.

48 MINUTES
AVERAGE LIVE
ATTENDEE DURATION

33 MINUTES
AVERAGE ON-DEMAND
ATTENDEE DURATION



Promotional Campaign:

- Dedicated promotional e-blast
- 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

For more information:

Direct inquiries to your account executive or:
Jeremy Osterberger, Vice President
jeremy@bicalliance.com • (281) 538-9996

Webinar Overview:

- Sponsors select the topic and 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 side decks (flash clips and video accepted)
- Sponsor receives file of presentation post-webinar

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

Branding:

Sponsor company is given prominent placement on all marketing materials including webinar registration page, social media, targeted e-blasts, inclusion in Resources Alert e-newsletter, promotion on BICMagazine.com and in BIC Magazine print edition, and reminder email notifications pre- and post-event to registrants.

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**

*Company name and job titles reflect registrants of past webinars

Rates for Complete Webinar Package:

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

“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