

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.



Webinar Overview:

- Sponsor selects the topic and provides the content and speakers
- Sponsor provides up to three speakers to present virtually, typically 30-40 minutes, with 5-10 minutes for Q&A
- Sponsor prepares all PowerPoints, videos and screen shares for presentation
- Attendees may be polled during the presentation
- BIC provides presenter training on the webinar platform prior to the event
- BIC provides a moderator if requested
- BIC provides the webinar platform, online registration process and promotion
- Sponsor is encouraged to co-promote the webinar

Qualified Lead Generation:

- Sponsor receives full contact data of all registrants after the webinar
- Sponsor may provide 1-2 questions for the registration form; answers included in registrant data
- Summary of the webinar metrics and promotional analytics provided

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

Industry Insight Roundtable:

A new series of editorial driven virtual roundtables featuring industry leaders discussing hot topics in the energy sector. Led by BIC Alliance executives, each event draws hundreds of viewers interested in the trends that will have significant impact on their plants and facilities. Sponsorships available. \$5,500 per event.



“We have produced several webinars with BIC on LDAR, Fenceline Monitoring, and other topics related to Montrose Environmental Group's integrated services to the oil & gas, chemical and energy markets. The audiences for the webinars have been right on target, highly engaged and a source of excellent leads. We also are very impressed with BIC's marketing of our webinars and our company brand.”

Margaret Dunbar
VP of Marketing
Montrose Environmental Group

Webinar Promotion:

- 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:
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