

Sponsorship of a BIC Webinar is an easy, effective way to generate sales leads in a booming industrial marketplace. Present educational content to demonstrate your expertise and thought leadership, all while showcasing your products and services to BIC's audience. Build relationships with key industrial decision makers and nurture leads generated through BIC's interactive webinar platform.

## Webinar Overview:

- Sponsor provides content, 1-3 speakers and a PowerPoint; video and screen sharing are optional
- Presentation is typically 30-40 minutes, with a 15-minute Q&A
- Attendee polls during the presentation are available
- BIC staffer provides a live introduction to the webinar
- BIC provides the webinar platform, online registration process and promotion

## Webinar Promotion:

- E-blasts to BIC audience
- Promotional content and banner ads in BIC e-newsletters
- Branding and promotion on BICMagazine.com
- Social media marketing

## Qualified Lead Generation:

- Sponsor receives full opt-in contact data for all registrants, webinar metrics
- Sponsor may provide 1-2 questions for the registration form
- On-demand recording generates leads for 12 months

## Who attends BIC Webinars:

BIC webinar attendees include top personnel from downstream, midstream and upstream energy companies, such as:

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

## Rates for Complete Webinar Package:

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



## BIC Industry Roundtables

### Unique Branding and Lead Generation Opportunity

Editorial-driven virtual roundtables with industry leaders discussing topics such as: market predictions & analysis, reliability & maintenance, process safety, environmental, productivity, shutdowns & turnarounds, procurement, supply chain & logistics and more.

Up to four non-competing sponsors.

- Sponsor receives:
  - Exposure throughout promotion and during event, including logo, links and description
  - Mention of company's value proposition during live presentation
  - Full opt-in contact data for all registrants
- BIC manages all content
- Sponsorships are limited to four non-competing companies, per event
- Sponsorships: \$5,500 per event

## Watch Recent Webinars:

[BICWebinars.com](http://BICWebinars.com)