

Sponsorship of a BIC Webinar is an easy, effective way to generate sales leads in your market sector.

Position your brand as a thought leader with technical and educational content, 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.

WEBINARS

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 moderator provides a live introduction to the webinar
- BIC provides the webinar platform, online registration process and promotion

Promotion:

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

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:

Attendees include key decision makers from top energy companies such as:

Kuraray	INVISTA	Valero
bp	NRG	DuPont
Shell	Suncor Energy	Sasol
CF Industries	Kinder Morgan	LyondellBasell
Marathon	Westlake Chemical	Arkema
ExxonMobil	Dow	BASF
Phillips 66	Eastman	Chevron

Rate:

- 1X - \$8,500
- 2X or more - \$7,900 per webinar



BIC INDUSTRY ROUNDTABLES

Unique Branding and Lead Generation Opportunity

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

- 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

Sponsorship:

- \$5,500 per event

Watch Recent Webinars:

[BICWebinars.com](https://www.bicmagazine.com/webinars)