



# Webinars

**Educate Prospects and Generate Actionable Leads with Your Expertise**

You can't meet face-to-face with every beverage industry executive, but you can interact with them through your Webinar. You can build brand awareness, become an educational leader, and generate leads – just ask the experts at *Beverage Industry* to help you!

Webinars are ranked as one of the top three tactics for lead generation by marketing professionals.\*

## Webinar Sponsorship Package

**Your company logo will appear on all attendee promotions. Package includes:**

- Database of registrants and attendees
- One half-page print ad in *Beverage Industry* promoting your Webinar
- Promotional ad in *Beverage Insider* and *Daily Brief* eNewsletters, beginning six weeks from broadcast date
- Multiple e-mail blasts to *Beverage Industry's* circulation list promoting Webinar
- Run-of-site banner ad on [www.bevindustry.com](http://www.bevindustry.com) promoting the Webinar
- Branded registration page including 3 pre-qualifying questions
- Execute up to 3 customized polling questions during the live event
- Two event email reminders
- On-Demand program be posted on [bevindustry.com](http://bevindustry.com) for 12 months
- Ask us how you can add other BNP Media food industry publications in your promotional package.

## Recent Results\*

**Food & Beverage Supply Chain Success: Putting Proven Technology Best Practices to Work in 2008**  
November 8, 2007 • Registrants 156

**How to Connect With Health Conscious Consumers**  
October 28, 2008 • Registrants 396

\*Publisher's own data. November 2008.

## Webinar Sponsorships Benefits

### Quality Leads

Build a high-quality sales leads database from captured Webinar attendee demographics.

### Credibility

Your association with *Beverage Industry* lends credibility to your brand and positions you as an industry leader.

### Archives Extend Ad Dollars

Webinars are archived online for one year providing you with brand-building exposure and the opportunity to receive leads for a full year – all for one purchase.

### Beverage Industry Does All the Work – You Provide the Content

*Beverage Industry* provides a full-service Webinar solution with production, platform, promotion, hosting, and audience development services.

### Educate Your Customers

Your customers are interested in learning more about industry related topics. You can help them do that with a Webinar.

<http://webinars.bevindustry.com>

**To take the next step in developing your Webinar, please contact your *Beverage Industry* marketing manager today.**

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\*Why 2008 is the Year of the Webinar, Citrix Online, 2008.