

Webcasts

Online Opportunities from T&D World

Brand Your Company as an Industry Leader

Webcasts are your opportunity to generate qualified leads while creating positive branding and a thought leadership position in the power-deliver industry. Work with Editorial Director, Rick Bush, to create custom content surrounding key issues, solutions, best practices and key projects in power delivery. *T&D World* webcasts are editorial-driven, sponsored events that allow audiences to have real-time interaction with prominent industry players. Webcasts are archived on the *T&D World* site for on-demand viewing and all webcast sponsorships include an extensive promotional effort that includes exposure in newsletters, website advertising, homepage navigation and custom e-mail.

Generate Qualified Sales Leads

Every webcast registrant will be required to fill out contact information and these leads will be delivered directly to your inbox. Leveraging the strength of the *T&D World* brand and our industry expertise, your webinar will reach individuals with purchasing authority across the globe.

Marketing Exposure

- Exclusive sponsorship of the webcast landing page in the form of banner ads and logo links.
- Logo registration link in 12 *T&D World* newsletters before and after the event.
- Registration invitations and reminders to the *T&D World* database
- Each webcast will be archived for a minimum of 3 months. View archive of past events at tdworld.com/webinar/

Price: \$20,225 net



We Take Care of all the Details

- Aggressive marketing campaign
- Leading industry expert to moderate
- Complete production crew
- Real-time polling
- Attendee registration, monitoring and reporting
- Event archiving for on demand viewing

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