

StreamingMedia.com Web Events

HIGH-QUALITY LEAD GENERATION • IMMEDIATE THOUGHT LEADERSHIP POSITION • LEVERAGED BRAND EQUITY • COMPLETE MARKETING PROGRAM • MULTIPLE TOUCH POINTS

WHAT ARE STREAMING MEDIA WEB EVENTS?

- Our Web Events are complete turnkey live events. We do all the promotion, all the registration, and coordinate all the technology. You show up.
- Web Events are 1-hour topic and sponsor-specific sessions broadcast live on the web with streaming audio and/or video.
- Web Events are fully interactive: Live polling, survey, and question & answer sessions make compelling content.
- Audience members have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.
- Our Video Events are produced in a state-of-the-art CBS-affiliate broadcast facility with satellite up-linking, two camera shoot, and professional broadcast personnel.

WHAT YOU GET

- High qualified, actionable leads—from pre-registration, live event log-on, and post-event registration and log-on to the archived event.
- Extensive event registration program with multiple marketing touch points.
- Sponsor Exclusivity – Enjoy 100% attentive and exclusive mind-share in these single-sponsored events.
- Brand Leverage – Use the strength of our Streaming Media brand. Moderated by Streaming Media editor Eric Schumacher-Rasmussen and marketed under the Streaming Media brand.
- A managed process – We take care of all of the details: marketing, registration, technology, follow-up.
- Web Events – Information Today, Inc. has been producing streaming Web Events since 1998. Streaming Media has produced Web Events for clients such as Microsoft, Brightcove, Limelight Networks, PermissionTV, Internap, Rhozet, Grab Networks, CDNetworks, Adobe, Kaltura, VMIX, Ooyala, Digital Rapids, StreamTheWorld, Thomson Reuters, The FeedRoom, Qumu, Streamlogics, Kontiki and more. Information Today, Inc. is the most experienced webcast producer in publishing today.
- The highest-quality Web Events – There is a difference, and your brand benefits or suffers from its presentation.

WE TAKE CARE OF ALL THE DETAILS

Streaming Media will produce, market, and broadcast your one-hour audio and/or video Web Event.

Action List

Our aggressive online and print advertising campaign includes:

- HTML email invitation to our 35,000-name database of your best customers & prospects
- Ability to participate in Streaming Media's annual white paper series—with webcast transcribed, graphics included for print
- Banner advertising on StreamingMedia.com
- 3 pre-promotions in StreamingMedia's **Xtra** newsletter with a 26,000 circulation
- A reminder email to all registrants prior to the event
- Phone call reminder to all registrants
- Collaboration with other Information Today, Inc. media properties where applicable
- Complete registration of attendees with sponsors' customized qualifying questions
- Confirmation emails with Outlook iCalendar reminder
- Reminder email with registration information
- Post-event thank you email with links to archive for both attendees and non-attending registrants
- Optional post-event survey of registration list
- Access to all registrations, including post-event registration for the archived version
- Sponsored webcast archived on StreamingMedia.com

One affordable price, a fraction of the cost of an à la carte event without any of the headaches

Information Today, Inc. Web Events division
Visit www.streamingmedia.com/webevents to view one of our many archived events.

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