

SPE CUSTOM WEBINAR MARKETING OPPORTUNITY

EXCLUSIVE OPPORTUNITY TO BE AN INDUSTRY THOUGHT LEADER

Reach each up to 70,000+ Plastics Professionals

Starting at \$7,000*



GENERATE NEW LEADS



INCREASE COMPANY VISIBILITY



PROMOTE YOUR PRODUCTS

WEBINAR FORMAT

- WELCOME, INTRODUCTION OF SPEAKER
- PRESENTATION APPROXIMATELY 50 MINUTES
- LIVE Q & A
- SPONSOR LOGO ON WEBINAR REGISTRATION PAGE LINKED TO YOUR COMPANY WEBSITE
- LISTED IN THE UPCOMING WEBINAR SECTION ON SPE EVENTS SITE
- ADVERTISEMENT PLACEMENTS ON SPE'S EVENT WEB PAGE & THE CHAIN, SPE'S ONLINE COMMUNITY
- PUBLICITY ON ALL OF SPE'S SOCIAL MEDIA CHANNELS

SPONSOR BENEFITS INCLUDE:

- HOSTING SERVICES AND REGISTRATION MANAGEMENT
- EMAIL LIST OF ALL OPT-IN REGISTRANTS TO THE WEBINAR (POST WEBINAR).
- WEBINARS WILL BE HOUSED IN SPE'S TECHNICAL LIBRARY FOR 6 MONTHS

WEBINAR MARKETING

- TWO TARGETED PRE-WEBINAR EMAILS
- SPE DELIVERS TO TARGETED GROUP
- A/B TESTING OF SUBJECT LINE
- DETAILED EMAILS ANALYTICS PROVIDED



INCREASE BRAND AWARENESS



SHOWCASE YOUR EXPERTISE



REACH NEW CUSTOMERS

*Depending on targeted audience

ARE YOU INTERESTED IN A CUSTOMIZED WEBINAR?

Stephanie Clark, SPE Sales | sclark@4spe.org | 203-740-5411