

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 turn-key live events. We do all the promotion, all the registration, and coordinate all the technology. You show up.
- Web events are one-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. We have produced hundreds of web events for clients such as Actuate, Avaya, Convergys, D&B, EMC, Epiphany, IBM, Indus, Inquire, IPrase, Kana, Knova, Microsoft, Netsuite, Oracle, PeopleSoft, RightNow, salesforce.com, Siebel, Soffront, Talisma, Tuvox, and Unica, among others. 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.

Our Action List *Includes*

Aggressive online and print advertising campaign including:

- HTML e-mail 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 e-mail to all registrants prior to the event
- Phone call reminder to all registrants
- Collaboration with other Information Today 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 Web Events division

Visit www.streamingmedia.com/webevents to view one of our many archived events.

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