

UBM Electronics | Webinars

On-demand engagement. Accelerate adoption. Generate hundreds of leads. Fits all budgets.

About UBM Electronics Webinars

With an UBM Electronics Webinar, you can introduce, demonstrate and discuss your new products with key electronics engineering decision makers and influencers during the critical product selection process. Use our Flash-based live and on-demand Webinars to speed your customer's time to knowledge, understanding, evaluation and adoption—while generating the qualified leads to drive your bottom line.

- **Leverage Our Experience and Expertise:** We are the market leader in building successful electronics engineering Webinars.
- **Reach a Global Audience:** Flexible live broadcast times and 24/7 on-demand events allow you to reach any electronics professional at any time in any language.
- **Access to Industry-Leading Promotional Assets:** With a database of over 1 million electronics professionals, and our industry-leading media brands, we deliver your global target.
- **Real-Time Results, Comprehensive Lead Reporting:** We provide you with state-of-the-art, real-time reporting, which allows you to focus on converting attendees into customers.
- **Lifespan Beyond the Live Event:** Our on-demand Webinar catalog extends the lead generation potential of your event well beyond the live broadcast.

Flexible Packages

Five webinar packages designed to fit all broadcast requirements and budgets:

- **Basic:** An introductory package for customers of any size and budget.
- **Standard:** Engage and interact with your target audience in a live webinar event, including a facilitated Q&A session, audience surveys, real-time polling and detailed lead reporting, plus one year of on-demand availability.
- **Premium:** As an extension of our Standard Webinar package, add embedded video clip into your presentation. Perfect for pre-recorded demos and improving engagement with your audience.
- **Video:** Increase attendee engagement further and create new presentation opportunities. A professional studio crew produces a highly polished event.
- **Editorial:** Build brand association with a specific technology by sponsoring a panel discussion with leading technology experts, moderated by an editor.

UBM Electronics Webinar Package Pricing:

Why Webinars?

- Introduce new products
- Build thought leadership
- Generate leads
- Interactive formats to suit your marketing objectives
- Educate and engage your target audience while generating leads



About UBM Electronics

UBM Electronics, a UBM company, is the global leader in media and marketing services for the electronics industry. Each month more than 2.2 million global electronics industry professionals engage with our online, event and print brands and communities. We serve marketers with targeted, deep and measurable engagement with our audience, and we offer innovative, next-gen marketing services built around industry-leading editorial content.

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Marketing Solutions that Power the Global Electronics Market

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	Basic	Standard	Premium	Video	Editorial Webinar Sponsorship
Price	\$4,950 Net \$5,825 Gross	\$13,200 Net \$15,530 Gross	\$17,545 Net \$20,640 Gross	\$24,200-\$29,700 Net \$28,470-\$34,940 Gross	\$20,000 Net 25,885 Gross
Listing in webinar catalog	✓	✓	✓	✓	✓
Event archive with leads	1 year	1 year	1 year	2 Years	2 years
Registration	✓	✓	✓	✓	✓
Detailed lead reporting	Attendance only	✓	✓	✓	✓
Event management	✓	✓	✓	✓	✓
Promotion in calendar email	2	3	3	3	3
Targeted email invitations		12,000	15,000	18,000	18,000
Platform/browser compatibility	All	PC/IE 5.0+	All	PC/IE 5.0+	PC/IE 5.0+
News release to 4,300+ sites and 150+ RSS feeds		✓	✓	✓	✓
Facilitated live broadcast with Q&A		✓	✓	✓	✓
Professional Video Production				✓	
Embedded Video (up to 5)			✓		
Editorial Moderator					✓
50,000 IMU impressions in a subject appropriate Design Line or Digital Edition					✓

For the more information on scheduling an UBM Electronics Webinar, please contact your UBM Electronics sales representative or Alicia Fields at alicia.fields@ubm.com.

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