

UBM Electronics | Virtual Resource Center

World class user engagements. Drives deeper user engagement, paired with vision, process and execution

A Virtual Information and Communication Center for Customers, Prospects and Partners

EE Times Group's Virtual Resource Center is a one-stop location where your customers, prospects and business partners go to get information, learn, interact and engage with your company. Visitors can gain knowledge about your business, products, new releases, promotions and services, in the midst of a feature-rich, flexible, 3-D environment. It is like a microsite, but with the interactivity of a virtual conference, including communication and networking tools.

Engage, Educate and Strengthen Communities

The Resource Center site is highly flexible and customizable. Customers can brand the Virtual Resource Center site with the theme you want to communicate and provide access to any type of content that can run or be downloaded over the internet, such as:

- Web Pages
- White Papers
- Product Demonstrations
- Webcasts
- Videos
- Text-Chat
- Video-Chat
- Business-Card Exchange
- Blogs for user generated content
- Message Forums
- Group Chat with Moderated, Scheduled, Private and Public formats

Track, report & measure success

Track every action taken in your Virtual Resource Center for accurate reporting, generating super charged leads and measuring success with detailed engagement metrics:

- Notify a representative when a visitor arrives, even when minimized
- Drive search traffic by publishing content visible to search engines
- Direct guests to specific content based on their area of interest
- Enable social networking through "buddy" relationships
- Notify blog and message board owners when comments are made
- Forward Resource Center mail to their everyday e-mail account
- Multiple registration and gating options make it easy to configure access to the content as best suits your program objectives

Why Virtual Resource Center?

- Introduce new products
- Build thought leadership
- Educate and engage your target audience while generating leads with robust metrics
- Track, report and measure success



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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EE Times Resource Center Pricing

Type and description	Pricing
Resource Center Site Build your own site from multiple design styles and customize colors, logos, and video/image. Site includes: <ul style="list-style-type: none"> • 7 content tabs / 50 assets • 4 custom environment extras (people, plants, or images that link to content) • Sponsor's staff/representatives available whenever needed • Group chat • Help desk for technical documentation and support • Create/Edit profiles • Social networking tools (Twitter, LinkedIn, Facebook) • Email, private chat, vcard and buddy exchange • Search people, assets, presentations, titles/descriptions and save assets • 3-month access/ 500 registrant cap <p>* We can develop a customized promotional package for the site designed around your specific marketing objectives.</p> <p>* Additional usage fees may apply depending on site configuration</p> <p>Note: 6-8 week lead time</p>	\$21,500 [net]*
Additional Site Package Options include <ul style="list-style-type: none"> • Promotional Packages • Auditorium and webinar packages • Custom 3D interface design • Blogging tools • CRM integration • Extension on assets, access, registrant limits 	Priced on request

Learn More

To hear more about our best practices relative to Virtual Resource Centers, review or to receive a demo on our range of virtual event solutions including briefing centers, single sponsor events and user group conferences, please contact your EE Times Group sales representative Alicia Fields at alicia.fields@ubm.com.