

# UBM Electronics | Virtual Seminar Center

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

## About EE Times Virtual Seminar Center

An EE Times Virtual Seminar Center is an interactive online environment where visitors can view and communicate with rich-media and experience highly-interactive webcasts. The Virtual Seminar Center is simple to setup and provides an engaging format beyond that of a standard webcast. It is a versatile platform that can be used as an excellent solution to extend a face-to-face event strategy or utilized for internal training and education sessions or customer/partner interactive communications.

## Branded Environment for Webinars & Meetings

Bring your expert presenter's content to your audience in a branded console through audio, video or text solutions. Each includes the ability for attendees to participate in open/group chat or moderated Q&A sessions, take surveys or polls, and access assets (list). Video webcasts even allow presenters to share their desktop, take users to explore external web pages while still within the webcast and more.

An accompanying virtual booth supports extensive supporting materials, and provides 1-to-1 and group communication and networking tools.

## Robust, Measureable Results for Sponsors

Our sponsorship packages provide a range of opportunities to supplement leads with robust reporting and detailed engagement metrics on attendees..

- Leads continue to grow after the live webinar for three months where audience metrics can continue to increase..
- Lead reports go well beyond simple contact information to provide detailed engagement data.
- Multiple registration and gating options make it easy to configure access to the content as best suits your program objectives.



## Why Virtual Seminar Center?

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



## 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.

[ubmelectronics.com/mediakit](http://ubmelectronics.com/mediakit)

**Marketing Solutions that Power the Global Electronics Market**

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## EE Times Virtual Seminar Center

### Lite Sponsorship Package

Pricing : \$17,300 net

#### Includes: Auditorium, Exhibitor Booth, Help Booth, and Webcast Reporting.

- Auditorium with optional group chat and event visibility on multiple tracks
- Three [3] Live webinars [audio/powerpoint]
- Booth that hosts 25 Assets - URLs, documents, PDFs, such as: company overview, white papers, sales presentations, product/services, brochures, etc.
- Help Booth for technical support
- Services up to 500 unique attendees
- 3 months access
- Logo branding on Webcast console & throughout Virtual Seminar Center
- Interactive open/group chat or moderated Q&A sessions between Speaker/Moderator & attendees.
- Standard or API registration.
- Robust search, user profiles, chat, email and survey opportunities

Note: 8 - 10 week lead time

### Premium Sponsorship Package

Pricing : \$36,500 net

#### Includes: Auditorium, Exhibitor Booth, Help Booth, and Webcast Reporting.

- Lobby area: effortlessly guides attendees to areas and content within the Virtual Seminar Center. Can include a green screen message if video files are included and optional specialized branding and customization.
- The Lounge: a key area where attendees socialize and network. Social networking tools are available such as Twitter, LinkedIn and Facebook. Optional specialized branding and customization is available.
- Auditorium with optional group chat and event visibility on multiple tracks
- Eight [8] Live webinars [audio/powerpoint]
- Booth that hosts 50 Assets - URLs, documents, PDFs, such as: company overview, white papers, sales presentations, product/services, brochures, etc.
- Help Booth for technical support
- Services up to 1,000 unique attendees
- 6 months access
- Logo branding on Webcast console & throughout Virtual Seminar Center
- Interactive open/group chat or moderated Q&A sessions between Speaker/Moderator & attendees.
- Standard or API registration.
- Robust search, user profiles, chat, email and survey opportunities

Note: 8 - 10 week lead time

### Additional Site Package Exposure

Priced upon request

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Marketing and promotional Packages</li> <li>• Auditorium and webinar packages</li> <li>• Custom 3D interface design</li> </ul> | <ul style="list-style-type: none"> <li>• Blogging tools</li> <li>• CRM integration</li> <li>• Extension on assets, access, registrant limits</li> </ul> |
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## Learn More

To hear more about our best practices relative to Virtual Seminar Centers, review or to receive a demo on our range of

[ubmelectronics.com/mediakit](http://ubmelectronics.com/mediakit)

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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](mailto:alicia.fields@ubm.com).