

The logo for POWER, featuring the word "POWER" in a bold, red, sans-serif font. The letters are slightly shadowed, giving it a 3D appearance. It is positioned on the left side of a dark blue banner that has a white arrow pointing to the right.

SPONSORED WEBINARS

Reach and engage the power generation industry by partnering with POWER for your next webinar

POWER's webinars are an interesting, measurable, and cost effective way to reach the global power generation market. By combining the immediacy of the Internet with the impact of streaming audio, video and live Q&A, POWER webinars provide a dynamic marketing solution that accelerates the lead generation process and produces actionable results.

Not only will we assist you in the creation of your presentation and promote it to our email list, your company will get the contact information for all of those who signed up to attend. POWER webinar sponsors have found that the registration process is one of the most effective ways to generate highly qualified leads. On average, POWER webinars produce 400-450 registrations.



73% of readers attended a webinar in the last 12 months

34% said they will attend more webinars next year than in previous years

Previous webinars have produced 400+ registrations with up to 95% live attendance

60% of readers said attending webinars are very useful or useful to stay informed about the energy industry

According to the 2014 E-media Study

SINGLE-SPONSORED:

Advertiser develops the content

MULTI-SPONSORED:

POWER staff develops the content (topics vary)

ALL PACKAGES INCLUDE:

- » Registration list with contact details
- » POWER staff to moderate the webinar
 - Sponsors are recognized during the webinar
- » Online advertising
- » E-newsletter advertising
- » Email promotion (4+ blasts)
- » Print advertising (if signed before ad close deadline)
- » One-year archive on powermag.com
- » Post-event promotion
- » Sponsor will receive a master CD of the webinar presentation for marketing purposes

Contact your sales representative for more information:

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