

# REACH AND CONNECT WITH POWER'S GLOBAL MARKET THROUGH EDITORIALLY DRIVEN WEBINARS

POWER's Editorial Webinar series offers an innovative, measurable, and cost-effective platform to engage professionals in the power industry. POWER's editorial webinar series provides a dynamic marketing tool that accelerates lead generation and delivers actionable insights, while minimizing the content creation "lift" for our sponsors.

Your webinar will be actively promoted to POWER's extensive subscriber and customer database, ensuring maximum visibility. As a sponsor, your company will receive the contact details of all registrants, offering a direct path to highly qualified leads. Sponsors consistently find our webinars to be a valuable channel for connecting with decision-makers and advancing their marketing goals.

Previous webinars have produced **500+** registrations  
with an average of **35%** live attendance

**73%** rank webinars as the best way to generate high-quality leads. (Source: Content Marketing Institute)

**44%** of webinar attendees say they prefer live webinars to other types of virtual content. (Source: InsideSales.com)

## 2025 Webinar Topics:

- Maintenance Repair and Operations (MRO)
- Water Management
- Data Centers
- APM Solutions (Asset Performance Management)
- Small Modular Reactors (SMR's)
- Advances in Turbo Machinery
- Decarbonization
- Energy Storage
- Renewable Energy Integration Solutions
- Grid Outlook 2025

## ALL PACKAGES INCLUDE:

- POWER staff develops the content and moderates the webinar
- Sponsor recognition during the webinar
- Promoted online through targeted email, website promotion, newsletters, and social media
- Registration list with contact details
- One-year archive on powermag.com
- Post-event promotion

## ENHANCED PACKAGES INCLUDE:

- All elements detailed above
- Thought Leadership- Sponsorship includes a speaking role as one of the panelists.

## SPONSORSHIP INVESTMENT OPTIONS:

### OPTION 1

Multi sponsor, does not include speaking opportunity | **\$6,500**

### OPTION 2

Multi sponsor + speaking on the panel | **\$8,500**

### OPTION 3

Exclusive sponsor + speaking on the panel | **\$12,000**

## CONTACT YOUR SALES REPRESENTATIVE FOR ADDITIONAL INFORMATION:

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