

Meetings Focus[®]

MEETINGSFOCUS.COM

2012 Educational Webinar Sponsorships

Meetings Focus has been delivering successful Educational Webinars to our clients for more than 4 years. Hard hitting topics, well known speakers, and a creative and effective model for you, the supplier, to 'stand up' at these events, brand your brand, and generate hundreds of leads.

In 2012, as we continue to offer both Regional and National Webinar Sponsorships, we are also 'stepping up' the educational opportunities with several '2 Part' Webinars. These '2 Part' programs were designed to offer multiple levels of education, addressing not only newer planners, but the large percentage of our audience with 10+ years of experience in the market.

In 2012, our special Webinar Packages will continue, and include:

- > Webinar sponsorship, with logos, marketing and all registrant data
- > Print ad in corresponding issue story
- > E-Newsletter unit in dedicated Webinar e-Newsletter
- > Choose from 8 special topic options
- > Play on a full playground of marketing options



Costs for these Special Webinar Packages, including a Print ad, Regional Webinar Sponsorship, and e-Newsletter ad unit:

Platinum Package: \$7,345

- > Webinar Regional Sponsorship, e-Newsletter evertorial or leaderboard and a full page print ad

Gold Package: \$5,945

- > Webinar Regional Sponsorship, e-Newsletter evertorial or leaderboard and a ½ page print ad

Silver Package: \$3,410

- > Webinar Regional Sponsorship and an e-Newsletter evertorial or leaderboard

Bronze Package: \$2,250

- > Webinar regional sponsorship

Regional Webinar Sponsors enjoy all the leads from planners who book in their respective region. National Webinar Sponsorships are also available, offering you visibility in all e-Blasts, all e-Newsletters, and giving you all registrant data from the event. More than 568,000 impressions!

All of these packages can become 'National', including ads in all 4 publications, e-Newsletter units in all of our editions, and National Webinar marketing. Talk to your representative about all the options.

Meetings Focus Contact:

Jim Krotz, e-Media Brand Solutions Director
319.861.5079
jim.krotz@meetingsfocus.com



Meetings Focus[®]

MEETINGSFOCUS.COM

2012 Educational Webinar Schedule



January 25	CSR: Creating Positive Results	Special Webinar Package
February 29	Contingency Planning: Preparation Pays	Special Webinar Package
March 14	Negotiating: Driving the Deal – Part 1	Part 1
March 28	Negotiating: Driving the Deal – Part 2	Part 2
April 25	F&B: Low Cost Creativity	Special Webinar Package
May 30	Conference Centers: Maximizing the Learning Environment	Special Webinar Package
June 13	ROI: Are you getting yours? – Part 1	Part 1
June 27	ROI: Are you getting yours? – Part 2	Part 2
July 11	Budget Tips: Making More and Spending Less – Part 1	Part 1
July 25	Budget Tips: Making More and Spending Less – Part 2	Part 2
August 29	International Meetings: Tackling the Unfamiliar	Package (w/s/e)
September 19	Sustainable Meetings: Going Green the Easy Way	Special Webinar Package
October 31	CVBs: Negotiating for Services	Special Webinar Package
November 14	Contracts: Covering Your Assets – Part 1	Part 1
November 28	Contracts: Covering Your Assets – Part 2	Part 2
December 12	2012 Meetings Market Trends Survey	Special Webinar Package

Meetings Focus Contact:

Jim Krotz, e-Media Brand Solutions Director
319.861.5079
jim.krotz@meetingsfocus.com

