

ASSEMBLY

Make Webinars Part of Your Lead Generation Strategy and Showcase Your Expertise

Webinars are a great way to showcase your knowledge and expertise on industry related topics – giving attendees the information they need all while you collect over 288* qualified leads. Let us help you build high-quality leads. Our leading subscriber databases help ensure quality registrations to provide you with full contact and demographic information of your attendees. **PLAN FOR A WEBINAR TODAY!**

"We love working with BNP on webinars. The intuitive interface of the webinar platform and detailed reporting not only makes it easy to see the success of this partnership in real time, but provides invaluable insight as to the quality of leads being produced. Would recommend time and time again."

- Alisa Snyder, Sr. Manager, Brand & Customer Advocacy, Procore





93% of attendees would attend future webinars**

2016 BNP Average Webinar Stats*

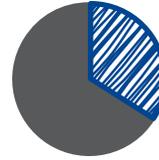
50 VIEWED MINUTES

577 GUESTS REGISTERED

273 GUESTS ATTENDED



46% Respond to Polls



34% Document Downloads



25% Q&A Participation



22% Respond to Surveys



PACKAGE PRICE: \$11,025 NET

Sign up for an ASSEMBLY webinar today and let our experienced webinar specialists develop a complete marketing campaign tailored to your online event.

YOUR COMPREHENSIVE CAMPAIGN WILL INCLUDE:

- * Multiple promotional eblasts
- * Ad on brand website
- * One print ad
- * eNewsletter announcements
- * Dedicated registration page plus confirmation, reminder and follow up emails
- * Social Media announcements

- * NEW marketing automation integration
- * Dedicated project manager to create, manage and produce your event
- * Polling, Q&A and exit survey to gather attendee feedback
- * Moderator for your event
- * One year on-demand access for continued exposure and lead generation

VIDEO

Over half of B2B consumers find video webinars highly valuable. +



97% VIDEO WATCHERS TAKE ACTION.+

- * Share information
- * Investigate companies
- * Discuss with someone else



WEBCAM: Deliver live video from your home, office or studio by adding a webcam to your presentation allowing you to be the face of your brand.

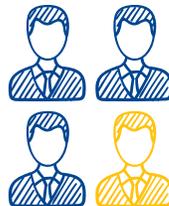
MP4: A video file of your webinar can be created and hosted on our sites, your website or YouTube.

BROADCAST LIVE: Whether you have a physical event or just want your webinar to look professional, let us come to you to broadcast your speakers live on video – all that's needed is internet access.



CEUs

Further enhance your expertise by offering continuing education units (CEUs) to attendees. CEUs draw more people to your webinar and keep them engaged longer.



3 OUT OF 4 OF ATTENDEES have viewed a continuing education webinar, which is the topic of greatest interest.**

SCHEDULE YOUR WEBINAR

Lots of people can produce a webinar. But only ASSEMBLY offers the expertise, audience and tools to help your webinar succeed.



Tom Esposito - Publisher
(610) 436-4220 x8530 / espositot@bnpmedia.com

Bill Deyoe - Associate Publisher
(704) 822-6434 / deyoeb@bnpmedia.com

George Misko
(610) 390-6566 / miskog@bnpmedia.com

Tina Vulgaris
(847) 405-4070 / vulgarist@bnpmedia.com

webinar.assemblymag.com

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* 2016 BNP Media average webinar stats

+ 2016 Online Video in a B2B World, BNP Solutions

** 2016 Webinar Attendee Interest Study, July 2016, BNP Market Research