

# platts WEBINARS



## Sponsoring a Platts webinar will help you generate qualified leads and build or reinforce your company's brand.

Online events provide one of the fastest ways to reach industry leaders in your market. Quick turn time and the ability to instantly measure response rates, plus targeted, quality traffic from around the globe make Platts webinars a prime opportunity to get your message in front of hundreds of key decision-makers in the global energy industry. When it comes to reaching and motivating prospects, nothing beats the excitement and cost-effectiveness of a live online event. With Platts, we will plan, promote and produce everything required to ensure your company's sponsorship generates successful results.

### Platts Webinars give you:

- Fully qualified leads
- Excellent branding exposure
- Audience interaction via web based Q&A, polling and exit survey
- Opportunity to educate your target audience
- A way to reach new customers and showcase your thought leadership
- Ability to market to a new qualified database

### Turn-key marketing:

- Platts will send a minimum of three marketing e-mails promoting the webinar, with your company logo included
- A minimum of six webinar ads will be showcased in the industry's most respected newsletters - Platts Gas Daily, Oilgram News, Megawatt Daily, SBB Steel Markets Daily, Inside FERC and more
- Your company branding will be on the webinar landing page and player, archived for one year

## Generate high-quality leads and reinforce your company's thought leadership position.

Benefits at a Glance	Exclusive Sponsor	Non-Exclusive Sponsor
Complete registration list—qualified industry leads with detailed information and complete webinar report including: poll results, Q&A, survey results and live attendee data	✓	Attendee contact information and company post-event survey question results
Webinar introduction and your company overview	60 seconds delivered by sponsor	30 seconds delivered by Platts moderator
Your company logo will be included on e-mails and on ads in Platts publications reaching at least 30,000 energy professionals	✓	✓
Your company logo will appear on the webinar lobby page, webinar user interface, and 12 month archived webinar site	✓	✓
White paper and/or web link made available for download to webinar attendees and archived on webinar site for 12 months. White paper subject to approval by Platts	2 documents or web links	1 document or web link
Post webinar redirect to your web site for all webinar attendees	✓	N/A
Post-event survey question for all webinar attendees	2 questions	1 question
Platts webinar sponsorship	\$15,995	\$7,995

Webinar archived for one year on <http://platts.com/webinars>

Targeted leads provided in detailed webinar report

Full marketing campaign service to promote event

### For Information, contact:

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