



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.

Single-sponsored webinars average **500+ registrants.**

Multi-sponsored webinars average **750-1,000 registrants.**

Both average a **35% live attendance.**



78%

of readers plan to attend a webinar in the next 12 months



94%

of readers said they attend webinars as a way to stay informed about the energy industry

SINGLE-SPONSORED:

Advertiser develops the content

MULTI-SPONSORED:

Advertiser(s) and/or 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 on powermag.com and POWER e-newsletters
- Email promotion
- Print advertising (if signed before ad close deadline)
- One-year archive on powermag.com
- Post-event promotion
- Sponsor will receive the raw video file in MP4 format for marketing purposes

CONTACT YOUR SALES REPRESENTATIVE FOR ADDITIONAL INFORMATION:

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