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:** Advertiser develops the content

**MULTI-SPONSORED:**

Webinars follow a pre-determined editorial calendar which is available upon request. POWER’s content team develops these conversations completely turnkey and the sponsor not only gets exposure before the event on all promotions, but also has a message included in the presentation. Lastly, all leads generated are shared with the sponsor.

**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

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**CONTACT YOUR SALES REPRESENTATIVE FOR ADDITIONAL INFORMATION:**

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