

2011

Webinars

Educate. Build Brands. Generate Leads.

Your All in One Solution to Reach *Prepared Foods* Professionals

Prepared Foods produces educational Webinars to help product developers grow their businesses. Each Webinar features professional audio/visual presentations from industry experts, YOU, along with live attendee-submitted Q&A sessions. Webinars hosted and marketed by *Prepared Foods* have produced outstanding results as a communications tool and lead generation device.

SPONSORSHIP PACKAGE: \$15,000 (net)

Aggressive Marketing Campaign — Before & After Event

- Multiple promotional e-blasts to *Prepared Foods* e-subscribers
- Ad on www.PreparedFoods.com
- Two print ads in *Prepared Foods* Magazine
- Multiple announcements in *Prepared Foods* E-dition
- Dedicated registration page, plus confirmation and follow-up e-mails

Recognized Moderator

- *Prepared Foods* will provide a recognized editorial representative to moderate the session

Interactivity

- Live polling, Q&A and exit survey to gather feedback from attendees

Quality Leads

- Receive high-quality registration leads (demographics)

Archived Event

- Posted online at www.PreparedFoods.com for one year with 24/7 accessibility

▼ RESULTS FROM PAST *PREPARED FOODS* WEBINARS ▼

Average
Target
Audience

28,196

1.23% REGISTER

Average
Leads

348 REGISTRANTS

192 ATTENDEES

93%

of attendees would
recommend *Prepared
Foods* Webinars to
others!

For Webinar tips and more information, contact your sales rep or visit
<http://portfolio.bnpmmedia.com/webinars>.

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View archived Webinars at <http://webinars.preparedfoods.com>

Webinar Sponsorship Benefits:

GROW YOUR MARKET

Educating your customers and prospects about your product benefits and applications expands the opportunities within your market.

ONE-ON-ONE PRE-QUALIFIED SALES

Webinars provide an ideal opportunity to communicate one-on-one to a highly pre-qualified base of customers for only a small fraction of the cost of trade shows and personal sales calls.

THE POWER OF *PREPARED FOODS*

Industry leading subscriber databases help ensure the highest quality registration.

REINFORCING YOUR BRAND

Companies that share technologies and support customer education strengthen their position as innovative industry leaders.

PREPARED FOODS EXPERTISE

Our Webinar experts provide turnkey support and advice ensuring a satisfying and rewarding Webinar experience with minimal effort on your part.

MEASURABLE ROI

Tangible sales leads and post-event surveys provide you with two powerful ROI metrics.