



Leads and More Marketing Through Webinar Sponsorship

All product-marketing campaigns include tactics designed to generate leads for your sales team to turn into new business. Live events such as trade shows and conferences have long been a good source of new leads, but with tight budgets and other considerations, not all your best prospects are able to attend industry events.

Since the advent of Web conferencing in the late 1990s, publishers have solved that problem by bringing together the best of conference content and live event interaction without travel expense through webinars. The chances are pretty good that you receive webinar invitations for all kinds of topics of interest to modern marketing professionals. Today, webinars are recognized as a top tool for lead generation, lead nurturing and customer retention.

Brand marketers can participate in webinars in two main ways: by sponsoring a webinar that is put together by a publisher's

588

Average number of leads from a Photonics Media webinar.

WEBINAR SPONSORSHIP BENEFITS

- ➔ Attendee contact information (leads)
- ➔ Custom polling and surveys to gauge buying interest
- ➔ Visibility in print and online promotions

editorial team, or by creating a custom webinar that is hosted and produced by the publisher's production team.

A well-attended editorial webinar could result in hundreds of qualified leads. What's more, the leads from a custom webinar are very well qualified because the registrants signed up specifically to hear your expert information, and the cost per lead can be very attractive – not necessarily the case for leads acquired at trade shows. But just like attending trade shows, there are a number of other good reasons to sponsor webinars.

By choosing the right topic and the right publishing partner with which to sponsor a webinar, you can position your organization as a thought leader, supporting the sharing of valuable expert information with a well-qualified audience.

Custom webinars allow you to choose the topic and select the speakers. A publisher likely will have a team to produce and host

the webinar and, most importantly, will supply the audience. Not just for lead generation, this is an opportunity to share complex or highly technical information and your team's expertise.

As the sponsor of either type of webinar, you should receive contact information for all registrants, including those who register after the live event to view the archived webinar. You may have the opportunity to participate in custom polling and surveys during and after the live webinar event to find out attendees' buying authority and plans. Finally, your company benefits from having your name and logo associated with the webinar in print and online promotions and communications before, during and after the webinar.

That's a lot of exposure, resulting in leads and so much more.

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From the Sales Director

Leads, leads and more leads ...

Webinars are, in my opinion, a fantastic way to generate leads – buyers actively seeking solutions, products and knowledge. Engaging with these new prospects by way of a memorable and educational event allows you to profile your new prospects, and to find out who they are and what they need.

Why choose Photonics Media?

Experience, Value and Performance

As the leading provider of full-service Web events, we will handle every aspect of a webinar, from audience recruitment and profiling to production and moderation. You pay one very reasonable price for everything, whether you have 600 or 2000 attendees. We are the partner of choice to reach the largest and most qualified audience in the photonics industry. I urge you to contact your Photonics Media sales representative for details. Mention “Leads, leads and more leads ...” for a special introductory offer.

Here’s what you get:

Marketing

- Dedicated project manager
- Industry expert or content support
- Targeted email campaign
- Access to our market-leading database
- Lead generation

Production

- 60-min live session
- Full tech support
- Q&A

Postsession

- Final report of all leads and profile
- Your session hosted on demand for 12 months
- All subsequent on-demand leads

Ken Tyburski

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Photonics Media webinars consistently beat the registration-to-attendance industry average of 33%.

Upcoming Webinars

May

Next-Generation Optics
Trends in Optical Sensing

June

LED/OLED Development Trends

July

Photonics-Based Manufacturing

August

Emerging Applications for Liquid Lenses

October

New Materials for Photonics
Advances in Machine Vision

November

Soft-Tissue Imaging Advances

December

Future of Silicon Photonics

Q&A with Laura Marshall, Managing Editor

My role: As managing editor, I run the editorial team, assigning and editing the content for our print publications: *Photonics Spectra*, *BioPhotonics*, *Industrial Photonics* and *EuroPhotonics*. I also co-host Photonics.com’s weekly newscast, *Light Matters*.

Years with Laurin Publishing/Photonics Media: Almost 5-1/2 – I started in August 2008.

A fun fact about me: I started figure skating lessons in 2010 and love the challenge of learning a completely new skill.

One thing I love about my job: As a kid, I loved writing, and I loved science. Now I get to write and edit all kinds of articles about some very cool science. Dream come true, or what?

My personal work philosophy: Never stop learning. (That’s kind of my philosophy of life, too.)



Call for Papers

Photonics Media editors are looking for contributed technical features for upcoming issues of *Photonics Spectra*, *BioPhotonics*, *EuroPhotonics* and *Industrial Photonics* magazines.

To share your expertise with the readers of Photonics Media publications, send a brief abstract or completed unpublished article for review to Laura Marshall, managing editor, at laura.marshall@photonics.com.

For details on contributing technical features, please see the article “Let’s Get Technical,” in the May 2013 issue of the *P.S.* marketing newsletter, available at www.photonics.com/marketingnewsletter.

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Please visit our website, Photonics.com/mediakit, for all our marketing opportunities.

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32,500
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**Advancing light-based technologies
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Industrial Photonics is the NEW global resource on lasers, sensors, machine vision and automation systems for materials processing, process control and production.

Premiering in January 2014 and published quarterly, *Industrial Photonics* will be written for manufacturing, production, design and applications engineers, researchers and others involved in the integration of photonic technologies across a range of operations.

Industrial Photonics will be supported by the full resources of the Photonics Media ecosystem, including dedicated Web pages, e-newsletters, webinars and more.

Speak with your regional advertising manager about the new opportunities available with *Industrial Photonics*.

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for
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Plan a custom video shoot today.

Build your brand and drive traffic with video and commercial spots

Photonics Media makes it easy to create an informative and engaging video by providing complete services, from concept to finished product to promotion.

A video production package includes:

- Video shoot, editing and production
- Hosting on Photonics.com with rotation on our home page
- A featured spot in one of our opt-in e-newsletters (30,000+ subscribers)
- Custom video player to embed on your website for the duration of the contract
- Link in the video to your website

Reinforce your brand

Photonics Media can produce a 15-second commercial for your company, product or process that plays before and after our popular weekly newscast, *Light Matters*. Your “spot” can further increase your visibility and brand awareness while driving traffic to your website.



We can shoot your video at an upcoming trade show. Ask for details!

Ask about our video production package.



Our magazines are available as **FREE** mobile apps for subscribers



Also available:



PHOTONICS MEDIA
THE PULSE OF THE INDUSTRY

