

LABORATORY EQUIPMENT-Produced Webcasts

Webcasts are an excellent way to educate and inform customers, investors and analysts on relevant topics of interest. It's an interactive format that has proven successful in influencing key prospects as you look to introduce new products/brands or identify your brand with vital products and services.

LABORATORY EQUIPMENT can help you produce a webcast that will achieve these objectives while reaching a diverse and global audience.

Position Your Company as a Thought Leader

The LABORATORY EQUIPMENT editorial team will work with you to develop a topic and select a panel, including an industry expert, that will tie in with your company and the informational needs of our readers. Tim Studt, Editor-in-Chief, will act as moderator for the webcast and will assist you in every step of the process.

Webcasts are more cost-effective than in-person seminars and conferences and allows registrants to view them from their own desk while still being able to interact with the panel through a live Q&A session. It's an effective tool for reaching clients or influential buyers who may be unwilling or unable to meet face-to-face.

Sponsoring a webcast will help you generate leads from the registrants that are interested in the topic. Highly-profiled lead collection includes name, company name, phone, email, job function and other demographics. We also offer the convenience of on demand viewing for three months after the event to extend the shelf life of your event.

Pricing

Both single- and multi-sponsored options available. If you are interested in a multi-sponsored event, we can assist you in securing a secondary sponsor.

Rate: \$15,000 net; \$7,500 per sponsor for co-sponsored event

Contacts

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LABORATORY EQUIPMENT webcasts are supported by a highly-visible marketing program:

- Print Ad – One full page ad running the month prior to the webcast
- Newsletters – One tower/banner ad running in the LAB NEWS *Daily* enewsletter beginning four weeks prior to the webcast and an “on demand version” of the tower/banner ad running four weeks post webcast
- Website – One tower/banner ad running on www.LaboratoryEquipment.com beginning four weeks prior to webcast and “on demand version” running four weeks post webcast
- Three Dedicated Email Blasts – Running one month, two weeks and three days before event
- Dedicated Search Engine Marketing Campaign to promote registration (begins 1 month before event)
- Three-month archive of webcast posted on our website and promoted in enewsletters and on the website
- Leads and statistics sent after “live event” and upon request from Webcast Coordinator