



## Analyst Briefing Webcast Sponsorship

### Lead-generating Content Sponsorships

These highly engaging programs feature top industry analysts as they explore strategies for today's diverse technology challenges. Developed with these experts, each program delivers the most qualified audience possible for sponsors offering related technology solutions. Each Webcast's audience development plan drives viewers to relevant, educational content in real time — generating a fresh and continuous stream of qualified registrant data. Sponsors receive registrant data for immediate follow up, and gain valuable exposure adjacent to relevant and memorable content.

## Critical Sales Intelligence

Viewers provide valuable information during the registration process and evaluation surveys. This critical sales intelligence is compiled into detailed reports and is delivered to all sponsors via our exclusive Lead Evaluation and Delivery System™ (LEADS). This data, both in aggregate demographic form and as individual registrant profiles, provides sponsors with immediate insight into purchasing plans for their solutions.

## Each Analyst Briefing program includes four segments:

- The host and content director provides an introduction to each program. Your banner will be displayed as part of the player window for the duration of the program you are sponsoring.
- The core content segment features the host interviewing an industry expert and/or discussing the target topic with one or more prominent users.
- The Q&A segment includes the host posing questions to the expert for the benefit of viewers.
- The host wraps up the discussion and directs attention to the resources that are available.

## Sponsor Benefits

- **Exclusive lead data:** Exclusive access to a guaranteed minimum of 125 registrant profiles each month
- **High visibility:** Banner placement in a prominent position on the AccelaCast™ player
- **Superior positioning:** Associated with professional, innovative technology content
- **Valuable exposure:** Visibility within an educational forum
- **Exceptional value:** High return on your marketing investment; low cost per registrant
- **Optimal targeting:** Deliver the right message to a self selected audience at the right time
- **Time flexibility:** Vendors may begin their sponsorship of a program any time there is availability
- **Turnkey deployment:** ITworldcanada.com provides content development, full program production, and marketing activities to drive viewership and registration on an ongoing basis
- **Access to LEADS:** View registrants, generate audience demographic reports, evaluate lead profiles throughout the life-cycle of your sponsorship
- **Effective reach:** Reach IT audiences across geographic boundaries "anywhere, anytime"

## Sample Analyst Briefing Programs

### Business Intelligence Series

- Achieving Real-Time Business Intelligence
- Business Intelligence: Data Warehousing Retakes the Spotlight
- Key Business Issues Survey: What Keeps CEOs Up at Night?

### Enterprise Storage Management Series

- Storage Management: Collaring Runaway Administration Costs
- Network Storage: Can it Cut Costs Today?
- Deriving Business Value from a Networked Storage Infrastructure

### Enterprise Security Series

- Defensive Position: Countering the Growing Threats to Mobile and Wireless Security
- Security Basics for Small and Medium Businesses
- Selling Security to the CFO: How To Make a Credible Case for Spending Money on IT Security

### Network Management Series

- Strategic Elements of Network Management Architecture
- Strategies for Anticipating Network Management Problems
- Strategies for Integrating Wireless Devices

### Web Services Series

- Web Services Implementation Strategies: Practical Approaches
- Implementation Strategies: Practical Approaches
- The Next Business Model of the Internet

Programs are added frequently, so be sure to contact your account manager for the most up-to-date list.

## Analyst Briefing Sponsorship Pricing

### Exclusive Monthly Sponsorships

	Net / Gross
2 months	Cost Per Series \$18,750 / \$22,060

## Registration and Lead Services

- A guaranteed minimum of 125 detailed registrant profiles per month.
- Access to LEADS throughout the sponsorship period; LEADS provides real-time access to registration data, audience demographics, completion surveys and more.

## Required Materials

- Company logo for registration page
- Sponsor banner (468x60 pixels) in video player
- Maximum banner file size 14K
- Names and e-mail addresses for all employees who should be issued a password for accessing LEADS reporting tool

Lead guarantees are based on demographics that are consistent with the ITworldcanada.com audience. In order to be qualified as a lead, a contact must register for the Webcast program, include valid contact information and not be internal to the sponsoring company, or ITworldcanada.com. Students are also not considered a qualified lead.

## For More Information

For additional information about Analyst Briefing sponsorships, contact your account manager or:

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