



WEBINARS

Food Processing's webinars are focused on presenting solutions to identifiable problems, emerging technologies and key topics that are relevant to today's food industry's professionals. Each event is moderated by a *Food Processing* editor who will engage industry and sponsor experts in a live 45 to 60 minute interactive format. Webinars are a powerful audience engagement tool and our most effective and long term lead generation product. They're excellent at promoting your company as thought leaders well as branding and identifying purchasers late in the buying process when they are nearing a selection decision.

If you would like to develop a topic that you don't see as part of our annual series, or if a scheduled webinar is already sponsored, our editors can add your topic to our series portal and schedule an additional webinar date to suite your requirements.

Putman research across webinar attendees and registrants show:

- 84% say webinars better equip them with an upcoming purchase decision
- 55% referred back to the webinar to help with a decision
- 62% forwarded a link to the webinar to a team member
- 53% prefer on-demand webinars
- 73% indicated that work demands often interfere with viewing live

Sponsoring a *Food Processing* Webinar

We developed a process that make sponsorship as easy as possible from working with our editorial staff on your content presentation to providing excellent customer service in working with our webinar management team. In addition, you can expect:

- An opportunity to present alongside our editorial team
- Live interaction with attendees during the Q & A session

- Our platform allows attendees to download additional sponsor assets such as white papers, videos and product information while viewing your webinar
- Participation during the attendee polling in the live event
- Branding on all pre-event, live and post event marketing
- Excellent customer service though our webinar management team who will coordinate all webinar details and deliverables
- Detailed reporting that includes attendee contact information, information about what they downloaded during the event and a summary of the polling information that was gathered during the broadcast

Food Processing Webinars

Food Processing's online events offer you an interactive experience to listen and talk with experts in all facets of the food and beverage industry.

Join Food Processing editors Dave Fusaro and Pan Demetrakakes, as well as other industry experts, as they dive into topics that hit home for food and beverage manufacturers.

Food Processing 2020 Webinars and More!

- 08/19/20: Setting the Bar for Sanitation and Food Safety with Hygienic Design
Sponsor: Rittal North America, LLC
- 08/28/20: Improve supply chain transparency in modern Food & Beverage manufacturing
Sponsor: Infor



WEBINARS

Webinar Promotion

All *Food Processing* webinars are promoted through a variety of media platforms:

- All webinars are posted to our robust Webinar Registration Portal on FoodProcessing.com (click here to view). Our editors list dates, keynote speaker bio's and topic overviews. Visitors can view the portal and pre-register for the webinars of their choice.
- Sponsor information is then loaded onto the registration portal... company logo attached to their webinar as well as their speaker bio and presentation summary.
- The Food Processing Webinar Series is heavily promoted on FoodProcessing.com and through our daily newsletter
- Approximately 30 days prior to each specific webinar we execute a robust marketing campaign that includes targeted messages to our audience based on recent content engagement, email, website advertising, newsletter promotion and social media.
- Immediately after each live webinar a 'view on demand' link is sent to all webinar registrants. We continue to promote each webinar thru our website and enewsletter. This ensures that sponsors will continue to receive sales leads long after the live event
- All webinars are archived on our webinar portal and remain gated for registration for 12 months

Deliverables to our Sponsors

- Exclusive pre, live and post event branding and promotion
- Opportunity to present. 40 minutes of presentation time and participation in the Q & A session
- Opportunity to submit polling questions
- Opportunity to submit additional assets such as white papers, video and product information to be available for download by viewers
- All registrations from your live date event and all post event 'on-demand' registrations for 12 months

- Ability to approve keynote speaker
- Ability to control message
- Branding on all post event promotion
- Rights to post webinar on your website
- Monthly reporting

Rate:

\$9,500 net per webinar

Topic	Date
2021 Outlook	January
Food Safety	February
Immunity-Boosting Ingredients	March
Capital Spending & Site Selection	April
Food Safety	May
R&D Survey	June
Salary & Job Satisfaction Survey	July
R&D Teams of the Year	August
Top 100 Companies	September
Food Safety	October
Sustainable Food Plants	November
Workforce	December