

# SmartIndustry INSIGHT WEBINAR SERIES

**We're delivering the experts and insights from Smart Industry directly to you with our INSIGHT webinar series.**

## APRIL & OCTOBER, 2022

After two successful years of our INSIGHT webinar series and more than 2,000 unique registrants, Smart Industry again delivers a webinar series with accompanying digital content that covers the spectrum of digital-transformation tools, topics and techniques. During our 2022 sessions, we'll connect with industry experts and end users who are reaping real rewards with the IIOT... exploring both early efforts and scaled programs to provide attendees insights that they can replicate at their businesses.

### Timing:

- Spring Event: Starts April 1st and runs for six consecutive weeks
- Fall Event: Starts October 7th and runs for six consecutive weeks

### Sponsorship Deliverables:

You as a sponsor of our webinar series will receive not only the benefit of all types of branding efforts, but all registrants' contact information from all webinars with the exception of the Platinum and Gold webinars.

Registrations will continue to 6 additional months

**For more information on Sponsorship opportunities, contact Jeff Mylin at 847.533.9789, [jmylin@putman.net](mailto:jmylin@putman.net)**

### Sponsorship Packages:

#### Platinum: \$15,000 (limited to 1 sponsor per series)

This sponsorship includes everything from the Silver package as well as the following:

- Keynote webinar of your own on the opening day of our event. All leads from your event will be exclusive to you.
- Webinar brief where our editors will review your webinar and create a pdf document—a Cliff Notes version of your webinar for your own use. This piece can be utilized in promotional efforts to your audience and/or we can broadcast it to the Smart Industry audience to generate leads.

#### Gold: \$12,000 (limited to 1 sponsor per series)

This sponsorship includes everything from the Silver package as well as the following:

- Custom webinar of your own on the closing day of our event. All leads from your event will be exclusive to you.
- Webinar brief, where our editors will review your webinar and create a pdf document—a Cliff Notes version of your webinar for your own use. This piece can be utilized in promotional efforts to your audience and/or we can broadcast it to the Smart Industry audience to generate leads.

#### Silver: \$8,500 (limited to 4 sponsors per series)

- Complete exposure with branding for each webinar, including pre-webinar marketing initiatives shared across Smart Industry channels (from trigger articles to social posts, dedicated alerts to banner ads).

- Your company logo associated with each webinar and your collateral shared with audiences during the webinar.
- Complete list of registrants from all webinars (except Platinum and Gold). Since this series will be on demand and marketed for six months, you'll continue to generate leads over that period.
- Each sponsor will receive the option to record a Smart Industry-moderated use-case podcast featuring your leadership and a customer; this podcast will receive a call out after each webinar, inviting those attendees to access the podcast.
- Each sponsor will also receive a podcast brief. Smart Industry editors will review your podcast and create a pdf document—a Cliff Notes version of your podcast for your own use. This piece can be utilized in promotional efforts to your audience and/or we can broadcast it to the Smart Industry audience to generate leads.

#### Bronze: \$5,000 (limited to 4 sponsors per series)

For this Exclusive Bronze sponsorship, Smart Industry will create an INSIGHT Series Special Report that spotlights the presenters, presentations and sponsors. This pdf will be distributed to the Smart Industry audience; anyone who downloads the report will have to register.

- All Sponsors will receive a full page ad in the digital pdf
- SI promises to deliver at least 150 leads from the report.