

## WEBINARS

The Smart Industry team will work with you to jointly create and promote an informational webinar to our highly engaged audience of industry professionals. Our editors and our webinar manager will work with you to coordinate all event details and deliverables.

### Sponsoring a Smart Industry 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
- Our platform allows attendees to download additional sponsor assets such as white papers, videos and product information while viewing your webinar
- Live interaction with attendees during the Q & A session
- Participation during the attendee polling in the live event
- Branding on pre-event, live and post-event marketing
- 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

### Webinar Promotion

All Smart Industry webinars are promoted through a variety of media platforms:

- All webinars are posted to our robust Webinar Registration Portal on [smartindustry.com](http://smartindustry.com). On this platform our editors list dates, keynote speaker bios 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. We market each specific webinar through email, website & 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 newsletters. This insures 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 six months

### Webinar Deliverables to our Sponsors

- Exclusive pre-event, live, and post-event branding
- All registrations up to live event
- All post-event 'on-demand' registrations
- Ability to control message
- Up to 40 minutes of presentation time
- Rights to post webinar on your website
- Downloadable resource links during event
- Reporting portal access
- Q & A participation

### A few webinar topic ideas:

- How to Build a Network Infrastructure Modernization Plan
- From Tablets to Wearables: Options for Mobile Worker Enablement
- How Can Additive Manufacturing Streamline Product Development?
- Time Sensitive Networking: Toward a Single Standard for Automation
- Toward Zero Unplanned Downtime: Get the Most from Prescriptive Analytics

**Smart Industry**

### Accelerate Your Race to Net Zero - Learn how simple digital initiatives can drive your net-zero strategy

Date/Time: June 17, 2022 at 11:00 a.m. ET  
 Sponsors: Humera Malik, CEO, Canvass AI  
 Josef Zankowicz, Director Strategy and Operations, Canvass AI  
 Moderator: Chris McNamee, Editor-in-Chief, Smart Industry

Sponsored by: **CANVASS**

**Register Now!**  
 Already Registered? [Login Here!](#)

With increasing pressure to decarbonize our operations, manufacturers across the globe are increasingly adopting artificial intelligence to work toward the net-zero goal—cleaner, smarter, better for all stakeholders. And these environmentally conscious approaches can be real revenue-generators, if they're launched strategically.

In this webinar, learn how you can implement AI across your operations to meet this decarbonization challenge and run cleaner, too:

1. Improve your energy efficiency to reduce scope while boosting profits.
2. Automate processes that are currently bogging down your workforce with repetitive processes.
3. Reduce your CO2 emissions while lowering your water consumption.
4. Cut waste and increase output with smart, efficient processes that engender loyalty from customers.
5. Implement and maintain a true net-zero strategy that benefits your bottom line, your workforce and your customers.

Bring your questions for Humera and Josef, who will happily explain how these concepts can be applied at your enterprise.

**Register Now!**

### Meet the Presenters

**Humera Malik**  
CEO  
Canvass AI

Humera Malik is CEO of Canvass AI, a software provider that empowers the world's largest industrial companies with sustainable intelligence to make data-driven operational decisions. Internationally, Ms Malik is one of the leading voices in Artificial Intelligence and how it can help the industrial sector to prevent growth, accelerate innovation and augment human expertise. Ms Malik is a recipient of the FIC Women of Influence Entrepreneur of the Year award, the Women of AI/ML/DS award and was most recently named on the list of Top 100 AI & IT Disruptors to Watch. She is frequently invited to speak at industry conferences and has been featured in publications such as Bloomberg and Forbes.

**Josef Zankowicz**  
Director Strategy and Operations  
Canvass AI

Josef Zankowicz works closely with the CEO office to help define strategy and organize operations to execute them. Josef is a serial technology entrepreneur and business consultant who has worked in the technology industry for the past 25 years. He has worked with startups, startups, and multinational technology companies such as Apple, AT&T, Deloitte, Symantec, DuPont and most recently NOM Labs where he is a co-founder and served as CEO. Josef has been involved on the ground floor of an idea and worked as part of founding team to grow that idea into leading technology company with over 400 employees and a market capitalization of \$1.8 Billion. During his career he has been instrumental in more than \$2 Billion in financing or liquidity events, which included three IPOs. Josef is a holder of several patents covering blockchain and quantum computing applications. He is a graduate of Western University in Applied Mathematics and Computer Science. He also attended University of Toronto where he studied Architecture.

**Register now for this webinar and others**

If you would like to register for any of the following upcoming webinars, please check the box next to the webinar:

- 10:00 AM | **Webinar Webinar Series**  
 Industry Automation: Beyond New Techniques to Use IoT/AR and IoT To Assist Common Tasks: Machine and Increase Machine Efficiency  
 Sponsored by: Industrial Automation (Purdue University), SmartFlow (Steel Dynamics) | 08 Digital (Hillroth) | 07/2022 | 60 mins | \$9,000 Net
- 10:00 AM | **Webinar Webinar Series**  
 Near-Offline/Offline/Unplanned Downtime: Get the Most from Prescriptive Analytics  
 Sponsored by: Industrial Automation (Purdue University), SmartFlow (Steel Dynamics) | 08 Digital (Hillroth) | 07/2022 | 60 mins | \$9,000 Net
- 10:00 AM | **Webinar Webinar Series**  
 Understanding the Value of Mobile Teams: Sustainable Analytics: The Way to Digital Resilience  
 Sponsored by: Industrial Automation (Purdue University), SmartFlow (Steel Dynamics) | 08 Digital (Hillroth) | 07/2022 | 60 mins | \$9,000 Net
- 10:00 AM | **Webinar Webinar Series**  
 How to Build the Digital Resilience: Sustainable Analytics: The Way to Digital Resilience  
 Sponsored by: Industrial Automation (Purdue University), SmartFlow (Steel Dynamics) | 08 Digital (Hillroth) | 07/2022 | 60 mins | \$9,000 Net

**Pricing is \$9,000 Net**