

# MICROWAVES & RF WEBCASTS

## lead generation



## Partner with Us to Reach Qualified Design Engineers

A Penton Electronics Webcast is designed to do more than just collect leads. Our Webcasts allow you to truly connect with highly targeted group of design engineers that trust us for new ideas and new solutions. Hosted by one of our expert editors, our Webcasts offer you a way to build a relationship with our qualified audience while sharing your expertise & gaining awareness for your products and capabilities.



## features & benefits

### LEAD GENERATION

Get quantity & quality. Leads are guaranteed.

### IDENTIFY ACTIVE PROSPECTS

Viewers disclose where they are in the specification/ purchase process.

### THOUGHT LEADERSHIP

Display your technical expertise and capabilities.

### GET 3RD PARTY CREDIBILITY FOR YOUR MESSAGE

By partnering with *Electronic Design*, you can leverage the relationship between us and our loyal audience of design engineers.

### CAN BE USED FOR MARKET RESEARCH

Directly interact with registrants and participants through the in-Webcast user survey.

### DISTRIBUTE OTHER RESOURCES DURING EVENT

Post related videos, white papers or app notes right from the Webcast player.

### MASSIVE MARKETING FOOTPRINT

Each Webcast gives you brand exposure before, during and after the event.

### ARCHIVED ONLINE FOR 1 YEAR

Gives you "long-tail" leads and continues to generate interest in your company as new attendees view the presentation.

## pricing

1x pricing: **\$ 7,000 net**

3x pricing: **\$ 5,850 net**

Talk to your sales rep about discounted package pricing as part of a comprehensive, integrated campaign.