

2012

FOOD&BEVERAGE
Market Insights to Packaging Solutions **PACKAGING**

Webinars

Educate. Build Brands. Generate Leads.

Your All in One Solution to Reach Food and Beverage Packaging Professionals

Food & Beverage Packaging produces educational Webinars to help companies grow their businesses. Each Webinar features professional audio/visual presentations from industry experts, YOU, along with live attendee-submitted Q&A sessions. Webinars hosted and marketed by BNP Media have produced outstanding results as a communications tool and lead generation device.

SPONSORSHIP PACKAGE: \$8,000 (net)

Aggressive Marketing Campaign — Before & After Event

- Multiple promotional e-blasts to *Food & Beverage Packaging* e-subscribers
- Ad on www.foodandbeveragepackaging.com
- Two print ads in *Food & Beverage Packaging* Magazine
- Multiple announcements in *Food and Beverage Packaging* eNewsletter
- Dedicated registration page, plus confirmation and follow-up e-mails

Recognized Moderator

- *Food & Beverage Packaging* will provide a recognized editorial representative to moderate the session

Interactivity

- Live polling, Q&A and exit survey to gather feedback from attendees

Quality Leads

- Receive high-quality registration leads (demographics)

Archived Event

- Posted online at www.foodandbeveragepackaging.com for one year with 24/7 accessibility

▼ RESULTS FROM PAST BNP MEDIA WEBINARS ▼

100%
of sponsors were satisfied with their BNP Media Webinar experience.

Average Leads
250 REGISTRATIONS

93%
of attendees would recommend BNP Media Webinars to others!

For Webinar tips and more information, contact your sales rep or visit <http://portfolio.bnpmmedia.com/webinars>.

Randy Green
(248) 244-6498
green@bnpmmedia.com

Catherine Wynn
(847) 405-4010
wynnc@bnpmmedia.com

George Misko
(610) 866-6686
miskog@bnpmmedia.com

Webinar Sponsorship Benefits:

GROW YOUR MARKET

Educating your customers and prospects about your product benefits and applications expands the opportunities within your market.

ONE-ON-ONE PRE-QUALIFIED SALES

Webinars provide an ideal opportunity to communicate one-on-one to a highly pre-qualified base of customers for only a small fraction of the cost of trade shows and personal sales calls.

THE POWER OF FOOD & BEVERAGE PACKAGING

Industry leading subscriber databases help ensure the highest quality registration.

REINFORCING YOUR BRAND

Companies that share technologies and support customer education strengthen their position as innovative industry leaders.

FOOD & BEVERAGE PACKAGING EXPERTISE

Our Webinar experts provide turnkey support and advice ensuring a satisfying and rewarding Webinar experience with minimal effort on your part.

MEASURABLE ROI

Tangible sales leads and post-event surveys provide you with two powerful ROI metrics.

FOOD&BEVERAGE
Market Insights to Packaging Solutions **PACKAGING**