

Webinar Series

BENEFITS TO SPONSOR

The Webinar will be comprised of a relevant educational presentation given by a Vendome-designated Speaker or Speakers and will be followed by a question-and-answer session.

Vendome will recruit the Webinar Speaker or Speakers from its pool of expert content contributors.

Vendome will provide infrastructure and project management support for the Webinar, including:

- ◆ Webinar technology that includes single-link access to registration, single-link access to log in on the Webinar date, Webinar tracking links, Webinar console, Webinar teleconference bridge, and access for up to 200 Webinar participants;
- ◆ Pre-Webinar teleconference and run-through of the Presentation with Company and Speaker(s) three to seven days prior to the Webinar;
- ◆ Introduction by Company-specified representative; and
- ◆ On-demand access to the Webinar for six months.

Vendome will provide marketing support for the Webinar as set out below:

Before the Event

Prominent display of your company's logo and company information in the following:

- ◆ Promotional emails to your targeted audience
- ◆ Promotional Webinar announcements in our e-Alerts, newsletters, and social media groups

- ◆ Event Listings on **Vendome Real Estate Media** websites
- ◆ An email to remind registrants of the Webinar on the day of the event
- ◆ A Webinar registration page, which includes customizable demographic questions — you choose custom questions to prequalify leads

During the Event

Webinars are one hour, follow a PowerPoint format, and allow ample time for Q&A. We moderate the program to ensure everything runs smoothly and on time. You can:

- ◆ Highlight your products and services (before and after the event)
- ◆ Promote white papers or other promotional documents to attendees
- ◆ Add questions to an end-of-program survey
- ◆ Ask polling questions during the program
- ◆ Link directly to social media resources

After the Event

- ◆ You will receive full contact information on targeted attendees
- ◆ Your company will be mentioned on all follow-up and reminder emails sent to attendees and non-attendees
- ◆ The program will be archived online for six months of prolonged exposure
- ◆ You will receive a master copy of the program, including audio and a PDF of the slides

For additional information, including estimated audience and sponsorship pricing —

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