

What are SPEECH TECHNOLOGY MEDIA WEB EVENTS?

- Our Web Events are complete turnkey live events. We do all the promotion, all the registration, and coordinate all the technology. You show up.
- Web Events are 1-hour topic and sponsor-specific sessions broadcast live on the web with streaming audio and/or video.
- Web Events are fully interactive: Live polling, survey and question & answer sessions make compelling content.
- Audience members have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.
- Lead generators

WHAT YOU GET

- Highly qualified, actionable leads — from pre-registration, live event log-on, and post-event registration and log-on to the archived event.
 - Extensive event registration program with multiple marketing touch points.
 - Sponsor Exclusivity – Enjoy 100% attentive and exclusive mind-share in these single sponsored events.
 - Brand Leverage – Use the strength of our *Speech Technology* Brand — moderated by a senior *Speech Technology* editor and marketed under the *Speech Technology* brand.
 - A managed process – We take care of all of the details: marketing, registration, technology, and registration follow-up.
 - Web Events – Information Today, Inc. has been producing streaming Web Events since 1998 and is the most experienced webcast producer in publishing today.
 - The highest-quality Web Events – There is a difference, and your brand benefits from its presentation.
 - Complete production and management of the technology with continued lead generation for 3 months after the event.
 - Event archiving and online posting on the speechechmag.com for anytime, on-demand viewing.
- One affordable price, a fraction of the cost of an à la carte event without any of the headaches.

Co-Branded Web Events

Want to broaden your reach? Consider a Web Event co-branded with our sister magazine, *CRM*.

WE TAKE CARE OF ALL THE DETAILS

Information Today Inc.'s Web Events division

Visit www.speechechmag.com/webevents to view one of our archived events.

Webcast Contacts

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Our Action List Includes

- Aggressive online and print advertising campaign including:
- HTML email invitation to our database of your best customers & prospects
 - A full-page, 4-color ad in *Speech Technology* magazine prior to the event
 - Banner advertising on speechechmag.com
 - 3 advertisements in *Speech Technology's* eWeekly HTML newsletter circulation
 - A reminder email to all registrants prior to the event
 - Phone call reminder to all registrants
 - Collaboration with other Information Today, Inc. media properties where applicable
 - Complete registration of attendees with sponsors' customized qualifying questions
 - Confirmation emails with Outlook iCalendar reminder
 - Post event thank you email with links to archive for both attendees and non-attending registrants
 - Access to all registrations, including post-event registration for the archived version

