CONTENT SYNDICATION PROGRAMS AND ROUNDTABLE WEB EVENTS

**UPCOMING SCHEDULE OF BEST PRACTICES SERIES**

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<td>Voice Security</td>
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<td>May/June 2022</td>
<td>Best Vertical Market Use Cases</td>
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<td>10/19</td>
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**UPCOMING SCHEDULE OF ROUNDTABLE WEB EVENTS**

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<th>DATE</th>
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<td>January 18, 2022</td>
<td>Trends in Conversational AI for 2022</td>
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<td>June 7, 2022</td>
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<td>November 1, 2022</td>
<td>Low-Code/No-Code Trends in UX Design</td>
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Reserve a seat on one of our Roundtables: **$4,500** per vendor. Exclusive to three presenting companies, giving you 15 minutes to engage with attendees, with extended time during the Live Q&A. Sponsors also receive an MP4 file of the event to utilize in your own marketing outreach efforts.

Prefere a standalone event on any topic? Don’t want to share your leads? Pricing for customized events is **$12,000. (INCLUDES A 200-LEAD GUARANTEE.*)**

* Whatever the event does not generate toward that number, an online white paper will be given to supplement the difference.

“I was searching for the website that provides relevant, up-to-date information related to speech technology. I ended up on SpeechTechMag.com, which has helped me understand what’s happening now and what may be coming in speech technology. I make sure that I visit SpeechTechMag.com once daily. I thank the team of SpeechTechMag.com for providing continuous, up-to-date information related to speech.”

—Director
Enterprise and Cloud Architecture, Avaya

RESERVE YOUR SPACE TODAY!
La Shawn Fugate
Publisher
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lashawn@infotoday.com
Online web events are designed to generate leads for sponsors while providing a valuable resource for the readership on a number of topics.

› Every Speech Technology magazine webinar is a full-service, turnkey marketing solution that generates leads, enhances your brand, and identifies your company as a thought leader.
› Web Events are 1-hour interactive platforms that are broadcast live on the web with streaming audio or can be formatted in shorter increments for various programs. They can also be prerecorded for an additional fee.
› Live polling, survey, live screen share demos for single sponsor events only, and Q&A sessions make compelling content.
› Audience members have real-time interaction with senior executives and key industry consultants discussing new solutions for organizational best practices and case studies.
› Roundtable Format: Up to three sponsors discussing a timely topic with the event being 1 hour in length. All leads are shared among sponsors.
› Platform to introduce sponsors value proposition with the market.

Benefits
› Generate leads
› Nurture current leads
› Customer retention
› Thought leadership support
› Brand awareness
› Ecosystem support and promotion

Examples of Past Attending Companies
› Blue Shield of California
› CareFirst
› Cigna
› Dell Computers
› DTE Energy
› Fidelity Investments
› Humana
› MassMutual
› MetLife
› Pfizer
› Scotia Bank
› University of Chicago
› USAA
› Walgreens
› Wells Fargo
› Xerox

Deliverables
Our aggressive online campaign includes the following:
› Highly qualified, actionable leads which continue for 90 days postevent
› Extensive event registration program with multiple marketing touchpoints, including social media and online channels
› Customized Single Sponsor Events – Control 100% of the content in a standalone event. All generated leads are exclusive.
› Brand Leverage – Use the strength of the Speech Technology brand. Moderated by Speech Technology magazine senior staff and marketed under the Speech Technology magazine brand.
› A Managed Process – We take care of all of the details: marketing, registration, technology, follow-up.
› Experience You Can Trust – Information Today, Inc. has been producing streaming Web Events since 1998.
› HTML email invitation to more than 10,000 viewers and opt-in subscribers
› Banner advertising on SpeechTechMag.com
› 3 pre-promotions in Speech Technology magazine’s eWeekly newsletter, distributed to more than 8,000+ subscribers each week
› 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
› Confirmation emails with Outlook iCalendar reminder
› Postevent thank you email with links to archive for both attendees and nonattending registrants
› Access to all registrations, including postevent registration for the archived version for a period of 90 days afterwards
› Sponsored webcast archived on SpeechTechMag.com for 1 year

Discounted Package Rates are available

Examples of Past Attending Companies

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“Well-reported industry-wide coverage across the speech-tech domain. Excellent news, articles, and expert views to learn from.”
— VoIP Technologies
The VGM Group

Standard Solo Rate $12,000
Standard Roundtable Rate $4,500

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