

CONTENT SYNDICATION PROGRAMS AND ROUNDTABLE WEB EVENTS

➤ UPCOMING SCHEDULE OF BEST PRACTICES SERIES

| ISSUE | BEST PRACTICES TOPIC | RESERVATIONS DUE | COPY DUE | MAIL DATE |
|--------------------|--|------------------|----------|-----------|
| Winter 2021 | <ul style="list-style-type: none"> › Creating Your Data Science Team and What NOT to Include › Voice Biometrics Today › Growing Role of AI Technologies for Security, Fraud Prevention, and More › Use Cases in Nonprofits | 12/29 | 1/12 | 1/28 |
| Spring 2021 | <ul style="list-style-type: none"> › The Future of Edge Computing and Speech › Neuro-Linguistic Programming NLP › Speech Technologies and the Aging Population › Best Practices in Gaming | 3/26 | 4/13 | 4/29 |
| Summer 2021 | <ul style="list-style-type: none"> › Use Cases in Retail | 6/25 | 7/13 | 7/29 |
| Fall 2021 | <ul style="list-style-type: none"> › Voice Based Chatbots › Text Mining › Voice Search and AI › Best Practices in Travel/Transportation/Hospitality | 9/24 | 10/12 | 10/28 |

➤ UPCOMING SCHEDULE OF ROUNDTABLE WEB EVENTS

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|---------------------|--|
| March 16 | Trends for AI and Speech in 2021 |
| June 22 | Ensuring Your Brand Is Voice-Search Ready |
| September 14 | Learning More About Intelligent Process Automation |
| November 2 | AI, Standards, and Digital Trust |

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.

Prefer a standalone event on any topic? Don't want to share your leads? Pricing for customized events is \$12,000. (THIS LEVEL CARRIES A 200-LEAD GUARANTEE.*)

THREE 15-MINUTE PRERECORDED SERIES WEB EVENT FORMAT

Reach the audiences behind *Speech Technology* magazine with a series of four 12-minute prerecorded segments with four different speakers and four different topics promoted across a 6-week period. Audiences can learn about solutions without committing to a large block of time. Event is promoted with multiple email blasts per week. Once the entire program has been recorded, you can segment for your own promotions in either the entire 1-hour segment or cut into the 12-minute sessions to promote on your own site. **PRICING IS \$16,000. (THIS LEVEL CARRIES A 250-LEAD GUARANTEE.*)**

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

Reserve Your Space Today! La Shawn Fugate • Publisher • (859) 278-2223, ext. 104 • **Email:** lashawn@infoday.com

WEB EVENT FORMATS—SOLO & ROUNDTABLE

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 to 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

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|---------------------------------|----------|
| ➤ Standard Solo Rate | \$12,000 |
| Standard Roundtable Rate | \$4,500 |

Discounted Package Rates are available

➤ 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 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
- › Complete registration of attendees with sponsors’ customized qualifying questions for standalone events
- › 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

Did You Know? ComScore forecasts that **50%** of all searches will be voice searches by as early as 2021.