TOPIC CENTER WHITE PAPER AND CASE STUDY
SUMMARIES AND ROUNDTABLE WEB EVENTS

UPCOMING SCHEDULE OF BEST PRACTICES SERIES

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<thead>
<tr>
<th>ISSUE</th>
<th>BEST PRACTICES TOPIC</th>
<th>RESERVATIONS DUE</th>
<th>COPY DUE</th>
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<tr>
<td>Winter 2020</td>
<td>› Best Practices in Improving Contact Centers With AI</td>
<td>12/13</td>
<td>1/2</td>
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<td></td>
<td>› Top Trends in Speech Technology for 2020</td>
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<td>› Speech Use Cases in VR/AR</td>
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<td>› Best Practices on Capitalizing on Voice-Based Ad Revenue</td>
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<td>› How to Design for AI</td>
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<td>› Use Cases in Speech for IoT and Consumer Electronics</td>
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<td>Summer 2020</td>
<td>› Trends in Effectively Integrating Intelligent Assistants into Existing Processes</td>
<td>6/12</td>
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<td>› Use Cases in Assistive Technology</td>
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<td>› Voice and the Future of Customer Experience</td>
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<td>› Best Practices in Using Translation/Globalization to Excel in Customer Experiences</td>
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<td>Fall 2020</td>
<td>› Best Practices in Utilizing Voice Search in the Enterprise</td>
<td>9/18</td>
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<td>› Use Cases in Speech in Finance</td>
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<td>› Trends in Securing Voice Assistant Technology</td>
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UPCOMING SCHEDULE OF ROUNDTABLE WEB EVENTS

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<tr>
<th>DATE</th>
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<tr>
<td>March 10</td>
<td>The Future of Speech Technology: An Executive Briefing</td>
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<td>June 16</td>
<td>Customer Service and Conversational AI in the “Always-On” Era</td>
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<td>September 22</td>
<td>Merging Voice With Visual Displays</td>
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<td>December 8</td>
<td>AI and the Power of Speech Analytics</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.

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.*)

FOUR 12-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 275-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! LaShawn Fugate • Publisher • (859) 278-2223, ext. 104 • Email: lashawn@infotoday.com
WEB EVENT FORMATS—SOLO & ROUNDTABLE

These online web events are designed to generate leads for sponsors while providing a valuable resource for the readership on a number of topics

What Are Speech Technology Magazine Web Events?
› 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, 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 an important and 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.
› Presentations are lively, interactive discussions followed by an audience Q&A.

What You Get
› 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.

Benefits
› Generate leads
› Nurture current leads
› Interact with current customers
› Thought leadership support
› Brand awareness
› Ecosystem support and promotion

Deliverables
Our aggressive online campaign includes the following:
› HTML email invitation to more than 11,000 international viewers and subscribers
› Banner advertising on SpeechTechMag.com
› 3 pre-promotions in Speech Technology magazine’s eWeekly newsletter, distributed to more than 11,000 international 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
› Desktop sharing and video clips
› Postevent thank you email with links to archive for both attendees and nonattending registrants
› Optional postevent survey of registration list
› 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

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

Discounted Package Rates are available