



## Your turnkey sales-lead generator

RFID Journal webinars are a powerful vehicle to generate highly qualified sales leads. Our webinars are turnkey online events designed to generate leads and engage the worldwide RFID community. RFID Journal will produce the webinar on behalf of an advertiser, have one of our editors moderate to provide you with valuable objective credibility, and promote it to our subscriber database plus more than 200,000 unique visitors worldwide who visit rfidjournal.com each month. We take care of all the back-end and provide you with qualified leads—all you have to do is provide the content!

An average of 200 targeted sales leads generated per webinar

Read what people had to say about RFID Journal Webinars

*"The webinar was excellent. It was practical and insightful. I will be tuning in to future webinars!"*  
—David Mackail, Nike

*"We had several significant prospects attend our RFID Journal-sponsored webinar and closed a multi-million-dollar contract within eight weeks of the event, so once again RFID Journal is proving to be my very best marketing investment."*  
—Diana Hage, RFID Global Solution

PAST WEBINAR SPONSORS INCLUDE:



Your Global Automation Partner

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CALL OUR SALES TEAM TO  
CREATE A CUSTOMIZED INTEGRATED  
MARKETING CAMPAIGN TODAY!

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## Access targeted leads and achieve a greater ROI

### How you benefit:

#### QUALIFIED SALES LEADS:

After your webinar, RFID Journal will provide you with a detailed lead report. Our registration process captures information from everyone who registers for and reviews an archived webinar, and you will receive contact information from every prospect.

#### CUSTOMIZED DATA FOR YOUR NEEDS:

You can customize five questions on the registration page to capture specific targeted information of your choice—helping you to qualify and prioritize the incoming leads.

#### CAPTURE THE LARGEST AND MOST QUALIFIED AUDIENCE:

RFID Journal aggressively promotes each webinar to capture the largest number of qualified prospects available, saving you time and marketing dollars.

#### TURNKEY PROGRAM:

We handle all the back-end work for you, so you don't have to worry about technical headaches or paying expensive licensing fees. All you need to do is provide the speakers and presentation.

#### COMPLETE CONTROL OF CONTENT:

You control the content of your webinar. The webinar template and list on our site is co-branded with your logo.

### Promotion of your webinar

In order to generate registrations, we take care of promoting your webinar to our online audience, the largest and most qualified audience of RFID decision-makers available. This saves you marketing dollars and gives you an instant source of qualified attendees.

#### E-NEWSLETTER:

We promote your webinar in our e-newsletter twice prior to the event (newsletter audience of more than 50,000).

#### BANNER ADVERTISING:

We will run an ad campaign (up to 300,000 ad impressions) on RFIDJournal.com prior to your webinar.

#### COST:

RFID Journal webinars make it easy and cost-effective for you to promote your product and generate qualified leads.

- › \$10,000 FOR A SINGLE SPONSOR
- › \$3,000 FOR EACH ADDITIONAL SPONSOR

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