

Sponsor an Educational Webinar

Webinars are ranked as one of the top three tactics for lead generation by marketing professionals.*

*Why 2008 is the Year of the Webinar, Citrix Online, 2008.

TILE, FCI, and NFT Webinars are educational sessions broadcast online via streaming audio/video. Webinars can be topic-specific (TILE, FCI and/or NFT provide content and discussion expertise) or client-specific (you provide content and messaging.) Either way, TILE, FCI and/or NFT handle everything for you — marketing & promotion, participant registration and all connectivity.

Sponsorship Package:

- Quality Sales Leads
 - Reporting link contains database of all registrant information, active for 12 months and exportable to Excel

Your company logo will appear on all Webinar promotions, including:

- Print ad in issue prior to live Webinar
- Multiple e-mail blasts to e-subscribers
- Banner ad for one month on TILE, FCI and/or NFT websites
- Banner ad for one month in applicable eNewsletter/s
- Promotional flyers at booth at any relevant tradeshow
- Event posting in print and online calendars
- Branded registration page and audience viewing console
- Event reminders e-mailed to all registrants to drive highest attendance possible

Quality Leads:

Interact with flooring professionals on a personal level. Build a high-quality sales lead database from captured demographics.

Credibility:

Your association with the publication lends credibility to your brand and positions you as an industry leader.

Staying Power:

Webinars are archived online for 12 months and are available for viewing 24 hours a day, 7 days a week. You'll continue receiving the leads!

Webinar Format:

- 60-minute Webinar —
45-minute presentation, 15-minute Q&A
- PowerPoint-style slide presentation
- Capabilities include live polling and results; viewer submitted questions throughout live event; flash video compatible (ask your sales rep for more information)
- Moderated by publication editor
- Multiple speakers allowed from remote locations

A **bnp** EVENT
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Contact your sales rep today to reserve your date and time!

Phil Johnson
Group Publisher, FCI, NFT, TILE
Ph: 800.835.4398 x 2207
JohnsonP@bnpmedia.com

Jeff Golden
Publisher, NFT
Phone: 800.835.4398 x 2218
GoldenJ@bnpmedia.com