

REALCOMM WEBINARS Q1 & Q2 2021

Sponsor Information



Q1 2021 Webinar Schedule

- *Smart Building Showcase*
- *Improving Environmental, Social and Corporate (ESG) Performance*
- *Enterprise Data Strategy, Tools and Applications*
- *Health, Wellness and Productivity*

→ See pages 4-7 for session descriptions.

| Date | Series | Topic |
|------------|--|--|
| Q1 | | |
| 01/14/2021 | Smart Building Showcase I | IoT Technologies for the Built Environment |
| 01/21/2021 | Improving Environmental, Social and Corporate Governance (ESG) Performance I | Energy Management: Path to Net Zero |
| 01/26/2021 | Enterprise Data Strategy, Tools and Applications I | Developing a Cohesive Enterprise Data Strategy |
| 01/28/2021 | Health, Wellness & Productivity I | Healthy Buildings Short and Long-Term Strategies |
| 02/04/2021 | Enterprise Data Strategy, Tools and Applications II | Identifying and Leveraging External Data Sources |
| 02/11/2021 | Smart Building Showcase II - Global Feature | Data Analytics Case Studies |
| 02/18/2021 | Improving Environmental, Social and Corporate Governance (ESG) Performance II | Achieving Carbon Neutrality in the Built Environment |
| 02/25/2021 | Health, Wellness & Productivity II | Sensor Technologies for Health, Wellness and Productivity |
| 03/04/2021 | Enterprise Data Strategy, Tools and Applications III | Generating Insights through Business Intelligence and Advanced Analytics |
| 03/11/2021 | Smart Building Showcase III - Global Feature | Projects Featuring Leading Edge Technology, Integration and Connectivity |
| 03/18/2021 | Improving Environmental, Social and Corporate Governance (ESG) Performance III | The ESG Imperative for Commercial and Corporate Real Estate |
| 03/25/2021 | Health, Wellness & Productivity III | Privacy in Connected Healthy Buildings |

Q2 2021 Webinar Schedule

- *Cybersecurity*
- *In-Building Wireless*
- *Smart Building Bootcamp*
- *The New Hybrid Workplace*
- *Enterprise Tech*

→ See pages 8-12 for session descriptions.

| Date | Series | Topic |
|------------|--|---|
| Q2 | | |
| 03/30/2021 | Cybersecurity | Cybersecurity IT |
| 04/01/2021 | Cybersecurity | Cybersecurity OT |
| 04/08/2021 | In-Building Wireless I | In-Building Wireless Strategy |
| 04/15/2021 | Smart Building Bootcamp | Defining a Smart Building |
| 04/22/2021 | The New Hybrid Workplace I | Occupancy Analytics and the flexible hybrid workplace |
| 04/29/2021 | Enterprise Tech Series - Leasing | Leasing |
| 05/06/2021 | In-Building Wireless II | CBRS |
| 05/13/2021 | Smart Building Bootcamp | IT, Cybersecurity and Risk Management for the Built Environment |
| 05/20/2021 | The New Hybrid Workplace II | Employee Experience in the Hybrid Workplace |
| 05/27/2021 | Enterprise Tech Series - Investment Management | Investment Management |
| 06/03/2021 | In-Building Wireless III | 5G |
| 06/10/2021 | Smart Building Bootcamp | Operational Efficiency and Occupant Experience |
| 06/17/2021 | The New Hybrid Workplace III | Integrating Hybrid Workplace Tools and Mobile Workers |
| 06/24/2021 | Enterprise Tech Series - RPA | RPA |

Smart Building Showcase Series

- *IoT Technologies*
- *Data Analytics*
- *Projects Featuring Leading Edge Technology*



SERIES CURRICULUM

Many organizations struggle with clearly defining their business objectives and goals surrounding a smart building strategy. This endeavor is also complicated by the fact that technology features of major building systems are advancing rapidly and may become functionally obsolete before the project is complete. This series showcases the most successful and notable smart building projects in the industry to provide examples of how to take full advantage of smart building technologies and the information gathered by different building systems.

Part I: IoT Technologies for the Built Environment

[Thursday, January 14, 2021 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]

Today's intelligent building includes an integrated, interoperable approach for the entire IoT landscape. This session showcases technologies as well as IT/OT convergence strategies that allow building monitoring and controlling for operational efficiency, financial optimization, occupant experience and health and well-being.

Part II: Data Analytics Case Studies

[Thursday, February 11, 2021 – 4:00pm – 5:30pm ET / 1:00pm – 2:30pm PT - Global Session]

Although the data collected from BAS and connected IoT devices holds a treasure trove of insight, building owners and operators often struggle to manage and derive value from the information deluge. This session showcases industry leaders who successfully use data to increase building efficiency and occupant well-being.

Part III: Projects Featuring Leading Edge Technology, Integration and Connectivity

[Thursday, March 11, 2021 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]

The final session in the series presents some of the most progressive and successful implementations of smart buildings and corporate campuses. These projects demonstrate what is possible when fully utilizing a company-wide strategy, big data and an ecosystem of partners to produce the best buildings and workspaces.

Improving Environmental, Social and Corporate Governance (ESG) Performance Series

- *Building Energy Management*
- *Carbon Neutrality*
- *ESG Imperative for CRE*

SERIES CURRICULUM

The achievement of a balanced economic, social and environmental development is recognized as one of the major challenges the building industry is facing today. What is less clear is how building owners and developers can seize the opportunities offered by zero-emissions mandates and disruptive energy technologies to generate business opportunities and value for their stakeholders. In this series, industry leaders illustrate ideas and examples on how to use smart building technologies to achieve energy savings and realize the value creation potential from ESG.

Part I: Building Energy Management on the Path to Net Zero

[Thursday, January 21, 2021 – 4:00pm – 5:30pm ET / 1:00pm – 2:30pm PT - Global Session]

Onsite energy production, automation platforms, PoE applications, LED lighting and other emerging technologies have the potential to dramatically decrease energy consumption of buildings. This session introduces different energy management technologies and provides recommendations on navigating the solution landscape.

Part II: Achieving Carbon Neutrality in the Built Environment

[Thursday, February 18, 2021 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]

Across the US, building owners and operators are tasked with making energy efficiency upgrades and/or decarbonizing their power supply to meet new emission reduction targets. This session discusses the impact of regulations on building operations and showcases portfolios that are committed to carbon neutrality.

Part III: The ESG Imperative for Commercial and Corporate Real Estate

[Thursday, March 18, 2021 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]

Investors, tenants and employees are increasingly looking for companies to improve their ESG performance, prompting success measures beyond financial growth. This session introduces ESG best practices for the real estate sector and assesses the complex challenges and opportunities building owners and operators face.



Enterprise Data Strategy, Tools and Applications Series

- *Enterprise Data Strategy*
- *External Data Sources*
- *Business Intelligence and Advanced Analytics*

SERIES CURRICULUM

The challenges commercial and corporate real estate decision makers face in today's competitive business environment are complex. Using different data sources to explain the performance of your organization, compare different courses of action, generate actionable insights and employ a structured approach to business problem-solving is crucial to achieving a clear competitive advantage. This series introduces data strategies, concepts, tools and applications to understand, analyze and evaluate opportunities and challenges in the industry.

Part I: Developing a Cohesive Enterprise Data Strategy

[Thursday, January 26, 2021 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]

Organizing the tremendous amount of back office, smart building and occupant data into a cohesive information program is critical to achieving organizational efficiency and business insight. This session focuses on developing a comprehensive enterprise data strategy and showcases best practices in the industry.

Part II: Identifying and Leveraging External Data Sources

[Thursday, February 4, 2021 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]

A comprehensive data approach relies on the integration of both, internal and external data sources. This session examines how sales comps, rental rates, occupant demographics, economic information, sector-specific trend data, weather, and many other information sets can play into an effective information strategy.

Part III: Generating Insights through Business Intelligence and Advanced Analytics

[Thursday, March 4, 2021 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]

Business intelligence and advanced analytics tools – broadly encompassing decision support systems, business intelligence systems and visual analytics – can have a profound impact on corporate strategy, performance and competitiveness. This session presents compelling advanced analytics case studies in the industry.

Health, Wellness and Productivity Series

- *Healthy Buildings Strategies*
- *Sensor Technologies for Health, Wellness and Productivity*
- *Privacy in Connected Buildings*

SERIES CURRICULUM

To operate a healthy and safe building during and beyond the COVID-19 pandemic, building owners and tenants need to evaluate behavioral, spatial, material, and operational strategies to protect the health, welfare and privacy of building occupants. Technology, automation, and innovation play a pivotal role in workplace reentry programs and a myriad of solutions focused on making buildings “COVID-safe” have quickly entered the market. This series introduces both near as well as long-term sustainable strategies and technologies that facilitate re-occupancy of healthy and safe workplaces.

Part I: Healthy Buildings Short and Long-Term Strategies

[Thursday, January 28, 2021 – 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]

Whether newly introduced “COVID-19 safety” technologies (e.g. scanners, UV-C sanitization, touchless controls and others) effectively help to stop virus spread or are merely a costly for show investment is disputed. This session showcases successful COVID-19 building technology programs based on relevant long-term strategies.

Part II: Sensor Technologies for Health, Wellness and Productivity

[Thursday, February 25, 2021 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]

Navigating the landscape of COVID-19 recommendations and guidelines can be onerous. In this session, industry leaders review smart building sensors and technologies that help building owners and tenants comply with pandemic guidelines and create healthy workplaces that support occupant well-being and productivity.

Part III: Privacy in Connected Healthy Buildings

[Thursday, March 25, 2021 - 4:00pm – 5:30pm ET / 1:00pm – 2:30pm PT - Global Session]

The introduction of new healthy building systems including sensors, cameras, location services, contact tracing and biometric controls bear the potential for hyper-surveillance in buildings. This session introduces best practices for creating privacy policies for the built environment and safe handling of PII on premise.



Cybersecurity for Commercial and Corporate Real Estate Series

- *IT Cybersecurity*
- *OT Cybersecurity*

SERIES CURRICULUM

Cybersecurity threats have been accelerating at an unprecedented pace and news on vulnerabilities and breaches are hitting the wire daily. The built environment faces unique cyber challenges since many IT-focused frameworks do not work for operational technology in connected buildings. This series features industry experts sharing best practices for developing a sound strategy for securing your building infrastructure, as well as your enterprise operations including mobile work forces.

Part I: IT Cybersecurity

[Tuesday, March 30, 2021 – 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]

The real estate industry is not immune to threats to data, systems and solutions that keep an organization running and newly introduced hybrid workplace models present additional challenges. This session explores IT Cybersecurity strategies and best practices for commercial real estate organizations.

Part II: OT Cybersecurity

[Thursday, April 1, 2021 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]

With the ever-increasing number of managed and unmanaged entry points to building systems, building owners and operators face unique challenges associated with securing BMS, as well as other IoT devices in their facilities. This session reviews the threat landscape for the built environment and cyber best practices for OT systems.



NextGen In-Building Wireless Series

- *Strategy*
- *CBRS*
- *5G*

SERIES CURRICULUM

The built environment in the COVID-19 era relies on faster internet speeds and improved latency for analytical tools, queue management, contact tracing, sensor networks, immersive video applications and a host of data intensive cloud applications, presenting extraordinary challenges for current in-building wireless networks. Understanding the potential of the new wireless landscape is paramount in developing an in-building wireless strategy that can keep up with the demands of the new normal. This series reviews some of the newest technologies available to landlords and building operators.

Part I: Developing a Comprehensive Strategy

[Thursday, April 8, 2021 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]

As the world gets more mobile, a building that cannot support a variety of wireless technologies can no longer be useful for office operations. This session provides an overview of in-building wireless technologies and presents future-ready strategies for building owners and occupants.

Part II: The Role of CBRS in the Built Environment

[Thursday, May 6, 2021 – 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]

Citizens Band Radio Service (CBRS) is an emerging wireless technology that is making its way into the built environment. This session presents the current state of the technology, applications suited for indoors, and potential opportunities for building owners and operators.

Part III: 5G and its Impact on the Built Environment

[Thursday, June 3, 2021 - 4:00pm – 5:30pm ET / 1:00pm – 2:30pm PT - Global Session]

5G promises to deliver significantly better network performance inside buildings. This session features industry experts who review 5G technology, timing, financial issues and the overall impact to buildings and present use cases for commercial building owners and operators.

Smart Building Bootcamp Series

- *Intelligent Buildings Today*
- *Cybersecurity and Risk Management*
- *Operational Efficiency and Experience*



SERIES CURRICULUM

Intelligent buildings technologies are needed for public-health, risk management, operational cost-efficiency, and the experiences necessary for returning occupants - and the public - to commercial real estate. This series presents industry use-cases for design, development and management of intelligent buildings and examines how to define, plan and execute a smart building strategy in the current environment, applying time-tested principles to provide a future-ready and scalable approach for your project and portfolio.

Part I: Defining an Intelligent Building Today

[Thursday, April 15, 2021 - 4:00pm – 5:30pm ET / 1:00pm – 2:30pm PT - Global Session]

The concept of an intelligent building is continually evolving. This session reviews smart building strategies and standards that are aligned with the additional challenges and opportunities exposed by the pandemic and presents best practices from some of the most innovative projects.

Part II: IT, Cybersecurity and Risk Management

[Thursday, May 13, 2021 – 1:30pm ET / 9:00am – 10:30am PT]

Today's IP-enabled, IoT connected facilities are based on sophisticated architectures that strongly rely on IT. This session covers the smart building wired and wireless backbone, reviews cybersecurity fundamentals and explores the boundaries of risk management for the built environment.

Part III: Operational Efficiency and Occupant Experience

[Thursday, June 10, 2021 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]

Developing a comprehensive integrated strategy is critical when setting intelligent building objectives. This session presents smart building analytics to achieve operational efficiencies and discusses the role of experience apps for building managers, tenants and visitors.

The New Hybrid Workplace Series

- *Occupancy Analytics*
- *Employee Experience*
- *Hybrid Workplace Tools*

SERIES CURRICULUM

In the last decade, co-working companies have accelerated the evolution of the flexible workplace focusing on density, efficiency and experience. As a result of COVID-19, most professionals have now learned to work remotely from anywhere and many are not planning on going back to commuting into the office 5 days a week. This series explores the new hybrid workplace model and examines how flexible, highly adaptable environments help usher in new, more dynamic office designs.

Part I: Occupancy Analytics and the Flexible Hybrid Workplace

[Thursday, April 22, 2021 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]

With COVID-19 impacting office density and traffic patterns, building owners and operators are paying close attention to workplace occupancy data analytics from sensors. This session reviews tools and strategies for a data-driven, flexible hybrid workplace design.

Part II: Employee Experience in the Hybrid Workplace

[Thursday, May 20, 2021 – 4:00pm – 5:30pm ET / 1:00pm – 2:30pm PT - Global Session]

Technology plays an integral part in creating a company culture and experiences that support in-office and mobile workers. This session showcases some of the most innovative and creative solutions to create compelling experiences for new hybrid workplace models.

Part III: Integrating Hybrid Workplace Tools and Mobile Workers

[Thursday, June 17, 2021 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]

Seamless technology use and access to information from anywhere is key for a successful hybrid workplace strategy. This session examines how the pandemic has fast-tracked digital transformation and explores strategies and tools for providing an all-encompassing, secure on-site and mobile work environment.



Commercial Real Estate Enterprise Tech Series

- *Leasing*
- *Investment Management*
- *RPA*

SERIES CURRICULUM

Automating commercial real estate 'back end' tasks is a major objective for running the enterprise efficiently and freeing up resources for strategic planning and catalyzed innovation. This series reviews opportunities for lease and investment management automation and introduces use cases for robotic process automation in commercial real estate. Insights on integration, challenges and benefits of process automation, as well as case studies from some of the most automated industry organizations are presented.

Part I: NextGen Leasing

[Thursday, April 29, 2021 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]

With the advent of COVID-19, forward thinking real estate organizations have developed newly automated processes for deal management, including lease renegotiations, defaults and downsized renewals. This session showcases some of the most efficient solutions designed to meet both internal and external market objectives.

Part II: Investment Management in the New Normal

[Thursday, May 27, 2021 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]

There are multiple investment management enterprise solutions on the market but picking the right set for your organization can be a daunting task. This session features industry experts presenting their vendor selection process, the scope of their implementation, subsequent integrations, and their technology roadmap.

Part III: Hyper-Efficiency through RPA

[Thursday, June 24, 2021 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]

Many companies are turning to Robotic Process Automation (RPA) to eliminate redundant and tedious tasks freeing them up to focus on more productive activities. This session explores RPA use cases for the commercial real estate industry and provides helpful tips on platform selection and RPA design, planning, execution and governance.



Webinar Format

- ▶ Each webinar will feature a Moderator, Guest Speakers who are Real Estate End Users and Subject Matter Experts from the technology community.
- ▶ The Moderator kicks off the webinar, followed by the Real Estate Guest Speakers and Technology Partner presentations.
- ▶ Before each Technology Partner presentation, a short video commercial will be played to introduce the company.
- ▶ Following the presentations, the Real Estate End Users and Technology Partners participate in the panel discussion and Q&A.

| Start | Stop | Total Minutes | Agenda |
|---------------------------|---------------------|---------------|---|
| PT 9:00 AM ET 12:00 PM | 9:02 AM 12:02 PM | 2 | Welcome Housekeeping Thanking of Sponsors Intro Moderator |
| PT 9:02 AM ET 12:02 PM | 9:07 AM 12:07 PM | 5 | Moderator "Setting the Stage" |
| PT 9:07 AM ET 12:07 PM | 9:08 AM 12:08 PM | 1 | Introduction End User 1 |
| PT 9:08 AM ET 12:08 PM | 9:15 AM 12:15 PM | 7 | End User 1 Presentation |
| PT 9:15 AM ET 12:15 PM | 9:18 AM 12:18 PM | 3 | Follow-Up w/ End User 1 |
| PT 9:18 AM ET 12:18 PM | 9:19 AM 12:19 PM | 1 | Introduction End User 2 |
| PT 9:19 AM ET 12:19 PM | 9:26 AM 12:26 PM | 7 | End User 2 Presentation |
| PT 9:26 AM ET 12:26 PM | 9:29 AM 12:29 PM | 3 | Follow-Up w/ End User 2 |
| PT 9:29 AM ET 12:29 PM | 9:30 AM 12:30 PM | 1 | Intro Video Tech Partner 1 |
| PT 9:30 AM ET 12:30 PM | 9:31 AM 12:31 PM | 1 | Introduction Tech Partner 1 |
| PT 9:31 AM ET 12:31 PM | 9:36 AM 12:36 PM | 5 | Tech Partner 1 Presentation |
| PT 9:36 AM ET 12:36 PM | 9:39 AM 12:39 PM | 3 | Follow-Up w/ Tech Partner 1 |
| PT 9:39 AM ET 12:39 PM | 9:40 AM 12:40 PM | 1 | Intro Video Tech Partner 2 |
| PT 9:40 AM ET 12:40 PM | 9:41 AM 12:41 PM | 1 | Introduction Tech Partner 2 |
| PT 9:41 AM ET 12:41 PM | 9:46 AM 12:46 PM | 5 | Tech Partner 2 Presentation |
| PT 9:46 AM ET 12:46 PM | 9:49 AM 12:49 PM | 3 | Follow-Up w/ Tech Partner 2 |
| PT 9:49 AM ET 12:49 PM | 9:50 AM 12:50 PM | 1 | Intro Video Tech Partner 3 |
| PT 9:50 AM ET 12:50 PM | 9:51 AM 12:51 PM | 1 | Introduction Tech Partner 3 |
| PT 9:51 AM ET 12:51 PM | 9:56 AM 12:56 PM | 5 | Tech Partner 3 Presentation |
| PT 9:56 AM ET 12:56 PM | 9:59 AM 12:59 PM | 3 | Follow-Up w/ Tech Partner 3 |
| PT 9:59 AM ET 12:59 PM | 10:00 AM 1:00 PM | 1 | Intro Video Tech Partner 4 |
| PT 10:00 AM ET 1:00 PM | 10:01 AM 1:01 PM | 1 | Introduction Tech Partner 4 |
| PT 10:01 AM ET 1:01 PM | 10:06 AM 1:06 PM | 5 | Tech Partner 4 Presentation |
| PT 10:06 AM ET 1:06 PM | 10:09 AM 1:09 PM | 3 | Follow-Up w/ Tech Partner 4 |
| PT 10:09 AM ET 1:09 PM | 10:29 AM 1:29 PM | 20 | Panel Discussion / Q&A |
| PT 10:29 AM ET 1:29 PM | 10:30 AM 1:30 PM | 1 | Thank You Close |

Sample Agenda

Technology Partner Presentations

Quick Facts about the Sponsor Presentations:

Realcomm requires that the content of all Technology Partner presentations be educational and informative only (no sales, marketing or product demos are allowed in any of the webinar materials). You will be asked to submit a revised deck if slides are non-compliant with the educational requirements determined by Realcomm.

2 Presentation Types:

5-Minute Presentation

A representative from your company will get 5 minutes for an educational presentation related to the webinar topic. The presenter will participate in the panel discussion as well.

7-Minute Case Study Presentation

Have an end-user client in the real estate space present a case study on your behalf. A representative from your company will participate in the panel discussion.

Panel Discussion and Q&A:

End User Thought Leaders and Technology Partners join the final panel discussion and Q&A session. Each panelist will provide questions for discussion prior to the webinar.

Additional questions will come from the audience during the live event. The audience questions will be submitted in writing via the GoToWebinar platform (the platform features will be reviewed on the webinar dry run).

Sponsor Deliverables



Speaker Info
(Name, Title, Headshot)

Due as soon as available



Presentation
Abstract/Outline

Due 2 weeks prior to the session



2 Questions for the panel
discussion

Due 1 week prior to the session



Presentation Deck
(5 slides max, 16:9 PPT)

Due 1 week prior to the session



One-page Company Ad
(16:9, landscape format)

Due 1 week prior to the session



Short Company Video
(30 seconds max)

Due 1 week prior to the session

Gold Sponsorship Package

\$3,250

Complete Package Includes:

- ▶ Company logo with hyperlink on Realcomm webinar website
- ▶ Opportunity to submit a 30-second video to be played as part of Sponsor introduction
- ▶ Opportunity to participate as a speaker on webinar
- ▶ Recognition as Gold Sponsor on webinar intro slides
- ▶ Verbal recognition as Gold Sponsor at beginning of webinar
- ▶ Sponsor's speaker presentation materials distributed to attendees (post webinar)
- ▶ Full-page ad included in master presentation deck sent out to all registered attendees after the webinar
- ▶ Sponsor contact information provided to all webinar registrants post webinar
- ▶ For webinar series: Complete registration list will be provided for entire webinar series for follow up opportunity
- ▶ Webinar promoted through direct email marketing, "Weekly Briefing" newsletter, on "Weekly Briefing" web pages, and across Realcomm's social media channels: LinkedIn, Twitter and Facebook
 - ▶ Sponsor recognition included in promotional marketing materials for entire webinar series
 - ▶ Webinar announcement in "Weekly Briefing" newsletter (distribution 38,000+)
- ▶ Opportunity to post case study, video clip or full-page ad on webinar website page
- ▶ Webinar recording available on Realcomm webinar website for future viewing
- ▶ Webinar converted to audio file and posted on podcast web page

Silver Sponsorship Package

\$2,250

Complete Package Includes:

- ▶ Company logo with hyperlink on Realcomm webinar website
- ▶ Opportunity to submit a 30-second video to be played as part of Sponsor or Speaker introduction
- ▶ Recognition as Silver Sponsor on webinar intro slides
- ▶ Verbal recognition as Silver Sponsor at beginning of webinar
- ▶ Full-page ad included in master presentation deck sent out to all registered attendees after the webinar
- ▶ Sponsor contact information provided to all webinar registrants post webinar
- ▶ For webinar series: Complete registration list will be provided for entire webinar series for follow up opportunity
- ▶ Webinar promoted in direct email marketing, in "Weekly Briefing" html newsletter, "Weekly Briefing" web pages, and across Realcomm's social media channels: LinkedIn, Twitter and Facebook
- ▶ Sponsor recognition included in promotional marketing materials for entire webinar series
- ▶ Webinar announcement in "Weekly Briefing" newsletter (distribution 38,000+)
- ▶ Opportunity to post case study, video clip or full-page ad on webinar website page
- ▶ Webinar recording available on Realcomm webinar website for future viewing
- ▶ Webinar converted to audio file and posted on podcast web page