

REACH AND ENGAGE THE CPI BY SPONSORING A WEBINAR WITH *CHEMICAL ENGINEERING*

Chemical Engineering webinars are an engaging, measurable and cost-effective way to reach CPI professionals. By combining the immediacy of the Internet with the impact of streaming audio, video and live Q&A, *Chemical Engineering* webinars provide a dynamic marketing solution that accelerates the lead generation process and produces actionable results.

We will actively promote your webinar to our subscriber and customer database. Your company will get the contact information for all of those who signed up to attend.

ALL PACKAGES INCLUDE:

- » *Chemical Engineering* staff to moderate the webinar
- » Sponsor recognition during the webinar
- » Online advertising (banner ads on website and e-newsletters)
- » Email promotion
- » Registration list with contact details
- » One-year archive on chemengonline.com
- » Post-event promotion
- » Sponsor will receive the raw video file in MP4 format for marketing purposes

68.31% of readers said attending webinars are very useful or useful to stay informed about the industry

77.89% of readers plan to attend a webinar

38.24% of those readers indicated this is more than in previous years

Previous webinars have produced **300+** registrations
with an average of **30%** live attendance

SINGLE-SPONSORED: Advertiser develops the content

MULTI-SPONSORED: Webinars follow a pre-determined editorial calendar which is available upon request. *Chemical Engineering*'s content team develops these conversations completely turnkey and the sponsor not only gets exposure before the event on all promotions, but also has a message included in the presentation. Lastly, all leads generated are shared with the sponsor.

CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION:

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