



CONSULTANT IN YOUR POCKET - WEBCASTS AND BOOKSTORE



The Consultant In Your Pocket webcast series launched in 2010. Webcasts are offered in administration, development, best practices and business strategy.

Webcasts are split into separate series based on these categories in Lotus software. The deeper, more technical webcasts are part of the subscription series where attendees can buy a webcast a la carte or an entire series.

The other webcasts are free to attendees and available for sponsorship. Companies may purchase sponsorship for a single webcast or across multiple in a package offering as found on the next page.

Sponsors have a wide array of exposure to potential and registered attendees. Sponsorship provides a new and interactive and new way to reach customers for your product or services.



SPONSORSHIP

The goal is to create an affordable joint marketing event between Consultant In Your Pocket and the sponsoring company. The below list explains the ways in which the sponsor is able to extend reach and share their message.

We request, for the low entry of sponsorship, that you utilize your own marketing lists for promotion of the events and your participation.

Costs and benefits between sponsoring a single webcast and an entire series are shown below.

A package allows you to advertise across an entire series and help suggest series topics that may revolve around your offering. While we will do our best to work together, some series will have topics that technically need to be grouped together.

SPONSORSHIP		
OFFERINGS	SINGLE	PACKAGE (5 webcasts)
Sponsor logo and link will be included in the event posting(s)	√	√
Sponsor logo and link will be included in marketing emails for the event(s) to current contact database		√
Sponsor logo, link and information (up to 1000 characters) will be included in the event registration page(s)	√	√
Sponsor link and information (up to 1000 characters) will be included in the event(s) confirmation email		√
Sponsor logo, link and information (up to 1000 characters) will be included in the event(s) follow-up email	√	√
Sponsor logo will appear on the webcast(s) event waiting room	√	√
Sponsor will be able to present a maximum of 5-7 minutes during webcast(s) with a prepared presentation or live demo (no streaming video)	√	√
Sponsor logo and link will remain on the event posting(s) for the life of the posting(s) for future visitors		√
Cost of sponsorship - in USD	\$200	\$800



The above is the current sponsorship pricing at the time of document creation. The actual invoice will specify the offerings and amount due. Please verify your invoice and contact us with any questions below.

Spiked Studio LC

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