

Sponsorship Opportunities Now Available!

**ES**  
Engineered Systems

# Educational Webinars

You can't meet face-to-face with every engineering executive in your industry. But you can interact with each engineer who registers for your *ES* Webinar. Let the expertise of *Engineered Systems* help you engage this audience to gather hundreds of high-quality sales leads.

More than  
**134,444\***  
engineering  
professional  
prospects!\*

<http://Webinars.ESMagazine.com>

\*ES Advertising Readership Study, Feb. 2008

# Webinars engage engineering professionals on a whole new level.

Webinars can be topic-specific (*ES* provides content and discussion expertise) or client-specific (you provide content and messaging.) Either way *ES* handles everything for you — marketing & promotion, participant registration and all connectivity.

## Quality Leads.

Build a high-quality sales leads database from captured demographics. *ES* Webinars have seen over 650+ attendees!

## Credibility.

Your association with *Engineered Systems* lends credibility to your brand and positions you as an industry leader.

## Staying Power.

Webinars are archived for 12 months and available for viewing 24 hours a day, 7 days a week.

\*Publisher's own data. March 2008.

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

## Sponsor Benefits:

- ▶ All leads provided via reporting link with access for 12 months (name, company, title, phone, address, email)
- ▶ Your logo and link on registration page and audience console
- ▶ Advertisement promoting your event in *ES* print issues
- ▶ Multiple promotional e-mail blasts to *ES* e-subscribers
- ▶ Promotional banner or button on *ES* Web page
- ▶ Promotion in *ES* e-Newsletters
- ▶ Promotion in *ES* digital editions
- ▶ Promotional flyers at *ES* booth at any relevant tradeshow
- ▶ Editorial write-up in the magazine
- ▶ Multiple email reminders to all registrants

## Webinar Format:

- ▶ 45 minute presentation, 15 minute Q&A
- ▶ Capabilities include live polling and results; viewer submitted questions throughout live event; flash video compatible (ask your sales rep for more information)
- ▶ Moderated by *ES* Editor, Robert Beverly
- ▶ Multiple speakers allowed from remote locations

**1.0 CE-PDH Certificate of Completion available for those who attend and qualify!**

## Recent Results\*\*:

**Integration + Green = High Performance**  
June 25, 2008, Registration 662

**Responsible Design & Construction**  
Part 1: July 30, Part 2: August 6, Total Registration 437

**B2B, Vol 4. Gymnasium Place of Assembly**  
September 17, 2008, Registration 755

**Interoperability of Diverse Security Systems - A Framework Approach**  
September 30, 2008, Registration 230

\*\*Publisher's own data, October 2008

**PETER MORAN**  
Publisher  
Phone: (401) 213-6733  
Fax: (248) 502-1052  
moranp@bnpmedia.com

**JOHN D. FLOYD**  
Eastern Advertising Mgr.  
Phone: (610) 399-3265  
Fax: (248) 502-2078  
floydj@bnpmedia.com

**DEAN DIMITRIESKI**  
Midwest Advertising Mgr.  
Phone: (248) 244-6469  
Fax: (248) 786-1419  
dimitrieskid@bnpmedia.com

**RUSSELL BARONE, JR.**  
West Coast Advert. Mgr.  
Phone: (219) 464-4464  
Fax: (248) 502-1085  
baroner@bnpmedia.com