

infoTECH

SPOTLIGHT

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WEBINARS

Marketing Strategies Overview

InfoTECH Spotlight is your Webinar expert, with a team of Webinar professionals ready to help make your Webinar the most successful it can be.



InfoTECH Spotlight's unprecedented reach into the market provides us with access to more of your future customers than any one else - via our magazines, our industry leading Website, our newsletters, and events. This enables us to promote your event to massive audiences and guarantee a successful turnout. And at the same time, we are providing you with well over 1 million impressions, which solidifies your brand and offers enhanced recognition. Beyond the marketing aspects, InfoTECH Spotlight has a host of writers and editors around the World, which ensures us of having experts on hand for any Webinar topic.

The Four Steps to a Successful Webinar:

1. Pre-event Promotion

InfoTECH Spotlight pre-event promotion of your Webinar event is the most comprehensive in the industry. We not only conduct a wide spread campaign to drive attendees to your event, we also provide you with **well over 1 million marketing and advertising impressions** which is invaluable to your branding efforts.

2. Editorial Coverage

As part of every Webinar package you will receive **three articles written by our award-winning editorial team**, focusing on your Webinar and company. This editorial coverage will include two articles before the event, and one article after the event has concluded.

3. Turn-key Webinar Event

InfoTECH Spotlight is the expert on running successful Webinar events, and makes the event as smooth and easy-to-execute as possible for you. Our team of experts, including subject matter experts helping you with the content, **will guide you every step of the way.**

4. Post-Event

Once your event ends, the InfoTECH Spotlight Webinar program continues to deliver with our on-demand Webinars that are archived for up to 12 months. This, in combination with our expert SEO, **will deliver new leads to you for months after the Webinar has ended.**



Your Web advertisements on InfoTECH Spotlight are seen among the 2.6 million page views, which the Website receives each month. These powerful impressions not only promote your Webinar event, but also deliver additional marketing exposure for your company, further establishing your brand. These ads will be seen and seen often by an influential audience.



Thursday March 24, 2011 2:00PM EST/ 11:00AM PST

Monitoring Habits to Keep Your Virtual Environment Healthy

FREE WEBINAR - REGISTER NOW!



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**FREE WEBINAR
REGISTER NOW!**

600,000

**Over the course of a
two-month advertising
cycle on InfoTech
Spotlight, you will
average 600,000 impressions**

Our team produces a variety of ads promoting your event, enabling us to promote the event in multiple locations throughout the Website. InfoTECH Spotlight receives an 60,000 unique visitors and over 2.6 million page views per month, and a typical banner ad campaign like this receives 600,000 views per month. These ads are powerful marketing tools for both your Webinar and brand awareness.

As part of every InfoTECH Spotlight Webinar campaign, we conduct a massive email campaign to promote the event. We identify the best potential audience for your Webinar event, and send a customized HTML email blast to the appropriate opt-in list. Most of these lists are over 30,000 strong and on average we send 8 messages for each Webinar event. This is another excellent opportunity to both promote the event and further enhance your branding initiative.



240,000

With an average of 8 emails sent out to a list averaging 30,000 names, our email promotion generates another 240,000 impressions.

TMCnet
WEBINARS

One very unique aspect of the InfoTECH Spotlight Webinar program that sets it above others is the editorial coverage included with each package. You will receive a total of three feature articles covering the topic of your webinar and include a mention of your webinar event. 2 before the event and 1 after the event. Because of InfoTECH Spotlight's industry-leading traffic - averaging 2.6 million page views per month - and our team of SEO experts, these articles place at or near the top of searches on Google, Yahoo, and Bing for your keyword topic. This is a powerful tool that will help increase attendees to your event, and more importantly supports your company's branding initiatives.

WEBINARS INTERACTIVE INTELLIGENCE
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FREE WEBINAR - REGISTER NOW!

All About VM Performance: Keeping Your Virtual Environment Healthy

FREE WEBINAR: Thursday March 24, 2011 2:00 PM EST/ 11:00 AM PST

Are you concerned that VM performance problems might occur unexpectedly? Can you assess how healthy your environment is? Do you know how your virtualized infrastructure will react to growth?

In the following InfoTech live webinar we will introduce and explain monitoring habits that if implemented in a virtualized environment, can provide visibility into the state of an environment, spot existing as well as future performance problems before they occur, and help to forecast hardware needs to expand growing environments.

Join the webinar to learn how to:

- Use VMware performance metric data to find and predict VM performance issues
- Find resolution to performance problems in the quickest and most efficient way
- Assess available capacity remaining in an environment and identify resource constraints for environment expansion

Register Now

After the presentation, the Webinar will be open for a live Q&A. Be sure to have your questions ready!

PRESENTERS:

Eric Jackson
VP of Product Management, VKernel.

A 25+ year high-tech veteran, Eric serves as VKernel's Vice President of Product Management. Jackson joined VKernel from Lab Escape, a private company that provides visual analytics solutions for large enterprises, where he led the creation of application-specific solutions through deep customer collaboration. Previously, Eric co-founded Irix, a venture-backed company offering scalable file system solutions that was acquired by HP in 2009, and served as Vice President of Products for XOSoft, a disaster recovery and high availability software firm which was acquired by CA in 2006. Additionally, Eric is the inventor and patent holder of several new technologies, including the Irix distributed file system and innovative techniques for automated computer chip design optimization.

Patrick Barnard
Group Managing Editor, TMCnet.

Patrick Barnard is Group Managing Editor for TMCnet. He is former managing editor for Multichannel Merchant magazine and former editor of the Darien Times, a community newspaper serving the town of Darien, CT.

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infoTECH SPOTLIGHT Technology Leader

Blazing the way with EQOS 10, the revolutionary new platform that takes enterprise-grade server load balancing to the next level.

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CHANNELS

Date	Title	Presenters	Sponsor
Wednesday, June 20, 2012 1:00 PM ET / 10:00 AM PT	GoToAssist: A Geek's Guide to Presenting to Business People	Paul Glen, Leading Geeks	GoToAssist

ARCHIVE

Title	Sponsor
VKernel: All About VM Performance: Keeping Your Virtual Environment Healthy	VKernel
Apparent Networks: Best Practices for Remote Site Network & Application Performance Management	Apparent Networks

See for yourself. Download a free trial today.

Because InfoTECH Spotlight has such a unique and unprecedented reach into the industry - via web, print, email, and live events - we are able to promote your Webinar event unlike any other company. At the end of a typical campaign, promotions for your Webinar will have been seen by over 1 million people. This not only helps guarantee a successful Webinar event, but provides invaluable branding for your company.

Approximate number of impressions

Website Ads **600,000**

Email Campaign **320,000**

Articles **160,000**

Total 1,080,000 Million Impressions

a - Web ad impressions based on average page views of banner ad campaign for 2 month period

b - Based on email to average list of 30,000 and average of 8 emails for each Webinar

c - Average page visits of InfoTECH Spotlight articles, for 3 articles over 2 month period



Our team of experts will take all of the hassle out of your Webinar program by handling the logistics, which includes attendee registration. We will not only recruit the attendees, but handle their registration, capturing their information and ensuring that these registrants attend the event. These registrants become your future leads, making this a critical process in the Webinar program.



InfoTECH Spotlight handles all of the logistics, including all registration details. The registration page will be branded with your logo, along with additional details about the event itself.

InfoTECH Spotlight Webinars are available On-Demand for 12 months following the event, allowing new users to access the information as desired. Because of InfoTECH Spotlight's excellent search engine optimization, these archived Webinars will continue to rank at or near the top of searches for key terms associated with your Webinar. The end result is even more leads coming in for up to a year after your event has ended.

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Secure Your Customer's Data with Hybrid Cloud Data Protection

Wednesday June 13, 2012 10:00am PDT / 1:00pm EDT

Register Today

VKERNEL

FREE WEBINAR - REGISTER NOW!

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WEBINARS 2012 Media Kit

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WEBINARS CASE STUDY

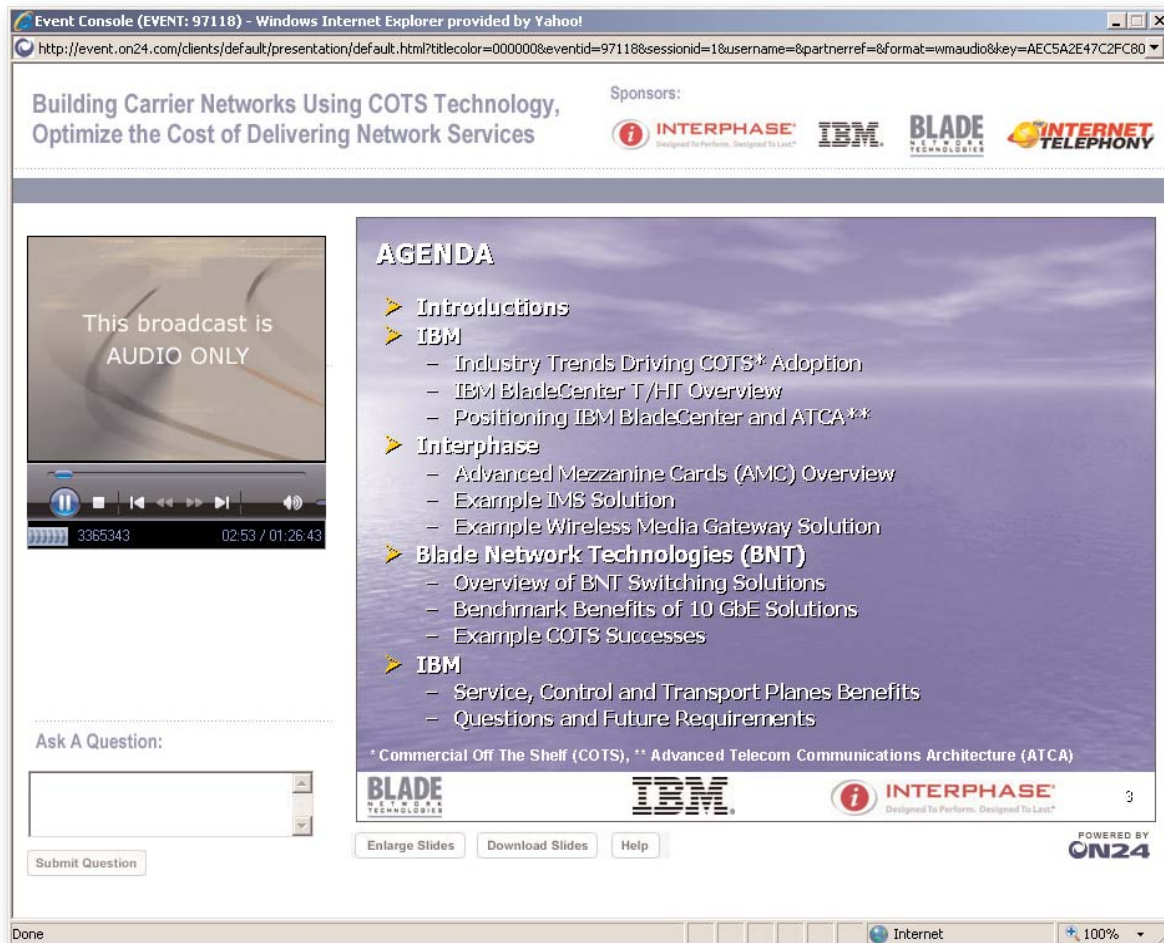
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At the conclusion of the promotional activity comes the main event - your Webinar. The end result of the promotions is an average of 330 registrations. Of these, on average 43% attend the event, giving you an audience of more than 140 people. Those in attendance will see your company logo prominently displayed on the screen as they watch and listen to the live presentation. In addition, your speaker gains valuable exposure by being presented as a subject matter expert.



InfoTECH Spotlight Experts Available to Help Provide Highest Caliber Content

Because InfoTECH Spotlight has a team of writers and editors available, we are able to help you with expert analysis in the creation of your Webinar. Our editors can serve as the moderator during your event, which makes your Webinar experience a true turn-key endeavor.

Case Study #1: 58% Viewers

Topic: Telecom
Promotion Time: 6 Weeks

This Telecom Webinar resulted in over 300 registrants with 58% viewing the event live and on demand. With a six week lead time promotion included emails sent to more than 60,000, promotion in five e-newsletters, run of site banner ads with 600,000 impressions, three articles published on TMCnet and a press release announcement.

Case Study #2: Over 1,000 registrants

Topic: 4G
Promotion Time: 8 Weeks

This Webinar event focusing on 4G received 1,189 registrants and 763 viewers. That's a 64% viewership from registration. This event had an eight week promotion which included three articles posted on TMCnet available to its 2 million monthly unique visitors and was picked up by Google Alert, six promotional emails, inclusion in 3 e-newsletters, run of site banner ads with 800,000 impressions, and a press release announcement.

Case Study #3: Targeted Audience Delivers Nearly 70% Viewership

Topic: Call Center
Promotion Time: 4 Weeks

A Call Center Webinar had an extremely targeted audience demographic which included only Eastern Europe promotion. In addition, the promotion time was under one month. The Webinar event attracted 85 registrants and retained a 69% viewership.

For more information contact: Client Services
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Corporate Information

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