



Reach and Engage the CPI with *Chemical Engineering* for a webinar

Chemical Engineering's webcasts are an interesting, measurable, and cost effective way to reach the global CPI market. By combining the immediacy of the web with the impact of streaming audio, video and live Q&A, *Chemical Engineering* webcasts provide a dynamic marketing solution that accelerates the lead generation process and produces actionable results. One of our editors will moderate the webinar, we will promote it to our email list, and your company will receive the contact information for all of those who signed up to attend! Just give us your logo and we do the rest, making it a true turnkey program.

FEATURES AND BENEFITS INCLUDE:

- » A minimum of 4 email blasts marketing the webcast will be deployed with your sponsor logo included
- » The contact information of all registrants will be given to each sponsor after webinar takes place
- » *Chemical Engineering* will develop and schedule banner ads (with your sponsor logo included) on *chemengonline.com* and *Chemical Engineering* Direct and *Chemical Engineering* FOCUS e-newsletters
- » Your logo will appear on the landing and registration pages
- » Webcast can be accessed for one year from *chemengonline.com*
- » Sponsor will receive a master CD of the webcast presentation for marketing purposes
- » Previous webinars have produced 1,600+ registrations with as many as 500 attendees
- » Sponsors are recognized during the webinar

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