



## About Industry Insights Webinars

Industry Insights Webinars are intended to educate those in need of connected solutions and align them with relevant information and suggestions from IoT and technology ecosystem partners.

Our panel-style discussions revolve around new and existing industry challenges, while highlighting currently available marketplace solutions aimed at solving industry-specific challenges. We invite thought leaders, experts and business executives to share their honest experiences, industry expertise, and provide strategies for staying flexible and adaptable.



### ***Preface***

Covid-19 has brought many industries to a crossroads on the path to digital transformation.

Global trade has been made possible through trade shows, and the current cancellations and postponements could cripple businesses that rely on them for generating leads and closing deals. As a result of the catastrophic halt to trade shows and other business conferences, airlines, hotels, restaurants, and service providers that rely on their attendance will also pay the price.

Ultimately, the post-pandemic environment is only beginning to reveal itself and businesses are being compelled to choose between traditional operations with manual workers or implement the new solutions driven by Industry 4.0 technology. Industry Insights Webinars equip businesses with knowledge and tools to overcome the challenges of 2020 that have left many feeling powerless and bring connected solutions to the forefront of the conversation.



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## ***The Challenge***

With shrinking budgets for marketing and R&D, how can businesses better understand that collecting data can alleviate their pain points?

As industries adjust to a growing number of Covid-19 related obstacles that could hinder production, disrupt operations, and pose risks to worker safety, businesses need to prepare for everything and anything. Connected solutions are a feasible means to mitigate risk, but there is a lack of education for the end users who need advice from trusted sources now more than ever before, especially when considering the trade show void.

The long-term effects of the virus are already noticeable when analyzing the GDP, unemployment rates, and population patterns. It is equally important to note that supply chain bottlenecks are only going to increase as buying patterns continue to shift.

As businesses struggle to maintain operations and unemployment numbers continue to increase, connected solutions are needed now more than ever before in these industries and many more.

## ***Our Solution***

The world is adjusting to a time of extraordinary uncertainty, and businesses must face these challenging times with agility and resilience.

Our mission is to create a virtual community to share industry knowledge and technology driven solutions through webinars. We bring to light the deep-rooted challenges facing each industry with a panel of experts to assist in guiding them through the do's and don'ts of IoT.

Each month our webinar series focuses on a different industry while maintaining our underlying message for using technology to foster operational efficiency and data-driven decision making.

Our upcoming webinars focus on manufacturing, telecom, energy, healthcare, and smart cities.

More information is available by visiting <https://iotmktg.com/webinars/>.





## Industry Insights Webinar Sponsorship

For those interested in sponsoring a webinar to promote themselves or their products or services, we have three different sponsorship packages to choose from that can be customized to meet your objectives and budget.

### Silver Package \$7,500

- Participation in an IoT Marketing Webinar on a topic that aligns with your brand & business.
- Registration, Hosting, Moderating, Video, Chat, and Polling included with webinar.
- Sponsor will have 2 minutes at beginning of webinar to provide a brief introduction
- Inclusion in IoT Marketing's webinar marketing:
  - Listed on the IoT Marketing website, landing page, and registration page
  - Featured in email campaigns (minimum of 1 email)
  - Webinar and business promoted in the IoT Marketing quarterly newsletter
  - Custom graphics with your business and logo used for banner ads, social, and email campaigns (minimum 3)
  - Social media campaign with a minimum of 10 posts for the webinar on each platform
  - Design of powerpoint presentation slides for the live webinar
  - Inclusion in one blog promoting the webinar
- Download of the recorded webinar to share on your own website and with clients
- Post webinar report with analytics and engagement metrics

### Gold Package includes all offerings from Silver: \$12,500

- Additional time for introduction at the beginning of the webinar (3 min)
- Access to the webinar attendee registration list including:
  - Names, Title, Business, Email or LinkedIn contact details
- One custom blog about your business, products, or services
- Lead Qualification Assessment
- Outreach to minimum of 50 pre-qualified leads
- Inclusion in a minimum of one article focused on the benefits of attending the webinar shared on news and digital publication sites
- Social media campaign with additional graphics and posts for the webinar on each platform: (minimum 5 graphics and 15 posts total)

### Diamond Sponsorship Includes all offerings: \$20,000

- Additional time for introduction at the beginning of the webinar (4 min)
- Diamond Sponsors will have premium placement; listed first in all marketing materials
- Video recording of the webinar edited for your business
- Video Interview before or after the webinar with specific questions tailored to your unique offering
- Optional break-out sessions for attendees with further questions
- Additional graphics & social media posts with mention of business (minimum 8 graphics/20 posts)
- Opportunity to create a survey or promotional offer in the thank you email to webinar attendees





## Solution Spotlight Packages



For those looking to get exposure for their product or service but have a limited budget, we offer participation in our Solution Spotlight segment at the end of each webinar.

*\*This segment can be produced live during the webinar or submitted prior to the webinar as a pre-recorded video.*

### Solution Spotlight Basic \$1500

- Participation in an Industry Insights Webinar for 3 minutes at the end of the webinar to promote their business, product, or service.
- Inclusion in IoT Marketing's webinar marketing:
  - Listed on the IoT Marketing website, landing page, and registration page
  - Featured in email campaigns (minimum of 1 email)
  - Webinar and business promoted in the IoT Marketing quarterly newsletter
  - Custom graphics with your business and logo used for banner ads, social, and email campaigns (minimum 3)
  - Social media campaign with a minimum of 5 posts for the webinar on each platform
  - Design of powerpoint presentation slides for the live webinar
- Download of the recorded webinar to share on your own website and with clients

### Solution Spotlight Deluxe \$2500

- Participation in an Industry Insights Webinar for 5 minutes at the end of the webinar to promote their business, product, or service.
- Inclusion in IoT Marketing's webinar marketing:
  - Listed on the IoT Marketing website, landing page, and registration page
  - Featured in email campaigns (minimum of 1 email)
  - Webinar and business promoted in the IoT Marketing quarterly newsletter
  - Custom graphics with your business and logo used for banner ads, social, and email campaigns (minimum 3)
  - Social media campaign with a minimum of 10 posts for the webinar on each platform:
    - LinkedIn, Twitter, Facebook
  - Design of powerpoint presentation slides for the live webinar
  - Inclusion in one blog promoting the webinar featured on IoT Marketing's website and shared on social
- Download of the recorded webinar to share on your own website and with clients
- Post webinar report with analytics and engagement metrics







## Alternative Value Packages

We also offer alternative value packages for those who have a limited budget or bring a different form of value to the conversation.

- A. Trade participation for promotion to your network. *Please provide your audience and reach for consideration.*
- B. Referral incentive based packages accepted on a case by case basis upon request.
- C. Fees can be waived for non-profits, associations, organizations & other member driven communities that can provide value by association and featured press in a press release & shared with their network.
- D. Celebrity, influencers, media, journalists, news & event organizers can provide their credentials and links to verify their authority or influence if interested.
- E. Participation can be in trade for services upon request if services align with our needs.
- F. In some cases, participation is free with no guarantees required; however, this option is reserved for subject matter & industry experts or special exceptions.





## Timeline for Clients

**Week 1:** Review proposal, sign agreement.

Client sends the following:

- Logo
- Speaker photo and bio
- Business description
- Brand/style guides, if available
- Links to website or other documentation
- Content they would like us to incorporate in slide deck, blog, article, etc.
- List of leads to be included in email campaigns
- Lead qualification details (Industry, Verticals, Target audience roles, etc.)

**Week 2:** Intro call (30min) for preparing marketing materials for the webinar including:

- Flyers, banner ads, social posts
- Slide deck
- Outline for blog and article
- Landing page
- Private discussion to review and rehearse discussion points with slide deck.

**Week 3:** The first rehearsal takes place 2 weeks prior to the webinar to test equipment and read through the slide deck. (1 hour)

**Week 4:** The second rehearsal takes place 1 week prior to the webinar, at the same time and on the same day of the week as the webinar. (1 hour)

**Week 5:** The webinar takes place. Speakers should login to the platform 20 minutes prior to the webinar. (1.5 hours)

**Week 6:** Post-webinar activities take place by IoT Marketing, no activities necessary for the sponsor.

**Week 7:** IoT Marketing will send the client all remaining deliverable.

- Alternative value participants will only be sent the link to the replay video.
- Only paid sponsors will receive the post-event report, analytics, attendee lists, custom video recordings, etc.