

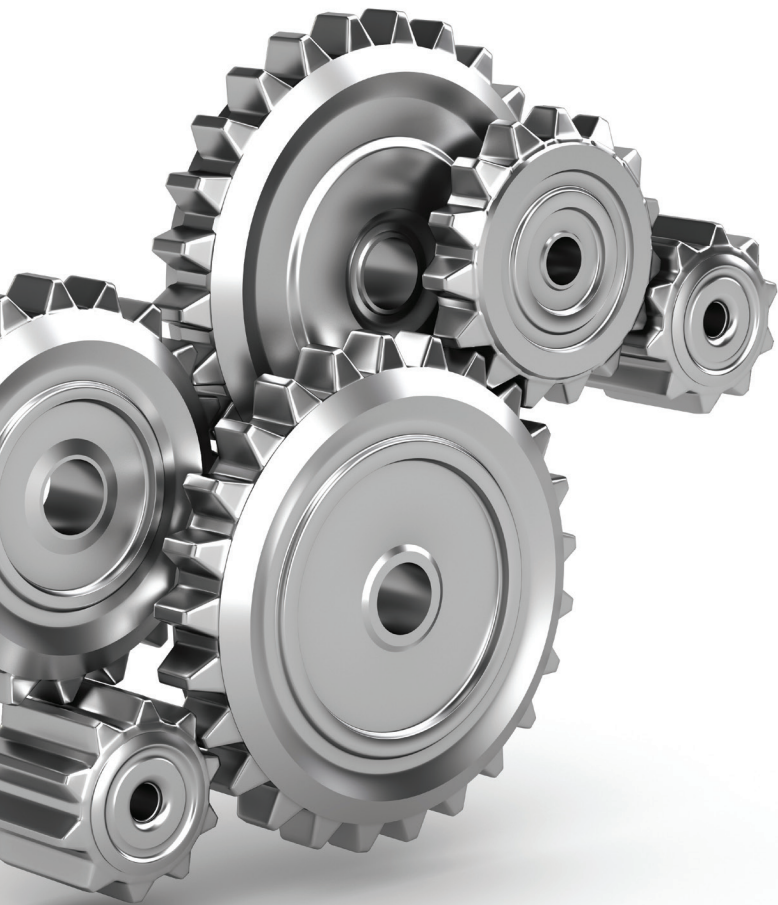


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[www.CanadianManufacturing.com](http://www.CanadianManufacturing.com)

# A case for **Webinars**

You've got valuable information/expertise to share with Canadian manufacturers but need a qualified audience and a way to reach it effectively. A targeted webinar, hosted and moderated by **CanadianManufacturing.com**, can be an important part of the solution.



## **OPPORTUNITY**

Develop a single or series of webinars around issues that are relevant to your business and *CanadianManufacturing.com's* readers - your customers and prospects.

## **FORMAT**

- **FREE** to participants
- 30 minute presentation with 10 minute Q&A
- *CanadianManufacturing.com* assists with content development
- *CanadianManufacturing.com* hosts and moderates
- *CanadianManufacturing.com* promotes registration
- *CanadianManufacturing.com* coordinates technical elements

## **ROLES AND RESPONSIBILITIES**

- *CanadianManufacturing.com* markets event online to drive registration (e-newsletters, direct email, banner/button advertising)
- *CanadianManufacturing.com* coordinates logistics of conference call
- *CanadianManufacturing.com* provides a list of all attendees post-event for follow up
- *CanadianManufacturing.com* records event and hosts on website for 12 months
- Sponsor to provide speaker(s) and presentation content

**RATE: \$7,500 PER WEBINAR**

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