



**OEM** Off-Highway

# HAVE YOU THOUGHT OF DOING A WEBINAR WITH *OEM Off-Highway*?

Here is what one Cygnus Business Media client from the accounting industry had to say:

“The webcast event program with The CPA Technology Advisor is a great educational tool. The knowledge and expertise behind the program’s content and hosting, as well as the promotional package, make the event head and shoulders above other options. As a three-year sponsor of a Webcast series, we are very pleased with the lead generation, and we see this as an intricate part of our overall marketing plan.”

Teresa Mackintosh  
VP Strategic Marketing  
Thomson Tax & Accounting  
Professional Software & Services

## IF NOT, YOU SHOULD. HERE’S WHY...

- ✓ An ***OEM Off-Highway*** Webinar is a GUARANTEED lead generator. A Webinar is one of the most proven ROI marketing programs there is.
- ✓ ***OEM Off-Highway*** Webinars are successful regardless of the traffic levels on your web site.
- ✓ If you don’t have the time or money to display at a tradeshow, an ***OEM Off-Highway*** Webinar is an excellent option.
- ✓ An ***OEM Off-Highway*** Webinar is not just about the Webinar itself – it’s about promoting and branding your company name, products and services.
- ✓ ***OEM Off-Highway*** Webinars are essentially turn-key and have low impact on your time.
- ✓ ***OEM Off-Highway*** Webinars are NOW an established and valued channel for education and marketing communications.
- ✓ Participation is up dramatically across the B2B landscape from just one year ago.
- ✓ More and more industry decision-makers see Webinars as a positive, time-efficient and low-cost opportunity to gain industry knowledge.
- ✓ ***OEM Off-Highway*** Webinar sponsorships have the opportunity to come from budgets outside of traditional advertising budgets, including product launch funds, education, training, research and industry outreach.

Let us help put everything together for you with our complete turn-key Webinar program. Our editorial and marketing teams will work with you to determine the best way to build the appropriate content for your specific Webinar topic and discuss how to generate audience appeal among our subscribers.

To find more about the entire *OEM Off-Highway* Webinar Program, contact your *OEM Off-Highway* marketing consultant today. You’ll be glad you did.

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

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# WHY WOULD MY COMPANY WANT TO DO An OEM Off-Highway WEBINAR?

**WEBINAR STATS:**

It has been said that people  
will retain **20 percent** of  
what they hear,  
**30 percent** of what they  
see, and  
**50 percent** of what they  
both see and hear.

TO FIND MORE ABOUT HOW  
AN *OEM OFF-HIGHWAY*  
*WEBINAR* CAN BE  
BENEFICIAL TO YOUR  
COMPANY, CONTACT YOUR  
MARKETING  
CONSULTANT TODAY.

*THE OPPORTUNITY IS THERE...  
DON'T MISS IT.*

- ✓ **NEW TECHNOLOGY / PRODUCT INTRODUCTIONS** – If your company has recently or is going to launch a new product or technology, a webinar gives you the opportunity to give an in-depth presentation to a highly qualified audience – your customers and prospects. Remember, anyone who registers for the webinar is automatically a high-end lead.
- ✓ **ROADSHOWS** – If your company is currently conducting training sessions for your clients in various locations, or you are doing “demonstration roadshows,” a webinar is absolutely the best way to bring it all together.
- ✓ **WHITE PAPERS, CASE STUDIES and RESEARCH STUDIES** – Has your company recently created a white paper or conducted a case study or research study? If so, a webinar would be the perfect way to strengthen your message and spread your message to your prospects. You can also include partners and/or one or more of your existing clients if applicable.
- ✓ **LEGISLATIVE/REGULATORY ISSUES** – Are you or is anyone from your company on an industry board or committee that covers legislative/regulatory issues? Hosting a webinar to let the industry know about any new/changed laws or regulations is your opportunity to be seen as a leader and educator.
- ✓ **YOU CAN BE A WEBINAR SPONSOR** – There are a number of different industry-specific subjects that can be covered in a webinar, so if you have an idea for one that you would like to sponsor, give your marketing consultant a call today.

**WEBINARS: ON THE RISE**

- ✓ The use of both video and audio webcasting by B2B marketers increased in 2006 over 2005, though video grew somewhat faster (44% vs. 32%), driven by the increasing acceptance of webcasts as a B2B lead generation tool and the widespread adoption of broadband Internet connections, even in home and small office environments.
- ✓ Average attendance per event increased by about 9%.
- ✓ On average, more than half of registrants actually participate in the event.
- ✓ The use of live webcasts grew significantly faster than on-demand events and account for the vast majority (85%) of webcasting events. However, archiving live presentations increases viewership/listenership by nearly 50% on average (not everyone who’s interested can attend at the scheduled time).

Source: Key Webcasting Trends For The Publishing Industry , January 2007, On24



**WEB INAR**

**OEM** Off-Highway

BE AN INDUSTRY LEADER...

# THINK BIG

*OEM Off-Highway* WEBINARS DELIVER

**Establish rapport directly  
in a 60 minute,  
uninterrupted educational  
format with industry  
professionals looking for  
YOUR SOLUTIONS!**

**It has been said that  
people retain:**

- ✓ 20 percent of what they hear;
- ✓ 30 percent of what they see;
- ✓ 50 percent of what they see and hear.

THE *OEM OFF-HIGHWAY* WEBINAR MARKETING PROGRAM IS A COMPLETELY TURN-KEY OPERATION, SO SIT BACK, RELAX AND LET US HELP YOU BUILD A BETTER, STRONGER BUSINESS.

CALL A MARKETING CONSULTANT TO FIND OUT MORE ABOUT A WEBINAR MARKETING PROGRAM.

With an *OEM Off-Highway* Webinar, companies are able to ensure that their important business communication or product demonstration is delivered efficiently and effectively.

Companies can INTERACT WITH A HIGHLY QUALIFIED AUDIENCE, ANYWHERE IN REAL-TIME! And Webinars have proven to garner some of the best ROI in generating new business prospects – all at a minimal cost compared to an off-line event.

*OEM Off-Highway* offers an ALL-INCLUSIVE marketing and data collection program designed to INCREASE BUSINESS OPPORTUNITIES with industry professionals.

An *OEM Off-Highway* Webinar program isn't just about the Webinar event itself, it's much more than that – it's about marketing and branding your company as an INNOVATIVE, FORWARD-THINKING INDUSTRY LEADER!

**EVERY STEP OF THE WAY** – Our editors and marketing team will work with you to determine the best way to build the content for your specific Webinar topic and discuss how to generate audience appeal among our subscribers.

**Your Webinar marketing program includes all of the following promotional elements – used to create the Webinar audience and promote the event:**

- ✓ Promotions to e-mail names from our “opt-in” list through three (minimum) customized e-mail messages;
- ✓ Your company is highlighted as a sponsor in our e-newsletter;
- ✓ The Webinar event is posted on the “Webinar” section on our web site;
- ✓ One-hour (minimum) streaming audio PowerPoint presentation;
- ✓ One-year archive for on-demand viewing;
- ✓ 4-color ads promoting the upcoming Webinar;
- ✓ Full detailed demographic interactive report of each of the attendees who signs up for the event or views it in the archived version at a later date, plus polling survey results from the Webinar attendees.

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