

SDM Webinars

Sponsorship Opportunities Exclusively for YOU!

SDM Webinars are educational sessions broadcast online via streaming audio/video. Webinars can be topic-specific (SDM provides content and discussion expertise) or client-specific (you provide content and messaging.) Either way, SDM handles everything for you — marketing & promotion, participant registration and all connectivity.

Don't miss out on this **HOT** opportunity to receive the highest quality "targeted" sales leads available!

Sponsorship Benefits:

- Build your brand. Demonstrate your expertise.
- Gain quality sales leads — all participants must register to view program and you receive the leads (includes name, company, title, address, phone, email). Reporting link is active for 12 months!

Your logo will prominently appear as the sponsor on all Webinar promotions including:

- Advertisement promoting your webinar in *SDM* print issue
- Event registration page and audience viewing console
- Promotion in *SDM* bi-weekly e-newsletters
- Banner ad promotion on sdmmag.com
- Multiple email blast promotion to *SDM* subscription base
- On-demand webinar posted on sdmmag.com for an entire year!

Each event offers a sponsorship opportunity for only \$8,500.

WEBINAR FORMAT

- 60 minute duration includes 15 minute Q&A
- Capabilities include live polling and results; viewer-submitted questions throughout live event; flash video compatible (ask your sales rep for more information)
- Moderated by *SDM* Editor
- Multiple speakers allowed from remote locations

RECENT RESULTS*

**The End of "Video Monitor Walls":
How Event-Driven Video is Changing
Surveillance**

December 9, 2009
574 Registrants

**How to Expand Your Business with
IP-Based Industrial Security Systems**

October 20, 2009
363 Registrants

*Publisher's own data, February 2010.

SDM Magazine offers #1 reach to the Total Security Channel!*

Contact your **SDM** regional marketing manager today to reserve your date and time.

Art Nidosik

Associate Publisher &
Eastern Region Sales
(610) 222-0567
Fax: (248) 502-2104
nidosika@bnpmedia.com

Doug O'Gorden

Midwest Regional
Sales Manager
(847) 548-0680
Fax: (248) 786-1351
ogordend@bnpmedia.com

Kent Beaver

Regional Sales Manager— West
(310) 474-7158
Fax: (310) 474-8970
kent.beaver@verizon.net

Heidi Fusaro

Inside Sales/Sales Support
(630) 694-4026
Fax: (248) 502-1008
fusaroh@bnpmedia.com

webinars.sdmmag.com

*Publisher's own data.