

2011

webinars

Educate. Build Brands. Generate Leads.

From the *highly responsive* Latin American food & beverage processing industry!

With an unquenchable thirst for information, Latin American processors have embraced Webinars as an effective & useful way to learn more about key topics affecting their day to day operations. We can prove Webinars work in this market with the unprecedented stats from previous INDUSTRIA ALIMENTICIA webinars.



▼ PROVEN RESULTS FROM AUGUST 2010 WEBINAR ▼

Leads
Generated

1198 REGISTRANTS

563 ATTENDEES

Companies
Attended

Wal Mart, Argentina,
Coca Cola, Venezuela,
Bimbo, Mexico
Nestle, Peru

Titles
Attended

Engineer,
Quality Control Mgr,
Plant Manager,
R&D Director

\$650 billion+ Latin food & beverage market requests information on:*

- Food safety
- Food certifications & standards
- Plant automation
- Latest in material handling
- Software and plant efficiency

Your company can leverage this format to educate your prospects, generate solid leads, and track your ROI while utilizing the amazing reputation of INDUSTRIA ALIMENTICIA in reaching the right audience for your message.

Webinar Sponsorship Benefits:

GROW YOUR MARKET

Educating your customers and prospects about your product benefits and applications expands the opportunities within your market.

ONE-ON-ONE PRE-QUALIFIED SALES

Webinars provide an ideal opportunity to communicate one-on-one to a highly pre-qualified base of customers for only a small fraction of the cost of trade shows and personal sales calls.

THE POWER OF INDUSTRIA ALIMENTICIA

Industry leading subscriber databases help ensure the highest quality registration.

REINFORCING YOUR BRAND

Companies that share technologies and support customer education strengthen their position as innovative industry leaders.

INDUSTRIA ALIMENTICIA EXPERTISE

Our Webinar experts provide turnkey support and advice ensuring a satisfying and rewarding Webinar experience with minimal effort on your part.

MEASURABLE ROI

Tangible sales leads and post-event surveys provide you with two powerful ROI metrics.

Go online to view archived INDUSTRIA ALIMENTICIA Webinars: <http://webinars.industriaalimenticia.com>

SPONSORSHIP PACKAGE:

Aggressive Marketing Campaign to Draw Attendees — Before & After Event

- Multiple promotional e-blasts to INDUSTRIA ALIMENTICIA's e-subscribers
- Ad on www.industriaalimenticia.com
- Print ads in INDUSTRIA ALIMENTICIA
- Multiple announcements in INDUSTRIA ALIMENTICIA's eNewsletter, @l Día

Interactivity

- Capabilities include live polling with results
- Viewer questions submitted to speaker during event
- Exit survey to gather feedback from attendees

Quality Leads

- Receive high-quality registration leads (demographics)
- Q&A lead information also forwarded to sponsor

Archived Event

- Posted online at www.industriaalimenticia.com after the event
- Archived for one year with 24/7 accessibility

"Thanks for facilitating our webcast. The staff helped navigate us through the entire experience from planning to promotion to execution and lead generation. We didn't have to worry about a thing! What a cost efficient way to build our brand and generate direct sales leads."



For Webinar tips or a custom quote, contact your sales rep or visit <http://portfolio.bnpmmedia.com/webinars>.

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