

# SECURITY Webinars



A **bnp** EVENT  
media

## Sponsorship Opportunities Exclusively for YOU!

Security Webinars are educational sessions broadcast online via streaming audio/video. Webinars can be topic-specific (*Security* provides content and discussion expertise) or client-specific (you provide content and messaging.) Either way, *Security* 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:

- Event registration page and audience viewing console
- Advertisement promoting your webinar in *SECURITY* print issue
- Promotion in *SECURITY* bi-weekly e-newsletter
- Banner ad promotion on securitymagazine.com
- Multiple email blast promotion to *SECURITY* subscription base (plus, you can target specific markets)
- On-demand webinar posted on securitymagazine.com for an entire year!

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

*Security is the Business Media for Security Executives!*

### RECENT RESULTS\*

#### The Future of Security Technology Forum

January 20, 2010  
817 Registrants

#### Going IP? What You Need to Know Before Migrating to IP Technology

November 11, 2009  
705 Registrants

#### Blended Video – Winning Evolution In the Downturn

October 8, 2009  
730 Registrants

\*Publishers own data, February 2010.

### 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 *Security* Editor
- Multiple speakers allowed from remote locations

[webinars.securitymagazine.com](http://webinars.securitymagazine.com)

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

**Chris Ward**  
Associate Publisher/  
East Coast Sales Manager  
(770) 205-4779  
Fax: (248) 502-9088  
wardc@bnpmedia.com

**Doug O'Gorden**  
Regional Sales Mgr.,  
Midwest  
(847) 548-0680  
Fax: (248) 786-1351  
ogordend@bnpmedia.com

**Kent Beaver**  
Regional Sales Mgr., 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