Webinar Program

IHS Markit™

Sponsor an IHS Markit webinar to
influence the market as a thought leader, raise brand awareness, generate new leads
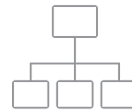
Establish yourself as industry thought leader

Educate the marketplace with industry-leading insights relevant to today's most important technology topics. Work alongside some of the most respected, experienced, and quoted analysts in the industry and access data from IHS Markit forecasts, market share reports, and surveys.

Raise brand awareness and extend brand engagement

Influence customers and prospects via targeted promotions before, during, and after the webinar. Connect with your audience via interactive content, roundtable discussions, polls, audience Q&A, and more. Sponsorship includes space reserved for your company logo on all event marketing materials.

Generate new leads and see measureable results

Gain access to audiences across the breadth of the IHS Markit community. Guaranteed leads and summary reports are provided with all opt-in registrant information, including name, company, and contact info. Webinar access is available for three months to extend lead generation opportunities.
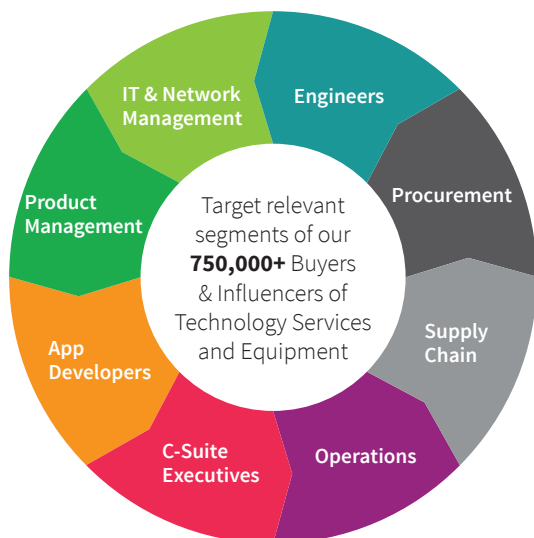
Focus on what matters and leave the details to us

All logistics, speaker coordination, content, registration, marketing to relevant audiences and hosting are managed by IHS Markit. It's a full service solution with guaranteed results.
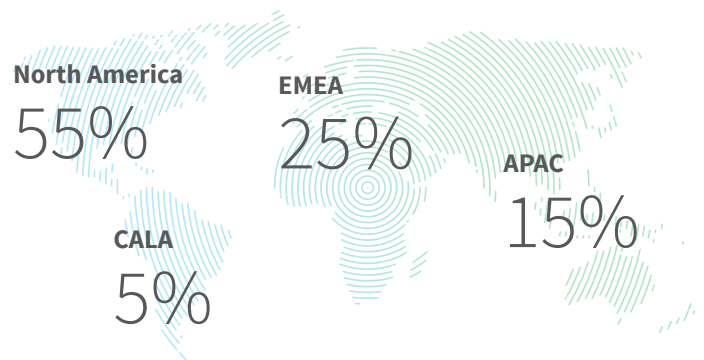
Message the IHS Markit Audience

From Engineers to IT and Network Managers to Applications Developers to Senior Leadership, IHS Markit webinars attract all levels of the technology buying cylcle at an organization:
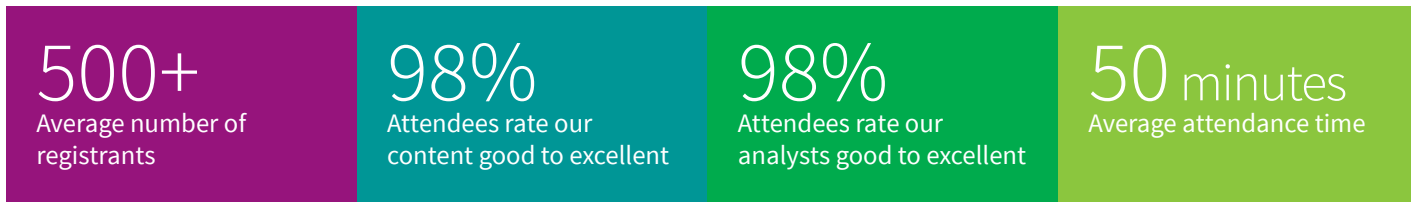
Reach a Global Audience

Attendees are based across the world, providing maximum exposure for your message:

Target relevant segments of our **750,000+** Buyers & Influencers of Technology Services and Equipment

- IT & Network Management
- Engineers
- Procurement
- Supply Chain
- Operations
- C-Suite Executives
- App Developers
- Product Management

North America 55%

EMEA 25%

APAC 15%

CALA 5%

Webinars are key tools for driving Buying Cycle and your buyers are self-educating before engaging with sales

IHS Markit webinars deliver reliable leads and quality content:

500+ Average number of registrants	**98%** Attendees rate our content good to excellent	**98%** Attendees rate our analysts good to excellent	**50** minutes Average attendance time

Webinar topics include the hottest areas of technology and our team of expert Analysts can work with you to develop custom topics.

Areas of focus include: Internet of Things, M2M, cybersecurity, surveillance, SDN, NFV, cloud, carrier WiFi, mobile networks, LTE, 5G, backhaul, optical networks, data center, broadband, video, media, advertising, power & energy, solar, connected devices, policy, analytics, managed services, etc., as well as custom topics.

Enterprise & IT

Healthcare Technology

Manufacturing Technology

Media & Advertising

Mobile & Telecom

Mobile, Consumer & Connected Devices

Power & Energy Technology

Security Technology

Semiconductors

Calendar

See webinars available for sponsorship at:
https://technology.ihs.com/Events?f=242:356703&q=&so=MostRecent&e=11-242

Webinar Models and Pricing

Multi-sponsor (3 sponsors max): $11,000 per sponsor. Includes IHS Markit-produced Webinar Companion Report published as part of the event to gain a larger audience. Sponsor logos are displayed in the companion report, and each sponsor receives license to the report.

Exclusive and custom (1 sponsor): $22,000. Optional: IHS Markit-produced Webinar Companion Report ($10,000) published as part of the event to gain a larger audience. Sponsor logo is displayed in the companion report, and sponsor receives license to the report.

Ready to sponsor or have questions? Contact us:

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OR CONTACT YOUR ACCOUNT REPRESENTATIVE!