

Sponsor an IHS Markit webinar to

Engage your audience with original content, influence the market, get fresh leads

1. CONTENT

Deliver engaging content led by industry-leading analysts, with access to real data from market share reports, forecasts and surveys.

2. CREDIBILITY

Present your content alongside some of the most respected, experienced, and quoted analysts in the industry.

3. AUDIENCE

Influence customers and prospects via targeted promotions to our growing audience of decision makers. Guaranteed leads!

4. ENGAGEMENT

Educate and connect with your audience via interactive content, roundtable discussions, polls and audience Q&A.

500+ Average number of registrants

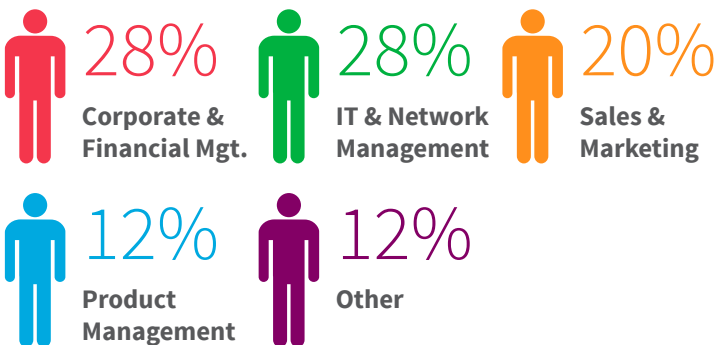
98% Attendees rate our content good to excellent

98% Attendees rate our analysts good to excellent

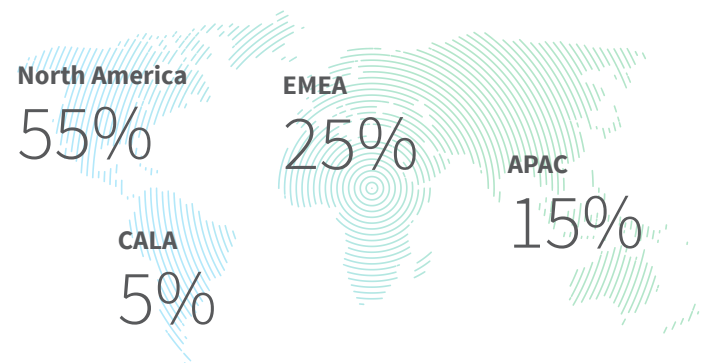
50 minutes Average attendance time

Who attends IHS Markit webinars:

Engaged buyers of technology services and equipment.



...and where they're from:



Webinar 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, connected devices, policy, analytics, managed services, etc., as well as custom topics.

Calendar

See webinars available for sponsorship at

<https://technology.ihs.com/Events?f=242:356703&q=&so=MostRecent&e=11-242>

Webinar Sponsor Benefits

Educate and engage your audience, generate new leads, and build up your content library. Benefits include:

- IHS Markit expert analyst to provide content development and to host the webinar with your speaker
- Company logo on all event and marketing materials
- Event promotion via targeted campaigns to relevant segments of the IHS Markit community
- Logistics, speaker coordination, content, registration, and hosting all managed by IHS Markit
- Guaranteed leads and report with all opt-in registrant information: name, company, and contact info
- Live event with analyst participation in audience Q&A — all available on-demand for 3 months

Webinar Deliverables

CONTENT	MARKETING	RESULTS
Collaboration on content development	Targeted invitations to our global community	One-hour live presentation, with audience Q&A
Analyst presentation and event moderation	Promotion in relevant IHS Markit e-newsletters	Highly targeted audience
Archived webinar for your website and marketing	Social media campaign	Sales leads and event report

Cost

- Multi-sponsor webinars (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 topics (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:

JOANNE EMERY	SR. MANAGER, WEBINAR EVENTS	T +1 408 583 3319	E joanne.emery@ihsmarkit.com
LARRY HOWARD	DIRECTOR, BUSINESS DEVELOPMENT	T +1 408 583 3335	E larry.howard@ihsmarkit.com
SCOTT COYNE	PRINCIPAL SALES EXECUTIVE	T +1 617 866 5137	E scott.coyne@ihsmarkit.com
TRANG DEES	SENIOR ASSOCIATE, WEBINAR EVENTS	T +1 512 825 1266	E trang.dees@ihsmarkit.com