

# Sponsored Webinar Program

Partner with IHS Markit | Technology on your webinar

**Create original educational content, influence buyers, raise brand awareness, and generate new leads**



### Create original educational content

- Reach engaged members of the IHS Markit | Technology community
- Guaranteed leads
- Full access to registrant information
- On-demand viewing



### Influence buyers

- Your speaker on the panel
- Original educational content
- Cutting-edge topics
- Led by experienced expert analysts



### Raise brand awareness

- Your company logo on all event marketing materials
- Interactive content
- Roundtable discussions
- Audience polls

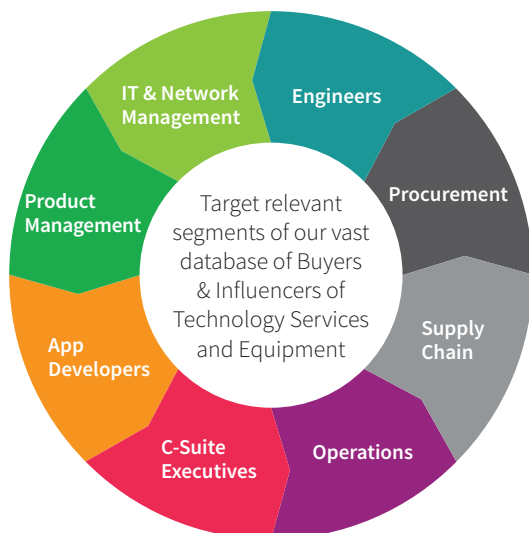


### Generate new leads

- IHS Markit | Technology manages the entire process:
  - ✓ Logistics and registration
  - ✓ Marketing and speaker coordination
  - ✓ Content management and hosting

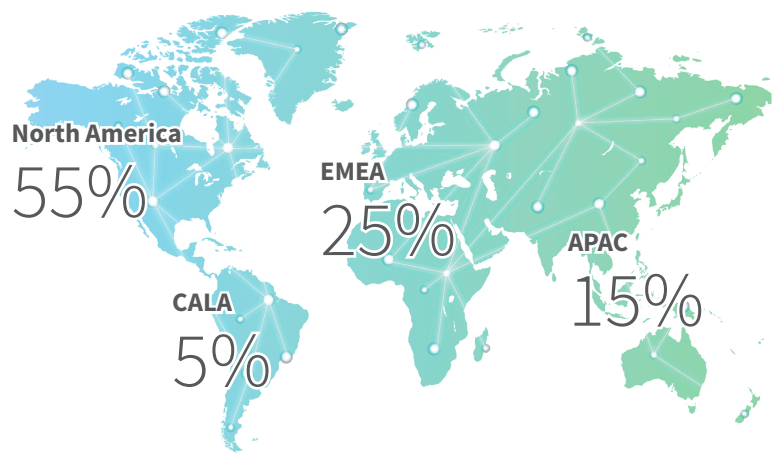
## Message the IHS Markit | Technology Audience

Our audiences include all levels of buyers and influencers for technology and services: C-suite, IT and network managers, engineers, app developers, and marketers. We help you reach the entire buying cycle with your message.



## Reach a Global Audience

Our webinars draw industry professionals from all regions of the world. Average attendee participation is illustrated below. We provide maximum exposure for your message.



## IHS Markit | Technology webinars deliver quality content and engaged audiences:

450+

Average number of registrants

98%

Attendees say our webinar content is relevant to their work

98%

Attendees rate Analyst performance and webinar content good to excellent

50 minutes

Average attendance time

## All IHS Markit | Technology webinars are led by our expert Analysts

Areas of focus include: **Areas of focus include: 5G, AI, cloud, cybersecurity, smart cities, surveillance, SDN, NFV, carrier Wi-Fi, Wi-Fi 6, data center, broadband, video, connected devices, analytics, managed services, and all technologies that are transforming the networks of tomorrow.** Our team can also work with you to develop custom topics to fit your messaging goals.

## What our partners are saying

“IHS Markit webinars reach a **global audience**. Sponsors receive comprehensive and **timely reporting** on registrants, polling questions, and download activity. This information provides measurable results and generates **strong sales leads**.”

“It was **great** working with the IHS Markit team on this project. The webinar was **awesome** in terms of **registrations, quality of attendees, and overall execution**.”

“IHS Markit is **exceptional** at managing the webinar planning process. The webinar events team sets a firm schedule and works **collaboratively** with all sponsors to create a **valuable, stress-free** experience that **runs like clockwork**.”

“After near ten webinars with IHS Markit, I can state that **each experience was great**. Topics offered are in line with current trends, covering our **entire industry**. We have always been happy with the **results** of the webinars.”

“Working with IHS Markit was a great experience. They were very **thorough and organized** in driving webinars, and their speakers are **high-quality** and keep the audience **engaged with relevant discussions**.”

## Calendar

See webinars available for sponsorship at our [Events Web Page](#)

## Webinar Models

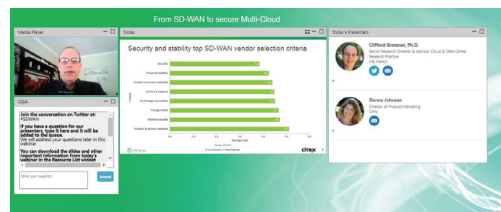
**Multi-sponsor** (3 sponsors max): \$11,000 per sponsor. Includes Webinar Companion Report published as part of the event to gain a larger audience. Sponsor logos are displayed in the companion report, and each sponsor receives license to the report.

**Exclusive and custom** (1 sponsor): \$22,000. Optional: Webinar Companion Report 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. \$10,000. Webinar + Companion report package: \$32,000.

## Add video streaming to your webinar

Live streaming provides a personal connection that increases audience engagement and event success.

This optional feature is available upon request.



## Ready to sponsor or have questions? Contact us:

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OR CONTACT YOUR ACCOUNT REPRESENTATIVE!