Partner with IHS Markit 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 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 manages the entire process:
  - Logistics and registration
  - Marketing and speaker coordination
  - Content management and hosting

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

Webinars are key tools for driving Buying Cycle and your buyers are self-educating before engaging with sales.
IHS Markit webinars deliver quality content and engaged audiences:

<table>
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<tr>
<th>450+</th>
<th>98%</th>
<th>98%</th>
<th>50 minutes</th>
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<tbody>
<tr>
<td>Average number of registrants</td>
<td>Attendees say our webinar content is relevant to their work</td>
<td>Attendees rate Analyst performance and webinar content good to excellent</td>
<td>Average attendance time</td>
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All IHS Markit webinars are led by our expert Analysts

Areas of focus include: IoT, AI, cloud, 5G, cybersecurity, surveillance, SDN, NFV, carrier Wi-Fi, mobile networks, LTE, backhaul, optical networks, data center, broadband, video, media, advertising, solar, connected devices, analytics, managed services, and all technologies that are transforming the networks of today. 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.”

“We 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.”

“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.”

“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.”

Calendar

See webinars available for sponsorship at our Events Web Page

Webinar Models

**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 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.

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:

<table>
<thead>
<tr>
<th>JOANNE EMERY</th>
<th>TRANG DEES</th>
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<tr>
<td>ASSOCIATE DIRECTOR, WEBINAR EVENTS</td>
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OR CONTACT YOUR ACCOUNT REPRESENTATIVE!