



## Supplier Webinars Promoted By High Performing Buildings

Demonstrate your firm's thought-leadership and technical solutions through a webinar with HPB branding.

ASHRAE Media provides unique reach to architects, designers, engineers and owners through its customized supplier webinar series. Sponsors have broadened their branding and potential customer contacts through ASHRAE registrants to supplier webinars. Each webinar is promoted with added value eNewsletter advertising, reader service information banners and email invitations to ASHRAE members and customers. HPBMagazine.org website promotion is also offered.

Supplier webinars are exceptionally popular with ASHRAE members and visitors:

- The average number of unique registrants for past webinars is over 1,000
- Past webinars have averaged over 500 unique live viewers
- 95% of viewers watch the entire broadcast
- Depending on topic and certificate of attendance, webinars can exceed 2,000 registrants
- Viewers who register to view your webinar are automatically opted in for receiving additional e-mail and mailed initiations and announcements from your firm.

Gross Rate: \$9,995

### **BENEFITS:**

- 45-minute broadcast with your supplied content and speakers.
- Supplied content will receive visibility on the HPBmagazine.org website along with bonus advertising when available.
- All webinars receive promotion within the website and newsletters to increase the number of registrations.
- After the broadcast, the webinar remains in an archive on HPBMagazine.org.
- Presenters may obtain a video file for posting on their own website.
- All viewers must register and provide their contact information with the understanding that it will be shared with the webinar presenter.