

# PMENGINEER

## Sponsor an Educational Webinar



**Webinars are ranked as one of the top three tactics for lead generation by marketing professionals.\***

\*Why 2008 is the Year of the Webinar, Citrix Online, 2008.

PM Engineer Webinars can be topic-specific (PM Engineer provides content and discussion expertise) or client-specific (you provide content and messaging.) Either way, PM Engineer handles everything for you – marketing & promotion, participant registration and all connectivity.

### Sponsor Benefits:

- Quality Sales Leads – all participants must register to view program
  - Reporting link contains database of all registrants' name, address, phone, e-mail and more
- 60 second sponsor promo before presentation

**Sponsor logo and link will be placed on the following Webinar promotions, where applicable:**

- House ad promoting Webinar in *PM Engineer* print issue
- Branded registration page and audience viewing console
- Multiple e-mail blasts to *PM Engineer* e-subscribers
- Banner and/or button on [www.PMEngineer.com](http://www.PMEngineer.com)
- Write-up and banner in *PM Engineer* e-Newsletter
- Flyers at *PM Engineer* booth at relevant tradeshows
- Event posting in *PM Engineer* print and online calendars
- Event reminders e-mailed to all registrants to drive highest attendance possible

### Quality Leads.

Interact with plumbing, piping, hydronics and fire protection engineers. Build a high-quality sales lead database from captured demographics.

### Credibility.

Your association with *PM Engineer* lends credibility to your brand and positions you as an industry leader.

### Staying Power.

Webinars are archived online at [www.PMEngineer.com](http://www.PMEngineer.com) for 12 months and are available for viewing 24 hours a day, 7 days a week. You'll continue receiving the leads!

### Webinar Format:

- 60-minute Webinar - 45-minute presentation, 15-minute Q&A
- PowerPoint-style slide presentation
- Capabilities include live polling and results; viewer-submitted questions throughout live event; flash video compatible (ask your sales rep for more information)
- Moderated by *PM Engineer* Editor
- Multiple speakers allowed from remote locations

**Contact your sales rep today to reserve your date and time!**

Publisher  
MI, MN Sales  
Bob Miodonski  
P: 630.694.4007  
F: 248.502.1023  
[miodonskib@bnpmmedia.com](mailto:miodonskib@bnpmmedia.com)

Group Publisher  
George Zebrowski  
Northeast Sales  
P: 413.684.1447  
F: 248.502.2119  
[zebrowskig@bnpmmedia.com](mailto:zebrowskig@bnpmmedia.com)

Scott Franz  
OH, KY, MO, TN, WV, Western  
NY, Western PA Sales  
P: 937.748.9975  
F: 248.502.2083  
[franzs@bnpmmedia.com](mailto:franzs@bnpmmedia.com)

Paul DeGrandis  
West, Southwest &  
Western Canada Sales  
P: 847.920.9510  
F: 847.920.9206  
[pauld@accelmediasolutions.com](mailto:pauld@accelmediasolutions.com)

Jean Eslick  
AL, AR, FL, GA, IL, IN,  
LA, MS  
Eastern Canada Sales  
P: 630.694.4008  
F: 248.786.1386  
[eslickj@bnpmmedia.com](mailto:eslickj@bnpmmedia.com)

Roy Wagner Jr.  
Mid-Atlantic (DE,  
MD, VA, NC, SC)  
P: 401.737.7871  
F: 401.738.0086  
[JRRL19@aol.com](mailto:JRRL19@aol.com)

<http://webinars.PMEngineer.com>