

Got Leads?

Learn how a **Ornamental Outlook** Webinar can generate new, qualified sales leads and build brand awareness at a cost-effective price.

If you are looking for a way to energize your sales with a list of qualified hot prospects, consider working with the editors and marketing experts at **Ornamental Outlook** to develop a webinar that wraps your brand message around a topic of vital interest to our 13,300 subscribers.

How It Works...

You: Choose from a list of webinar topics developed by our market-savvy editors or work with us to develop new topics

We: Develop the presentation (usually in PowerPoint with live voice-over, but can be a video)

We: Line up speakers

We: Manage pre- and post-production

We: Handle all promotion

We: Deliver qualified list of registrant contact information (the sales leads)

We: Write and produce 2-page article highlighting your webinar that will appear in next available issue of *Ornamental Outlook*



Webinar web-i-nar

Pronunciation: \ˈwe-be-,när\
Etymology: web + seminar

Webinars are just like a conference room-based seminar, except participants get a live online educational presentation through their Web browser.

Best of all, a Webinar is interactive — participants can give, receive and discuss the information.

Webinars are primarily used to build brand awareness and generate sales leads. Additional uses are: live product demos, corporate announcements, focus groups, and press conferences.

Webinars benefits include:

- Reaching a broad audience
- Low, or no cost to attend
- Archived on the Web for on-demand viewing for at least 3 months after the event
- Showing animation or video
- Attendee pre-registration and reporting
- Conducting audience polls
- Managing live questions and answers

Get Sales Leads with *Ornamental Outlook* Webinars

What You Get...

1. Qualified sales leads
2. Your logo and identification as exclusive sponsor on every reader communication we send regarding your webinar, pre- and post-event
3. Multiple exposures via at least 3 email invitations
4. Additional exposures via at least one news item and ad in *Ornamental Outlook* magazine, our *Ornamental Outlook* weekly eNewsletter and our website, OrnamentalOutlook.com
5. Even more exposures after the live event: Each sponsored webinar is available for viewing on-demand for 3 months after launch
6. Your sponsorship displayed in a follow-up article in *Ornamental Outlook* magazine

Turn-Key Service

Our experienced online producers and best-in-class webcast platform provide a worry-free experience for our sponsors and speakers from start to finish.

Your Investment

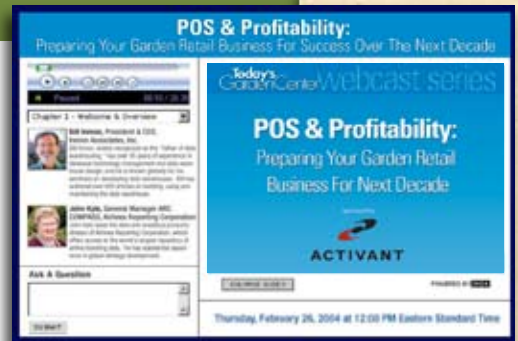
\$9,500 for exclusive sponsorship (variable pricing plans available for multiple, single-sponsor webinars or multi-sponsored webinars).

Call us today to discuss how we can work together to generate new qualified sales leads for your with a professionally produced webinar from *Ornamental Outlook*.

Contact info:

Bob West bwwest@meistermedia.com, 440.602.9129

Marc Stockwell mlstockwell@meistermedia.com, 407.539.6552 x17



Example of Webinar screen



Example of print and e-News advertising support



Example of editorial support