

Got Leads?

Learn how a **Productores de Hortalizas** 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 **Productores de Hortalizas** to develop a webinar that wraps your brand message around a topic of vital interest to our 8,400 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 webinar key learning to appear in next available issue of *Productores de Hortalizas*



Webinar web-i-nar

Pronunciation: \`we-be-,när\
Etymology: web + seminar

Webinars are just like a conference room-based seminar, except participants view a live online educational presentation through their Web browser and listen to the audio through their telephone. 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
- Show animation or video
- Attendee pre-registration and reporting
- Conduct audience polls
- Manage live questions and answers

Get Sales Leads with *Greenhouse Grower* 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 *Productores de Hortalizas* magazine, our *Productores de Hortalizas* weekly eNewsletter and our website, Hortalizas.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 *Productores de Hortalizas* 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)

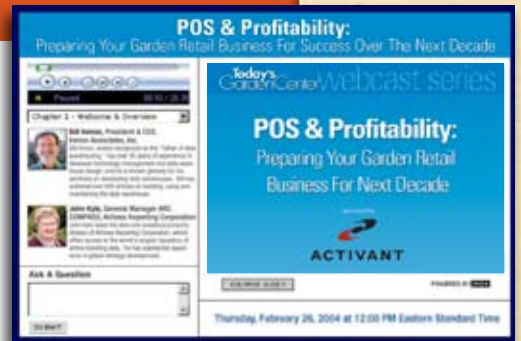
Call us today to discuss how we can work together to generate new qualified sales leads for your with a professionally produced webinar from *Productores de Hortalizas*

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Example of Webinar screen



Example of print and e-News advertising support



Example of editorial support