

TechGenix Lead Generation Webinars

July 16, 2012

INTRODUCTION

Become a TechGenix Webinar Sponsor and reach an Exclusive Audience of IT Professionals and Executives

Selected TechGenix sites offer sponsorships for live lead-generation webinars produced and marketed by TechGenix to attract highly educated, certified IT administrators, and executive decision makers.

The TechGenix network of sites sets the standard for providing free high quality technical content to IT professionals, empowering them with the answers and tools that are needed to set up, configure, maintain and enhance their networks, applications, and platforms. As a distinguished authority within our respective fields, our site visitors turn to us for trusted recommendations on their buying decisions.

Webinar Sponsorship Benefits

The benefits of becoming a TechGenix Webinar Sponsor include:

1. **Directly reach and engage with your targeted audience** of decision-makers.
2. **Deliver the value proposition of your product or service**, which can be directly related to a proven topic of interest to your prospects.
3. **Obtain email opt-in for future prospecting** and follow-up marketing

The TechGenix sites currently available for webinar sponsorships include MSEExchange.org and WindowsNetworking.com.

MSEExchange.org has been an essential companion for Exchange administrators ever since 1996, guiding them in their quest to get the most out of their Microsoft Exchange environments. With many thousands of forum members the site is also home to one of the largest Exchange communities around, undeniably making MSEExchange.org the #1 Microsoft Exchange resource for administrators.

WindowsNetworking.com serves the need for reliable information on how to setup, maintain and troubleshoot Windows networks of any size. Frequently updated with articles, tutorials and tips by a team of leading authors from around the world, WindowsNetworking.com remains a firm favorite within the networking community.

SPONSORSHIP COST AND DESCRIPTION

Each TechGenix Webinar will be promoted via a Site News announcement which appears on the site homepage. An accompanying article update newsletter is sent to all subscribers approximately two weeks prior to the event and on the day of the event. Each webinar is also promoted to the dedicated webinar newsletter subscriber list.

The main topic of each webinar will include a 10 to 15 minute presentation by a TechGenix subject expert to be followed by a 10 to 15 minute presentation by the Sponsor's subject expert which ties into the main presentation topic and related Sponsor products. The main presentation topic is selected by TechGenix, based on collaborative input from the Webinar Sponsor and TechGenix subject experts.

Once the webinar is completed, it will be also made available on-demand as a recorded event in a dedicated webinar section on the TechGenix site within 10 days of the live event, and remain available for a minimum of 12 months following the live webinar.

TechGenix will deliver the leads in the form of the live webinar registration list to the Sponsor within 24 hours. The lead information will include demographic data collected from registrants at the time of registration and will identify attendees of the live webinar as well as questions and comments submitted by live webinar attendees. A list of attendees of the recorded webinar will be provided to the Sponsor on a weekly basis, as those leads become available.

Based on 2012 user survey data collected by TechGenix, 100 registrants/leads are estimated per webinar in the form of both live webinar and on-demand webinar registrations.

The cost to sponsor a TechGenix Webinar is \$6,500 per webinar.

SITE STATISTICS

MSExchange.org

- Unique Visitors: **750,000 - 780,000 per month**
- Visits: **1,000,000 - 1,050,000 per month**
- Pageviews: **Over 1,400,000 per month**

- Newsletter Subscribers: over **178,000 opt-in subscribers** (distributed across 3 newsletter lists)
- Message Board Members: **Over 83,000**

WindowsNetworking.com

- Unique Visitors: **625,000 - 650,000 per month**
- Visits: **750,000 - 800,000 per month**
- Pageviews: **Over 1,000,000 per month**
- Newsletter Subscribers: **199,000 opt-in subscribers** (distributed across 3 newsletter lists)
- Message Board Members: **Over 82,000**

SITE SPONSORS

TechGenix sponsors include some of the leading companies in the IT industry. Below are some recent and current sponsors that have turned to us for powerful marketing tools that drive results.

HP (Hewlett-Packard)

AT&T

Symantec

Network Engines

Namescape

ManageEngine

Sherpa Software

2X Software

Dell

Sprint Nextel

Spiceworks

Collective Software

GFI Software

Solarwinds

Apptix

Veeam

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