

the **NEWS**

# WEBINARS

**Targeted. Interactive. ROI Driven. Unbeatable Value.**

## **The NEWS' 2008 Webinar Series for HVACR Contractors**

In 2008, *The NEWS* will produce a series of HVACR educational Webinars to help contractors grow their businesses. Each Webinar will feature professional audio/visual presentations from industry experts along with a question and answer session at the end. Webinars are managed, hosted and marketed by *The NEWS* and provide industry marketers with a unique marketing opportunity.

### **Featured Topics Include:**

#### **CONSUMER FINANCING**

There has been a resurgence in the use of consumer financing for HVACR purchases. Still, many contractors are slow to adopt. This session identifies the myths and reveals how contractors use financing to grow their businesses.

#### **SELLING TO WOMEN**

Renowned author of *Selling to Women* and popular speaker Sharon Roberts (*NEWS* contributor) shares her expertise of the transition from traditional male buyers to female decision makers.

#### **ONLINE MARKETING AND SELLING**

Expert consultants identify best practices used by contractors to promote their companies and to generate leads and sales from customers. Find out how the best contractor Web sites attract customers and close the sale.

#### **HEALTHY HOME CONTROL**

Residential IAQ solutions provided by HVACR contractors could curb rising childhood asthma and help everyone to live healthier lives. Successful indoor comfort experts share how they have changed their business and changed customers' perceptions.

#### **REFRIGERANT CHANGES**

R410-A brings different attachments for gauges, new tools, and some new service procedures. Find out the truths and myths about the refrigerant changeover. Learn the Top 10 things to do to be ready for the changeover in 2010.

#### **IS PRICING YOUR PROBLEM?**

Many contractors are going out of business slowly as their businesses suffer from self-inflicted price wounds. Learn how to quickly identify the most glaring pricing mistakes that may be suffocating your business.

**Generate qualified sales leads as a Webinar sponsor at [www.achrnews.com](http://www.achrnews.com)!**

*The NEWS'* Webinars are free online events that cover a wide variety of HVACR training topics. Reach potential customers by taking part in the latest on-demand technology. Build your brand and strengthen your online presence by sponsoring a Webinar from our training series or by customizing your own Webinar presentation.

## Print & Online Marketing Campaign to Promote Event

**Sponsorship includes logo in all materials and Web links.**

### SPONSOR PACKAGE INCLUDES...

#### Aggressive Marketing Campaign — Before & After Event

- Feature story and front-page announcement in *The NEWS*
- Multiple promotional e-mail blasts to *The NEWS*' e-subscribers
- Skyscraper ad on [www.achrnews.com](http://www.achrnews.com)

#### Recognized Moderator

- *The NEWS* will provide a recognized editorial representative to oversee/moderate the session

#### Real-Time Polling and Q&A

- Capabilities include live polling and result presentation
- Viewer questions submitted to speaker during event
- Recorded video and pictures

#### Quality Leads

- Receive high-quality registration leads (demographics)
- Q&A lead information also forwarded to sponsor

#### Archived Event

- Posted online at [www.achrnews.com](http://www.achrnews.com) after the event
- Archived for one year with 24/7 accessibility

### Custom Webinars

Your company can sponsor a customized Webinar on a topic related to your company's core focus. You provide the content and the speakers; and we handle the rest, from producing the marketing program to supplying the technology and the resources needed to make your educational Webinar a success. Contact a sales rep today for more information.

### Webinar Pricing Options

#### SHARED CONTENT DEVELOPMENT

The sponsor can share in content development with *The NEWS* and can help select experts to serve on a panel. The sponsor may also open the session, introduce the concept and the speakers.

**Cost: \$4,500**

#### CONTENT PROVIDED BY THE NEWS

We will create all of the content and the sponsor can purchase up to a 30-second commercial to tag on the beginning and end of the Webinar session. The sponsor can provide a camera-ready commercial or *The NEWS* can help with the creative development for an additional cost.

**Cost: \$3,500**

(does not include creative for commercials)

**For more information on NEWS Webinars, please contact your sales representative.**

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