

2012

WEBINARS

Educate. Build Brands. Generate Leads.

Your All in One Solution to Reach HVACR Contractors

The NEWS produces HVACR educational Webinars to help contractors grow their businesses. Each Webinar features professional audio/visual presentations from industry experts, YOU, along with live attendee-submitted Q&A sessions. Webinars are managed, hosted and marketed by The NEWS. Webinars hosted by The NEWS have produced outstanding results as a communications tool and lead generation device.

The screenshot shows a webinar player interface. At the top left is the 'the NEWS' logo. The main title is 'Small Duct High Velocity: Delivering Big On Comfort'. Below the title is a slide titled 'Where can SDHV be used?' featuring a photo of a large custom home and the text 'CUSTOM HOMES'. The slide is sponsored by Heat Controller, Inc. On the left side, there are three speaker portraits: Jerry Troke (Vice President Marketing, Heat Controller, Inc.), Bob Sycks (Director of Sales, Heat Controller, Inc.), and Leon Cogswell (Sales Manager, Heat Controller, Inc.). Below the portraits are controls for 'Enlarge Slides', 'Download Slides', 'HELP', 'Download Certificate', 'Invite a Friend', and 'Email RFP Media'. At the bottom, there are logos for 'A 300 EVENT' and 'SPONSORED BY CR24'.

Go online to view archived NEWS Webinars: webinars.achrnews.com

WEBINAR SPONSORSHIP BENEFITS

Grow Your Market

Educating your customers and prospects about your product benefits and applications expands the opportunities within your market.

One-On-One Pre-qualified Sales

Webinars provide an ideal opportunity to communicate one-on-one to a highly pre-qualified base of customers for only a small fraction of the cost of trade shows and personal sales calls.

The Power of The NEWS

Industry leading subscriber databases help ensure the highest quality registration.

Reinforcing Your Brand

Companies that share technologies and support customer education strengthen their position as innovative industry leaders.

The NEWS Expertise

Our Webinar experts provide turnkey support and advice ensuring a satisfying and rewarding Webinar experience with minimal effort on your part.

Measurable ROI

Tangible sales leads and post-event surveys provide you with two powerful ROI metrics.

RESULTS FROM PAST NEWS WEBINARS

What's Next?
HVAC, Uncle Sam, and the Changing
Regulatory Landscape

551 REGISTRANTS
303 ATTENDEES

What Every Refrigeration
Technician Should Know about
Hydrocarbon Refrigerants

821 REGISTRANTS
417 ATTENDEES

Commercial
GeoExchange System
Design

562 REGISTRANTS
286 ATTENDEES

Sponsorship Package:

Investment // \$7,150 (net)

Aggressive Marketing Campaign — Before & After Event

- Feature story and front-page announcement in The NEWS
- Multiple promotional eblasts to The NEWS' e-subscribers
- Skyscraper ad on www.achrnews.com
- Two print ads in The NEWS
- Multiple announcements in The NEWS' newsletter

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

Quality Leads

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

Archived Event

- Posted online at www.achrnews.com after the event
- Archived for one year with 24/7 accessibility

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.

When you're ready to find new customers through the unprecedented reach of The NEWS, you're ready for a Webinar!

Visit us online at webinars.achrnews.com!

95%
of Attendees
Would Recommend
NEWS Webinars
to Others!



Contact a sales rep for more information.

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