

## Reach Your Target Audience with RISI's High-Impact Webinars!

Now, with the help of RISI, you have the opportunity to interact directly with your target audience through one of our sponsored webinars. This is a quick and easy way to get in touch with the most qualified global leads in the industry. We will take care of the setup and registration processes and you decide whether a company representative or a RISI expert will provide the presentation.

### WHY SPONSOR ONE OF RISI'S WEBINARS?

#### Brand Recognition:

- A mini-website will be created for the event including all presentation information
- Brand will appear on presentations during the entire webinar

**Direct Interaction with Target Audience** – Webinar technology allows users to ask questions on the spot while you provide direct answers

**Focused** – Customize your message to an audience of your choice

**Lead Generation** – As people sign up via the special registration page, we will provide you with the list of names

**Webinar is Archived** – Gain exposure over an extended time period

**Exposure** – You provide a speaker

**Control** – You choose the topic

### WHY WILL PEOPLE ATTEND?

- No travel or extra expense
- Question and answer opportunities offer interaction with industry experts
- Time effective
- Easy to use
- Topic of interest

### WHAT CAN RISI OFFER?

**Global Reach** – RISI markets the webinar to its extensive list of industry professionals

**Credibility** – One of our industry experts will serve as the chairperson for your webinar and is available to present upon request

**Effortless Lead Generation** – RISI will handle registration, setup and provide lists before and after webinar

**Brand Recognition** – RISI offers ultimate brand recognition including advertising in our own publications, *Pulp & Paper* and *Pulp & Paper International* (PPI) magazines



**For more information about our sponsored webinars contact:**

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