



SPONSORED WEBINARS

**LEAD
GENERATION**

**BRAND
AWARENESS**

**THOUGHT
LEADERSHIP**

Your buyers are busy! In a world of competing content, today's audiences want accessible, authentic thought leadership that educates and inspires them on their own terms. How are you cutting through the noise to reach them while maximizing your marketing investments?

Retail TouchPoints – the media brand retail leaders trust to discover the strategies and solutions they need to succeed – crafts targeted monthly webinars that attract hundreds of engaged attendees. Here's how a turnkey sponsorship can elevate your brand, generate demand, and make you a part of the conversation.

A DIGITAL STAGE & CURATED AUDIENCE

Promoted to our audience of 90,000+ retail professionals, sponsored webinars help you reach the right audience and generate event-like engagement all year long. These online events serve as an “always-on” digital stage, attracting relevant global audiences across time zones and delivering maximum insights with minimal effort.

EFFORTLESS WEBCASTING, EXCEPTIONAL IMPACT

Partnering with *Retail TouchPoints* means leaving the work and worry to us. From setup to production, promotion, and registration, our expert team handles every aspect of the process, while you receive a comprehensive engagement report and an on-demand asset you can reuse and repurpose to further amplify your brand’s message.



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MAXIMIZE YOUR ROI	EMPOWER YOUR BUYERS
<p>Receive highly engaged leads at a fraction of the cost-per-lead.</p> <p>Compare a typical \$17,500 investment:</p> <ul style="list-style-type: none">• \$113 CPL for 155 Viewers/Downloaders• \$100 CPL for 175 Webinar Registrants	<p>Webinars, and the video within them, are a highly preferred content format among content-fatigued B2B buyers across industries and along the entire buying journey.</p>
<p>Reach a global online audience with convenience and ease. An internet connection and device are all viewers need to engage with your brand.</p>	<p>Offer audiences with easy access to your brand and expertise at their convenience – live or on-demand via any device, even on-the-go!</p>
<p>Use our digital stage to present a case study, fireside chat, panel discussion, keynote or strategic overview.</p>	<p>Take the boring out of B2B and offer attendees a way to learn, engage and connect in a more personal way.</p>
<p>Capture intent signals beyond attendance. See how viewers engaged, what questions they asked, what resources they downloaded and more.</p>	<p>Give attendees a chance to be a part of the conversation. Q&A, Polls, Surveys and more let attendees know you're listening.</p>
<p>Align your brand with a trusted authority in the retail space and tap into the expertise of our journalists and influencers.</p>	<p>Meet your buyers where they are, and deliver valuable thought leadership through a channel they trust.</p>



Produced & Hosted
**BY RETAIL
TOUCHPOINTS**



**PROMOTED
TO 90,000+
Retail Pros**



FULL REPORT
of Registrants,
Attendees, Questions
and Downloads



ALWAYS-ON
Asset For
On-Demand Viewing



FULL RIGHTS
To Receive and
Repurpose MP4
Recording

CHOOSE FROM TWO FORMATS:

EDITORIAL-LED WEBINAR PACKAGE

This turn-key package lets you align your brand with a topic or theme that resonates with your Ideal Customer Profile (ICP) while letting our team of Content and Production experts do all the heavy lifting. Our team will source speakers for the presentation, produce the webinar, and market it to our audience! As a sponsor of an Editorial-Led Webinar, you will have your logo placed on promotions, the registration landing page, and on the presentation slides:

Summary of Sponsorship Benefits:

- Our team handles everything from content to production.
- Sponsorship awareness on promotions and presentation.
- Webinar lead report delivered post-event for up to 30 days.

Investment: \$17,500

CUSTOM WEBINAR PACKAGE

We work with you to craft a custom webinar presentation centered around your key talking points, theme, or messaging. As a sponsor of this webinar, you can choose to include an executive as a speaker. We strongly encourage you to present alongside a customer, consultant, or analyst to make it even more impactful and engaging. In addition to having a hand in the webinar's core content and messaging, our team will host and moderate the webinar, and help facilitate a Q&A portion at the end of the presentation.

Summary of Sponsorship Benefits:

- Position your brand as an industry leader on a key topic or theme.
- Your executive and additional panelists featured on the webinar.
- Sponsorship awareness on promotions and presentation.
- Webinar lead report delivered post-event for up to 30 days.

Investment: \$19,500

CONTACT US TO GET STARTED

retail
TouchPoints®