

You and RRPC: Global Visibility, Industry Leadership, Qualified Leads

RRPC Webinar Series by Pennwell



The RRPC is charged with creating global recognition for Rochester and its member companies. In response to our members' interest in exploring new, quantifiable ways to increase leads, the RRPC has partnered with Pennwell to create the RRPC Webinar Series.

Monthly webinars will be promoted by Pennwell across media outlets like Laser Focus World Magazine, OptoIQ, and its associated newsletters and promotional vehicles.

These webinars offer presentation and sponsoring opportunities to your targeted audience.

Brand Awareness

Sponsors build brand awareness to thousands of photonics and optoelectronics strategists and professionals before, during and after each webcast with a promotion plan that includes:

- Company mention in 2 email blasts to targeted Laser Focus World and other Pennwell lists (includes sponsor logo with hyperlink)
- Company logo and mention in relevant Pennwell newsletters & Laser Focus World website
- Webcast & links posted on Laser Focus World, Rochester landing page for six months

Lead Generation

Detailed registration information (name, title, company, email, phone, address) from each of the registrants is provided. Plus, sponsors can provide two questions for each webcast registrant to answer as part of the registration process. You'll gather even more detailed information to qualify your leads.

Thought Leadership/Education

Sponsoring a webcast positions your company as a forward-thinking market leader that educates an engaged audience of decision makers.

Action Needed

Return the contract with partial payment to RRPC. Participation Levels:

- Series Sponsor \$10,000
- Webcast Sponsor \$ 3,000
- Webcast Presenter \$ 2,500

Payment terms:

- Series sponsor: 1/3 at contract signing; remaining 2 payments due n30 from invoice receipt.
- Sponsors and presenters: ½ at contract signing, ½ net 30 after webinar.

Webinar Basics

- 60 minutes (10 moderator, 30 presenter, 20 questions)
- Typically 300-600 attendees
- Average attendee time on webinar, 35 minutes
- Most popular past topics:
 - Optical Coatings, 600
 - Solid State Lasers, 1000
 - Medical Optics, 600

Company Benefits

- Diversify market reach
- Reduced cost
- Control over topic
- Receive all attendee leads
- Promote your company and Rochester capabilities
- Consistent month after month platform
- Third party "neutral" endorsement—moderator promotional message

Rate

Series Sponsor & multiple webinar presenter: \$15,000 (\$12,500 before 11/30)

Series Sponsor: \$10,000

Sponsor: \$3,000

Presenter: \$2,500



Webinar Calendar

Month	Presenter	Topic	Sponsor 1	Sponsor 2	Sponsor 3
January 17	Optimax	Asphere Metrology			
February					
March					
April 17	Optimax	Cost of Tolerancing			
May					
June					
July					
August 7	Optimax	OEOSC Optics Manufacturing Standards			
September					
October					
November					
December					

RRPC Webinar Series Contract

Member Company: _____

Contract: This contract confirms your intention to participate in the RRPC/Laser Focus World webinar series as a:
 ___ Series Sponsor
 ___ Presenter
 ___ Sponsor

Number of Webcasts: _____

Rate: Series sponsor \$10,000
 Sponsor \$3,000 per webcast
 Presenter \$2,500 per webcast

Material needed: Logo, company description (50 words)

Name: _____

Phone: _____

Email: _____

Signature: _____

Date: _____

Please send signed contract with partial payment to:

Rochester Regional Photonics Cluster, Attn: Tom Battley
 1565 Jefferson Road #420
 Rochester, NY 14623

Early commitment ensures your first choice of dates and topics. Thank you!