

advancing **VISION+IMAGING**

2019 Webinar Media Kit

Connecting You with Influential Professionals



CONTACT

Rachel Kristensen
Sales Manager
900 Victors Way, Suite 140
Ann Arbor, Michigan 48108
Tel: 734.929.3271
Fax: 734.994.3338
E-mail: rkristensen@a3automate.org



AIA Webinars provide free, educational content to audiences all over the globe. Companies can present and/or sponsor a webinar in order to showcase their expertise in the industry, increase brand visibility and capture valuable sales leads to build relationships with a targeted audience. A typical webinar audience includes 300-350 vision and imaging professionals.

WEBINAR SPONSORSHIPS

Showcase your leadership in the vision and imaging industry and gain hundreds of quality leads!

AIA webinars are a great way to attract targeted leads and promote presenters and sponsors as vision industry leaders. By sponsoring an AIA educational webinar, your company will receive brand acknowledgment, point-to-point contact with a targeted audience, and promotion throughout Vision Online and the AIA E-Newsletter. **Webinar sponsorship opportunities are available in a variety of ways.**

SPONSOR A WEBINAR

Sponsor a webinar topic that has already been scheduled. You can choose from the list of webinar topics found on Vision Online (under the “Education - Webinars” menu selection). Up to four sponsors are allowed per webinar; sponsors can expect an average of 300-350 leads per webinar.

Cost: \$1,500 per shared webinar sponsorship

PRESENT & SPONSOR A WEBINAR

If your company is interested in presenting and sponsoring a webinar topic of your choice, please email **Rachel Kristensen (rkristensen@a3automate.org)** for more details.

With an exclusive sponsorship, the presenter does not share the sponsorship with other companies, so your logo alone would appear in all the pre-webinar marketing and in the live presentation. In addition, your company would exclusively receive the list of leads.

Cost: \$5,000 for exclusive webinar sponsorship

Webinar sponsorships are filling up quickly. To reserve your spot today, contact Rachel Kristensen at rkristensen@a3automate.org or call 734.994.6088.

SUMMARY OF WEBINAR SPONSORSHIP BENEFITS

Pre webinar


- Your logo and link on all AIA promotional emails before the webinar
- Your logo and link on Vision Online pages building up to the webinar
- Webinar and link on at least one Vision Online E-Newsletter prior to the webinar date –sent to nearly 40,000 subscribers

During the webinar

- Company logo / info on Welcome slide at the beginning of the webinar
- Opportunity to include content (video or images) pertaining to the topic
- Verbal recognition and company description during the webinar

Post webinar

- Pre-registration and attendee contact list for the live and archived webinar for one year – average of 300-400 leads per webinar!
- Logo and link on Vision Online archive page for the webinar
- Logo and link on post-webinar thank you email to attendees



Webinar Sponsor Example

Presenter Name, Company and Sponsor Logo

2019 WEBINAR SERIES

MONTH	TOPIC
January	The Intersection of Machine Vision, Collaborative Robots & AI: What You Need to Know
February	Smart & Component Camera Technology Deep Dive
March	A New Age of Identification: Deep Learning, 3D Vision, and More
April	Machine Vision Lighting & Optics Update: Mastering this Critical Part of Your System
May	ADAS Systems & Autonomous Vehicles: The State of the Industry
June	Embedded Vision Update: What's New
July	The Evolving World of Vision Guided Robotics
August	Emerging 3D Vision Technologies: Time of Flight, Active/Passive Imaging Options
September	Cloud Integration for Machine Vision
October	Vision Solutions for the Electronics & Semiconductor Industry
November	New Machine Vision Software Solutions
December	Vision Solutions for the Retail Industry

**Editorial calendar is subject to change.*

WEBINAR SPONSORSHIPS

- | | | |
|--|---------------------------|-----------------|
| <input type="checkbox"/> Webinar Sponsorship | Cost: \$1,500 per webinar | \$ _____ |
| <input type="checkbox"/> Webinar Exclusive Sponsorship | Cost: \$5,000 per webinar | \$ _____ |
| TOTAL COST | | \$ _____ |

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