SHOWCASE YOUR TECHNOLOGY TO THE GLOBAL MARKETPLACE

Partner with OIDA to Create Your Own Industry Webinar
Special Reduced Price Available to OSA Industry Development Associates (OIDA) Members

Sign up for an Industry Webinar and OIDA will help you market it to a targeted segment of more than 270,000 qualified customers that match the topical content of your session. Your live and recorded webinar will be hosted, managed and promoted by OIDA and our professional partner.

Webinar Benefits
Build your business. Amplify your results.

• **Lead Generation** – live 1-hour webinars attract an audience interested in your technology. On-demand availability afterward assures additional qualified leads.

• **Increased Visibility** – OIDA webinars draw high-level professionals from top organizations around the globe.

• **Opportunity to Explain Your Technology** – webinars are a great way to educate potential customers about how your technology works and why they need it.

• **Hassle-Free Logistics and Marketing** – leave it all to OIDA and we’ll bring in attendees for you. OSA’s expertise and contact lists ensure you reach your perfect target audience.

Contact OIDA
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What’s Included in OIDA Webinar Sponsorship?

- One hour live webinar with video and streaming audio.
- Archived webinar, including sponsor content, on OSA website assuring an even wider audience than for the webinar itself.
- Opportunity to suggest topics and speakers and collaborate with OIDA to ensure the highest technical quality for your webinar. Speakers could be from your company or from a customer’s or partner’s company.
- Marketing, registration, webinar platform, hosting, recording, and archiving of the session is all part of the package and managed by OIDA staff and technical partner.
- Speaker management conducted by OIDA and technical partner, including a pre-webinar practice session.
- Opportunity to propose date of webinar to best integrate into your other outreach efforts. *At least 6 weeks lead-time is suggested.*
- OIDA Marketing efforts for each webinar will include:
  - At least 3 stand-alone emails sent by OIDA.
  - Inclusion in various OIDA e-newsletters.
  - Posting and promotion of each webinar on OSA.org, Collaboration to determine target list including technical area and geography.
- Sponsor name and/or logo included in all marketing for the webinar.
- Recognition of sponsor by moderator at beginning and end of webinar.
- Inclusion of sponsor slide during the rotating slides at the beginning when attendees are entering the webinar.
- Mailing list of all registrants sent to sponsor post-event.
- Opportunity to email registrant list up to three times (files sent to OIDA and emails sent through OIDA vendor).
- Opportunity to upgrade to a webcast (an event taking place in front of a live audience while simultaneously available to people live via the webinar platform).

Price

- Special Rate for OIDA Members: $3,500 per Webinar
- Non-Members: $5,500 per Webinar

Learn More About This Opportunity

Visit the OIDA Industry Webinar Website:
www.osa.org/industrywebinar

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