

IPAA WEBINAR HOSTING AND MANAGEMENT

PRE-WEBINAR	<ul style="list-style-type: none"> • Set-up, scheduling and registration via Zoom • Custom registration links and audience tracking • Consultation for best practices: content, script, audience, presentation, tech support (lighting and sound) • Custom graphics: banner, slide presentation, digital ads, and social media images • Practice “test” webinar session
WEBINAR	<ul style="list-style-type: none"> • Host/Moderator • Screensharing slide presentation • Live chat and Q&A • Custom polls • Custom survey
POST WEBINAR	<ul style="list-style-type: none"> • Marketing survey results • Option to send thank you email to attendees and absentees • Option to offer webinar as “on-demand” recording • Continued hosting on IPAA website webinar archives

SPONSOR RECOGNITION AND MARKETING

WEBINAR	<ul style="list-style-type: none"> • Sponsor name and logo on webinar registration page • Sponsor logo on two marketing slides (at beginning and end of webinar) • Sponsor introduction and recognition at beginning of webinar
DIGITAL	<ul style="list-style-type: none"> • Three direct marketing distributions to IPAA’s member and non-member databases including sponsor logo* • Digital ad for webinar and event feature in two weekly IPAA Issues & Insights member e-newsletter
WEBSITE	<ul style="list-style-type: none"> • Sponsor logo* on IPAA website event page
SOCIAL MEDIA	<ul style="list-style-type: none"> • Three social share recognitions on IPAA LinkedIn, Twitter, and Facebook

*LOGO HYPERLINKS TO SPONSOR’S WEBSITE

SPONSOR PROVIDES

SPONSOR FEE	<ul style="list-style-type: none"> <input type="checkbox"/> Premium Dedicated Sponsor (one available, no other sponsors) \$5000 <input type="checkbox"/> Shared Premium Sponsor (two available, shared) \$2500 <input type="checkbox"/> Shared Standard Sponsorship \$1000 (no limit)
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POTENTIAL UPCOMING WEBINAR TOPICS

- July 25, 2024: Striking the Chevron Deference and Beyond
 - August 2024: Capital Markets
 - September 2024: Taxes
- November 2024: Post Election Follow-up

SPONSOR AN IPAA INDUSTRY INSIGHTS WEBINAR TODAY!

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