

Sponsored Webinar Program

Partner with Omdia on your webinar

Create original educational content, influence buyers, raise brand awareness, and generate new leads



Create original educational content

- Reach engaged members of the Omdia community
- Guaranteed leads
- Full access to registrant information
- On-demand viewing



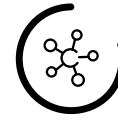
Influence buyers

- Your speaker on the panel
- Original educational content
- Cutting-edge topics
- Led by experienced expert analysts



Raise brand awareness

- Your company logo on all event marketing materials
- Interactive content
- Roundtable discussions
- Audience polls



Generate new leads

- Omdia manages the entire process:
 - Logistics and registration
 - Marketing and speaker coordination
 - Content management and hosting

Message the Omdia Audience

Our audiences include all levels of buyers and influencers for technology and services: C-suite, IT and network managers, engineers, app developers, and marketers. We help you reach the entire buying cycle with your message.

Reach a Global Audience

Omdia webinars draw industry professionals from all regions of the world. Average attendee participation is illustrated below. We provide maximum exposure for your message.

Target relevant segments of our vast database of Buyers & Influencers of Technology Services and Equipment

- IT & Network Management
- Engineers
- Procurement
- Supply Chain
- Operations
- C-Suite Executives
- App Developers
- Product Management
- IT & Network Management

North America

55%

EMEA

25%

CALA

5%

APAC

15%

Webinars are key tools for driving Buying Cycle and your buyers are self-educating before engaging with sales

Omdia webinars deliver quality content and engaged audiences:

450+

Average number of registrants

98%

Attendees say our webinar content is relevant to their work

98%

Attendees rate Analyst performance and webinar content good to excellent

50mins

average attendance time

All Omdia webinars are led by our expert Analysts

Areas of focus include: IoT, AI, cloud, 5G, cybersecurity, surveillance, SDN, NFV, carrier Wi-Fi, mobile networks, LTE, backhaul, optical networks, data center, broadband, video, media, advertising, solar, connected devices, analytics, managed services, and all technologies that are transforming the networks of today. Our team can also work with you to develop custom topics to fit your messaging goals.

What our partners are saying

"Omdia webinars reach a global audience. Sponsors receive comprehensive and timely reporting on registrants, polling questions, and download activity. This information provides measurable results and generates strong sales leads."



"Working with Omdia was a great experience. They were very thorough and organized in driving webinars, and their speakers are high-quality and keep the audience engaged with relevant discussions."



"It was great working with the Omdia team on this project. The webinar was awesome in terms of registrations, quality of attendees, and overall execution."



"After near ten webinars with Omdia, I can state that each experience was great. Topics offered are in line with current trends, covering our entire industry. We have always been happy with the results of the webinars."



"Omdia is exceptional at managing the webinar planning process. The webinar events team sets a firm schedule and works collaboratively with all sponsors to create a valuable, stress-free experience that runs like clockwork."



Webinar models

Multi-sponsor (3 sponsors max): \$11,000 per sponsor. Includes Companion Report published as part of the event to gain a larger audience. Sponsor logos are displayed in the companion report, and each sponsor receives license to the report.

Exclusive and custom (1 sponsor): \$22,000. Optional: Companion Report published as part of the event to gain a larger audience. Sponsor logo is displayed in the companion report, and sponsor receives license to the report. \$10,000.

Webinar + Companion Report package: \$32,000.

Add video streaming to your webinar

Live streaming provides a personal connection that increases audience engagement and event success.

This optional feature is available upon request.



Calendar

See webinars available for sponsorship at our [Events Web Page](#)

Ready to sponsor or have questions? Contact us:

Joanne Emery Associate Director, Webinar Events +1 508 817 6544 joanne.emery@omdia.com

Trang Dees Senior Associate, Webinar Events +1 512 825 1266 trang.dees@omdia.com

or contact your account representative!