

# ENERGY EFFICIENCY

## WEB Conference & Expo

# May 14 2009

*Energy costs are mushrooming. Energy efficiency is the new mantra for manufacturers, product designers, and business owners as industry strives to conserve resources and implement new government mandates on energy use and sustainability. Our Energy Efficiency Web Conference and Expo will educate engineers and managers on how to navigate new regulations and stay "green." This special one-day event will include sessions on such areas as:*

- *Understanding the efficiency tradeoffs among different motor technologies.*
- *Implications of the Energy Act of 2007 for OEMs and manufacturers*
- *ROI for high-efficiency capital investments*
- *NEMA Premium motor technology*

### Topics to include:

- Motors technology
- Drive & controller strategy for high efficiency
- How to configure bearings and mechanical systems for efficiency
- Energy saving strategies in fluid power
- Mechanical Drives



*Make plans now to be part of the Energy Efficiency Web Conference and Expo. The event offers a full day of live webinars and interactive booths, along with a Resource Center where visitors can download or link to additional materials. The entire event will be archived for three months, with continuous leads to exhibitors and sponsors.*

**Brought to you by**



**MSD**  
MOTION SYSTEM DESIGN

## Sponsorship Opportunities

### Exclusive Event Sponsor - \$18,000 net

- Sponsor receives ALL registrant information (including from all webinar attendees, booth attendees and resource center visitors)
- Prominent placement throughout the event. Logo and company name displayed on all promotional efforts prior to event – in print and online
- Trade show booth
- Only one sponsorship available

### Resource Center Sponsor - \$15,500 net

- Resource Center includes white paper downloads, links to other web pages
- Sponsor's name and logo displayed prominently on main page of Resource Center
- Sponsor receives all leads of attendees who visit the Resource Center
- Only one Resource Center sponsor position available

### Educational Webinar & Trade Show Booth Sponsor - \$15,250 net

- Sponsors receive all webinar registrant information
- Webinars are archived for 3 months
- Promotion for each event including online, newsletter and magazine
- Booth includes document downloads, live chat, 10 product demo pages
- Choice of booth design
- Live exhibitor participation during the live event day, allowing advertiser to interact with attendees via live chat

**BONUS** • Webinar translated into an executive summary for future use (\$2,000 value)

### Educational Webinar Sponsor - \$14,000 net

- Sponsors receive complete webinar registration information
- Webinars are archived for 3 months
- Promotion for each event including online, newsletter and magazine

**BONUS** • Webinar translated into an executive summary for future use (\$2,000 value)

### Trade Show Booth Sponsor - \$4,500 net

- Booth includes document downloads, live chat, 10 product demo pages
- Choice of booth design
- Live exhibitor participation during the one-day live event, allowing advertiser to interact with attendees via live chat

For more information, contact your regional manager or Virginia Goulding at 216/931-9893 or [virginia.goulding@penton.com](mailto:virginia.goulding@penton.com)



## WHY THIS DYNAMIC, TIME SAVING EVENT IS RIGHT FOR DESIGN ENGINEERS AND FOR YOU!



*Virtual conferences have emerged as an efficient and effective information source for engineers and a key solution to take marketing and lead generation programs to the next level. They are comprised of multiple virtual locations - plazas, exhibit halls, auditoriums, lounges and resource libraries. Like physical events, virtual events allow speakers and exhibitors to inform, interact, and network with attendees. Speakers can inform and interact with attendees using webinars, scheduled group chats and message boards. Exhibitors can provide information and demos via virtual booths and engage with prospects using online chat. Attendees can network and share experiences using various tools, such as message boards, text chat, and more.*

### Why Virtual Shows?

**More Leads, Better Leads:** Virtual Shows deliver rich marketing data, including viewer activity, content of interest, webcast participation, and more.

**Stronger Brand Recognition:** Attendees, partners, and sponsors network, communicate, and share experiences centered on your corporate brand and product offerings.

**Greater Application Awareness:** By demonstrating solutions in Virtual Shows, you expose prospects and attendees to key product extensions and new applications for your solutions.

**More Cost Effective:** Virtual Shows can fit into design engineers busy schedules and are significantly less expensive than their physical equivalents.

- Virtual shows offer more structure and more “usable” information than commonly found on web sites. They give the chance for attendees to discover something they might have otherwise missed.
- Every action in a virtual show can be tracked; reports are transparent and ROI is easily calculated.
- They mirror and adapt to business-users’ behavior – discovery, research and professional opinion.
- They provide continuity and complement every form of in-person contact and a physical event.

For an exhibitor, there are several “best practice strategies” to ensure a booth gets the attendees’ attention, including:



### **Include a booth video:**

Rich media adds a dynamic element to your booth. Consider having a subject matter expert or company leader provide demonstrations or provide customer testimonials as a way to promote your products and services.

### **Train your booth representatives:**

Just as attendees are finding it more challenging to get to physical events, so are company experts. Staffing booths with these knowledgeable individuals creates a rare opportunity for attendees to connect, become more informed and, ultimately empower them to make purchasing decisions. Encourage your representatives to use real photos of themselves as opposed to avatars.

### **Create an experience:**

People tend to visit web sites having researched a particular vendor, product or solution. But attendees’ behavior at virtual events will be vastly different, as they navigate spontaneously through the show. Sponsors putting that extra effort in to “wow” the attendee will reap the rewards.



### **Offer opportunities for communication:**

Attendees in Virtual Events engage with colleagues and show staff to share their thoughts and experiences. This provides an ideal environment to obtain immediate feedback using scheduled chats to follow a webcast, booth chats with representatives or targeted topics in the message boards.

### **Include enough content:**

Make all relevant content available, including webcasts, product brochures, white papers or product demos. Even if you think the attendee has seen it before, include it again.

### **Offer booth giveaways:**

There is no better way to encourage attendees to increase their participation than through healthy competition. Offering the chance to win an iPod Nano™ or Wii™ to attendees who fill out a survey is a great way to encourage interaction and get feedback about your company.

### **Respect attendees’ time:**

Avoid gimmicks that could distract attendees. Remind your representatives to be aware of how they use the time and fleeting attention that the online attendees are giving their virtual booth.

