



## One-time Industry Partner Webinar

### Cost:

- ✓ \$13,000 for SIIM Corporate Members
- ✓ \$24,000 for non-members

### Benefits:

- Webinar to be branded and marketed as a SIIM Webinar sponsored by [Sponsor Company Name].
- [Sponsor Company Name] will receive recognition on the SIIM website (with logo acknowledgment), social media, imaging informatics news brief, and a dedicated e-blast.
- SIIM will work with [Sponsor Company Name] on content development, to include speakers and moderator selection.
- SIIM will be responsible for and provide the following related to the webinar:
  - webinar platform
  - event registration
  - event production services
  - event training and practices
  - reporting, recording, hosting, and follow-up services
  - promotion to the imaging informatics community:
    - ✓ A dedicated webinar webpage on the SIIM website
    - ✓ 1 dedicated eblast approximately 1 week prior to the webinar (~10k+ contacts)
    - ✓ A webinar article in two (2) Imaging Informatics Newsbriefs (deployed every Wednesday) leading up to the webinar (~10k+ contacts)
    - ✓ A webinar article in one (1) Member Connect newsletter (deployed every 3<sup>rd</sup> Tuesday of the month), if timing aligns (~2k+ contacts)
    - ✓ 3 pre-webinar social posts and 1 post-webinar post
- Registration for the webinar will be free for members and non-members.
- Webinar will be incorporated into SIIM's Learning Management System offering as an on-demand, year-round educational opportunity.
- List of webinar registrants and attendees with contact information will be provided to [Sponsor Company Name] within 24-48 hours from the webinar for lead generation.
- Webinar recording will be provided to [Sponsor Company Name] within 24-48 hours from the webinar.
- Webinar recording will be posted on the SIIM website and will be accessible to SIIM Members for free, and to non-members for a nominal fee.
- SIIM IIP CEU's will be offered and processed to registrants for the live and on-demand webinar.
- Leads from on-demand viewing will be provided 30 and 60 days after the webinar date.
- Proven ROI: 80-180 registrants, with 40-50% attending live