

IR Webinar Series on Amazon

"Slice Intelligence has estimated Amazon accounted for 38% of U.S. e-retail sales during the recent holiday season, and 43% of all U.S. online sales in 2016, based on its analysis of consumers' email receipt." (Internet Retailer, February 2017)

Because of Amazon's growing dominance, our audience is constantly seeking new ways to sell more effectively on Amazon. This stood out over the last few years with Amazon webinar topics consistently outpacing our other webinar topics' registration by almost double on average.

Responding to this intense interest, Internet Retailer will present an exclusive webinar series on Amazon. In this series, Internet Retailer will delve into how retailers can partner with Amazon most effectively. There will be one webinar per quarter, starting in July 2017. Topics to be covered in the webinar series may include:

- Amazon: Vendor vs. Seller (the Pros & Cons)
- How to Optimize and Promote Your Amazon Listings
- Key Reasons Why You Should Be Selling on Amazon
- How Can Startups and Small Brands Compete on Amazon
- Overview of Amazon marketing vehicles available to Vendors and Sellers

Internet Retailer will partner on this webinar series with Fahim Naim, an Amazon expert and leading consultant on doing business with Amazon.

This is a full turnkey webinar event in which Internet Retailer will provide all the content and the sponsor gets to participate in and benefit from this hot topic webinar series.

Webinar – Sponsor Deliverables

- Moderated by an Internet Retailer editor with a custom presentation
- Sponsor: 5-7 min speaking, 3-5 slides, Q&A session
- Promotion across all of our channels—online, print, e-mails and newsletters.
- Archived webcast link after the live event
- Qualified lead generation and data capture of registrants and attendees
- Reminder email sent to all registrants
- IR Project Management: event manager, production, marketing, technology services, recruitment and reporting

Sponsorship Levels

- Single Sponsor: \$25,000 per event or \$67,500 for all 3 events
- Co-Branded Sponsorship (2 companies max): \$27,000* or \$75,000 for all 3 events

**Co-branded webinars include the promotion of two companies / vendor partners. Both speak on the event and receive the registration lead detail. Partners are billed \$13,750 each per event or \$12,500 if they commit to the 3 events.*

Contact your Sales Manager or email ir-webinar@verticalwebmedia.com to reserve your space.



Fahim Naim - Founder, eShoppportunity

Fahim Naim is the founder of eShoppportunity, an e-commerce strategy consulting firm. Prior to eShoppportunity, he was a category manager at Amazon, managing one of its largest retail categories. Fahim has an MBA from the Kellogg School of Management, and spent seven years in finance and strategy roles at Office Depot. Fahim is also a frequent speaker at several of the largest e-commerce conferences, including IRCE and LMF Asia, and has been featured or published in several publications.

