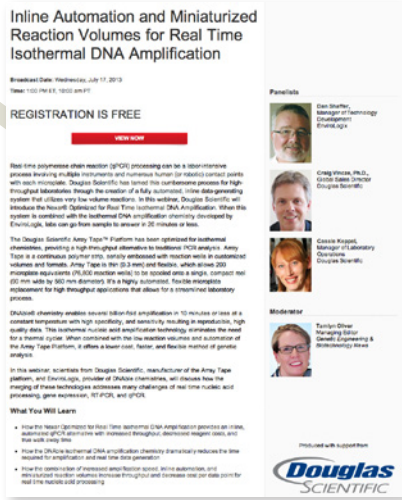


# GEN Webinar Marketing Program



GEN will design, produce and deliver a HTML Email Invitation, with the sponsor's company logo, event content summary and speaker information, to the appropriate GEN subscriber community. The invitation will also be available to the sponsor for their own distribution.



GEN will design, produce and display a dedicated HTML landing page and promotional banners for the event, including the sponsor's logo and event content summary to be prominently displayed on [www.genengnews.com](http://www.genengnews.com).



GEN will create and insert full color house ads, which will include the sponsor's logo, event content summary and speaker's photos. These ads will appear in GEN to promote exposure and attendance for the event.

**GEN**  
e-Newsletters



GEN will promote attendance for the event, including event content summary and recognition of sponsorship support, in GEN e-Newsletters, Twitter, Facebook and other relevant social media outlets.



Your GEN Webinar is promoted on the [GENengnews.com](http://GENengnews.com) home page and archived on the site for six months.

## Webinar Brief Marketing Program



One (1) exclusive email to a select targeted audience you choose



Listing in two (2) weekly GEN newsletters



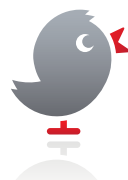
Featured prominently on GENengnews.com



Archived on GENengnews.com for six (6) months.



Inclusion in GEN webinar brief mailing



Two (2) Tweets and/or Facebook Posts



Custom registration page with three (3) links to app notes, product sheets, web landing page