



Automatic Fire Alarm Association, Inc.

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WEBINAR series

Who can sponsor an AFAA webinar?

- Sponsorship is available for both members and nonmembers. All nonmembers must be approved by AFAA.

How much to sponsor?

- \$4,000 per webinar. Unless otherwise approved, only one sponsor per webinar.

How does the sponsorship work?

- Option 1- You provide a topic, design the program content, and identify the webinar presenter.
- Option 2- AFAA provides the topic, content, and program presenters. Your company is identified as the Sponsor.

What exposure and benefits will sponsors receive for their investment in sponsoring a webinar?

- AFAA will market your sponsored webinar to approximately 40,000 industry related professionals.
- Logo will appear on each notice of the upcoming webinar and linked to the sponsor's website.
- Logo will appear in the PowerPoint presentation for the webinar.
- Company name will be mentioned by the facilitator at the beginning and end of the webinar.
- Logo and company name will remain on the recorded version of the webinar.
- Each webinar sponsor will have one slide at the end of presentation to market their company.
- Sponsors receive a complete list of all registrants and their contact information.

Guidelines:

- All webinar topics and content must be approved by AFAA. Content must be technical (not product promotion).
- Sponsorships must be paid in full 48 hours prior to the start of the program unless other arrangements are made.

Why would your business want to sponsor an AFAA webinar?

Build-up your business – Hosting an AFAA webinar is a great way to introduce your business and what you do to the industry. The audience can put a face with a business name as well as interact with the speaker. This builds credibility and creates a connection between attendees and presenters.

Showcase business as a recognized industry authority – Webinars allow a business to build-up their image as experts in their field and show they are the “go-to” guys for industry related issues.

Keep expenses low – Webinars provide businesses with a way to save marketing dollars. AFAA markets all webinars to thousands of potential participants.

Capture business leads – Sponsoring an AFAA webinar is a great opportunity for marketing or sales teams to gather leads. All information gathered from webinar registration will be provided to the sponsor. Many of our past sponsors have used this information as “warm leads” to follow-up on.



Contact us today for more information on becoming our next webinar sponsor!