

BECOME A PLASTICS INDUSTRY **THOUGHT LEADER** THROUGH **CUSTOM WEBINARS**

Do you have processes, materials and products that can help plastics companies gain increased efficiencies? Are you focused on innovation that can impact the plastics industry?

Custom webinars can showcase your expertise and expand your reach into the plastics industry. You can use webinars as a way to connect with new customers, demonstrate expertise and build brand authority.

SPE can collaborate with you to market your custom webinar to help you connect with current and potential customers in ways that add real value to your organization. Marketing your webinars include:

- » Two targeted pre-webinar emails
- » A/B Subject Line testing
- » Email Analytics
- » Your logo on the registration page
- » Webinar listed on SPE events page and SPE upcoming events emails
- » Publicity on all SPE social media channels

FEES START AT \$5,500

INTERESTED IN A CUSTOM WEBINAR?

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**REACH 60,000+
PLASTICS PROFESSIONALS**



PROMOTE YOUR PRODUCTS



INCREASE COMPANY VISIBILITY

BENEFITS INCLUDE:

- » Hosting Services and Registration Management
- » Marketing and promotion through SPE HQ
- » Opt-in registrant list including emails (post webinar).
- » Webinars housed in SPE's Technical Library for 6 months