

Perspectives Editorial Webcast

Leverage Network World's award-winning content to capture qualified leads and fill your sales pipeline.

Benefits

- **Exclusive sponsorship.** There is only one sponsorship opportunity available for each Perspectives Editorial Webcast. Choose the topic that works best for your product or technology solution.
- **Lead ownership.** Generate and capture qualified leads and fill up your sales pipeline with customized registration forms.*
- **Leverage Network World content.** Brand and increase visibility with exclusive content from Network World — the most trusted source of this information for Network IT buyers.
- **Turnkey solution.** Network World handles all of the details to provide you with a complete turnkey marketing solution.
- **Promotion.** Network World manages the promotion of the Perspectives Editorial Webcast from a combination of text links, e-mail newsletters, banners and e-mail campaigns, to ensure you reach your best potential customers.

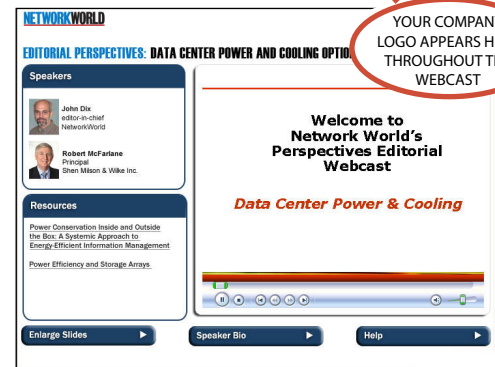
Topics Include

- **Network Infrastructure:** Service Oriented Infrastructures
- **Wireless:** Maximizing Wireless LAN Investments
- **Convergence:** VoIP – Lessons Learned
- **WAN:** Optimizing WAN Performance
- **Storage:** ILM Considerations
- **Security:** Vulnerability Assessment and Testing
- **Enterprise Computing:** Building Open Source
- **Management Strategies:** Compliance – A Status Check
- and 19 more

Program Details

- 300 qualified leads.
- Registration form, two custom questions.
- Your logo prominently featured on the Webcast wrapper.
- Hosted for two months in the Webcast library.
- Promoted within relevant content areas on NetworkWorld.com. Promotional elements include newsletters, text links, banners and e-mail marketing campaigns.
- Weekly lead delivery.

Your company logo appears here throughout the Webcast.



Webcast Features

- 15-minute program.
- Q&A session with an industry expert and Network World editor.
- Topic is selected from the "Perspectives" calendar.

Don't miss this unique opportunity to leverage the Network World brand.

For more information contact sales@nww.com, Corporate Sales at 800-622-1108 or West Coast Sales at 415-267-4511.

*Business card data and two custom questions