



the  
RTC Group



# Virtual events *real engagement*

**YOUR ORGANIZATION MAY HAVE ENOUGH LEADS...BUT DO THEY HAVE THE RIGHT ONES?**

## *summer special promotion*

**PURCHASE ANY LIST RENTAL OF \$3,000 OR MORE AND RECEIVE FREE FULL SERVICE LEVEL 1 WEBCAST PRODUCTION THROUGH THE RTC GROUP AND ON24.**

Must utilize webinar production service within 12 months of list rental insertion. Webcast must adhere to Level 1 Production conditions. List Rental may be used in promotion of the webcast. No attendance results are guaranteed.

### MARKETING WITH RESULTS

The RTC Group focuses on providing real, measurable marketing vehicles designed to move your product offerings through the sales funnel. Whether RTECC, Tech Design Forum, the ARM Developers' Conference or specialized training events for industry vendors... The RTC Group knows how to reach engineers and attract them into relationships with our clients.

### EXPERTS EVENT PROMOTION

With over 25 years of experience performing for Fortune 500 companies to family owned start-ups, The RTC Group has solidified it's reputation as the "go-to" team when results are on the line.

### INDUSTRY'S BEST DEDICATED DATABASE

The RTC Group has developed a dedicated following of over 250,000 engineers in the embedded and electronics engineering industry. Through our monthly publications, and regional events, we have the most focused and thoroughly vetted means of reaching the contacts ready to buy products.

### UNSURPASSED PERSONALIZED ATTENTION

Most media companies take your order, put your promotion in the queue, fire and forget. The RTC Group prides itself on being the "Hands-On" marketing company. We strive to bring you less hassle and more attention.

### ON24: PARTNER & EXPERT

The RTC Group has partnered with ON24 to bring you the best platform to reach your customers online. As the industry's leading provider of personal engagement marketing, The RTC Group has developed our new WEBINAR program utilizing our 25 years of event promotion experience to the web. Our partner ON24, the webcasting industry's leading provider of online event and conference solutions will host FULL SERVICE webcasting solutions for our clients.



*“ Anyone can use their enterprise web conference solution to host a simple presentation, but ON24 brings the technical platform and interface sophistication to meet the rigorous brand needs of our most prestigious clients. ”*

AARON FOELLM, VP OF MARKETING, THE RTC GROUP



# The solution with special launch pricing

ON24 has been chosen by The RTC Group as our strategic partner to provide a stable, reliable solution; but because of their ability to effectively alleviate the stress of production on our clients and keep them focused on their primary goal - building relationships with customers.

## LEVEL 1 – FULL SERVICE LIVE AUDIO WEBCAST

**PRODUCTION** – Full Service by ON24 (a \$3,000 value)

- Live audio social webcasting with synchronized slides and interactivity
- 60 streaming minutes
- Up to 250 LIVE viewers
- Unlimited on-demand viewers (3 months hosting included)
- Automatic archive with three months of hosting
- Registration and audience reporting
- 6-person conference bridge for presenters

### PROMOTION

- Direct Marketing Services in support of 50 Live participants
- Listing on RTC Group managed product site as sponsored webinar
- Reminder Email to registrants not attending LIVE webcast to review On-Demand

Feature

**TOTAL PRICE \$3,575**

## LEVEL 2 – ON-DEMAND AUDIO WEBCAST

**PRODUCTION** – Full Service by ON24 (a \$2,200 value)

- On-demand audio webcast with synchronized slides and interactivity (pre-recorded content provided by client)
- 60 streaming minutes
- Unlimited on-demand viewers (3 months hosting included)
- Registration and audience reporting
- One media upload
- Windows Media and Real Media Formats

### PROMOTION

- Direct Marketing Services in support of 50 participants
- Listing on RTC Group managed product site as sponsored webinar

**TOTAL PRICE \$2,675**

## LEVEL 3 – WEBCAST PROMOTION

### PROMOTION

- Direct Marketing Services in support of participation goals
- Listing on RTC Group managed product site as sponsored webinar

Contact your Sales Rep for pricing to meet your specific goals.

### ADDITIONAL A LA CARTE SERVICES

- Extending On-Demand Hosting - \$75/mo.
- Single File Archive (\*.wmv or \*.flv file of on-demand presentation) - \$400
- Post-Event Survey - \$1,000
- Extended participant goal – Negotiated based on size

## 3 REASONS

You shouldn't settle for a simple web conference solution

**1. Support** – If you have an issue before, during or after your conference you MAY get email support. But with The RTC Group and ON24, we have technical staff to hold your presenters' hands all along the way.

**2. Brand Integrity** – Your clients expect you to put your best foot forward, your technical webinar should reflect the professionalism with which you'll communicate to your best clients. An enterprise conference solution just doesn't give your BRAND the influence needed to stand ahead of your competition.

**3. Impact** – It is hard enough to keep the attention of engineers already short on time. ON24 provides a platform interface that engages the client, solutions to interact with the audience and tools to follow-up and engage after your event is over.

## SALES TEAM

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