

### FireRescue Custom Webcasts...

Are you looking for better, more qualified leads? Be a part of the growing number of companies who are turning to Webcasts, the popular alternative to traditional seminars. Webcasts provide you with opportunities to drive brand awareness, generate leads and market your company's products and services. You have the opportunity to choose a topic that relates to your product or service offerings while enhancing your company's visibility.



With webcasting, you are able to ensure important business communication or product demonstration is delivered efficiently and effectively. Webcasts enable companies such as yours to interact with a national audience on a real-time or pre-recorded basis. They are proven to provide some of the best ROI in generating new business prospects-all at a sliver of the cost of an offline event. FireRescue offers an all-inclusive marketing, webcasting and data collection webcast program. Custom programs deliver dynamic, multimedia programs that are in line with your company's specific objectives and goals.

- Ease of learning. Make it effortless for your prospects to learn about new initiatives. You can reach a new audience and engage new prospects.
- Research and demographics. Gather data from prospects before, during, and after a Webcast. Learn who attended and track their interests with Q&A's and survey results.
- Brand awareness. Your product or service will capture the prospect's attention for approximately 30 to 60 minutes, NOT seconds.

This is truly an integrated marketing program. We bring print and the web together! Here is just a small sampling of what our programs offer:

- Your logo or name will be used in all electronic and print promotions
- We can provide you with cd's of the Webcasts so that a copy of the Webcast can be distributed at other events
- You can develop three unique demographic questions for the registration form
- You will receive all leads with complete contact details and demographic data
- We will host the Webcast for six months

Our pricing is extremely competitive, with a base price of \$13,000. And, if you are also a print advertiser you are entitled to a deep discount.

Come give us a try!

### CONTACT US TODAY

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