

Food
Logistics®

 **SUPPLY & DEMAND CHAIN**
EXECUTIVE™

 **ENTENT**

 **SUMMIT**
SUPPLY CHAIN NETWORK

 **SUPPLY CHAIN**
LEARNING CENTER

THE TOP MEDIA RESOURCES FOR SUPPLY CHAIN LEADERSHIP



The supply chain network is a powerful combination of brands with a 40-year history of creating actionable content that educates and informs supply chain executives across the globe. We are the only publishing partner who truly serves the supply chain industry end-to-end, and the clear industry leader in regard to marketing capabilities.

Our subscribers work at Fortune 500 companies such as **Walmart, Amazon, Ford**, and many others. Our strength is connecting supply chain buyers and sellers through targeted campaigns that can be tailored to accommodate a range of marketing objectives.



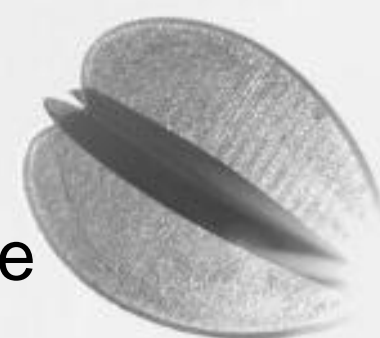
Current Company Subscribers for *Food Logistics & Supply & Demand Chain Executive* Brands:



ENTENTION

.....Data Insights.....

ENTENTION Data Insights is an integrated first-party audience database with unparalleled segmentation capabilities. Clients benefit from comprehensive segmentation using single data points or any combination of behavioral data, contextual data, and conventional B2B demographics, firmographics, and contact data to pinpoint engaged targeted audiences.



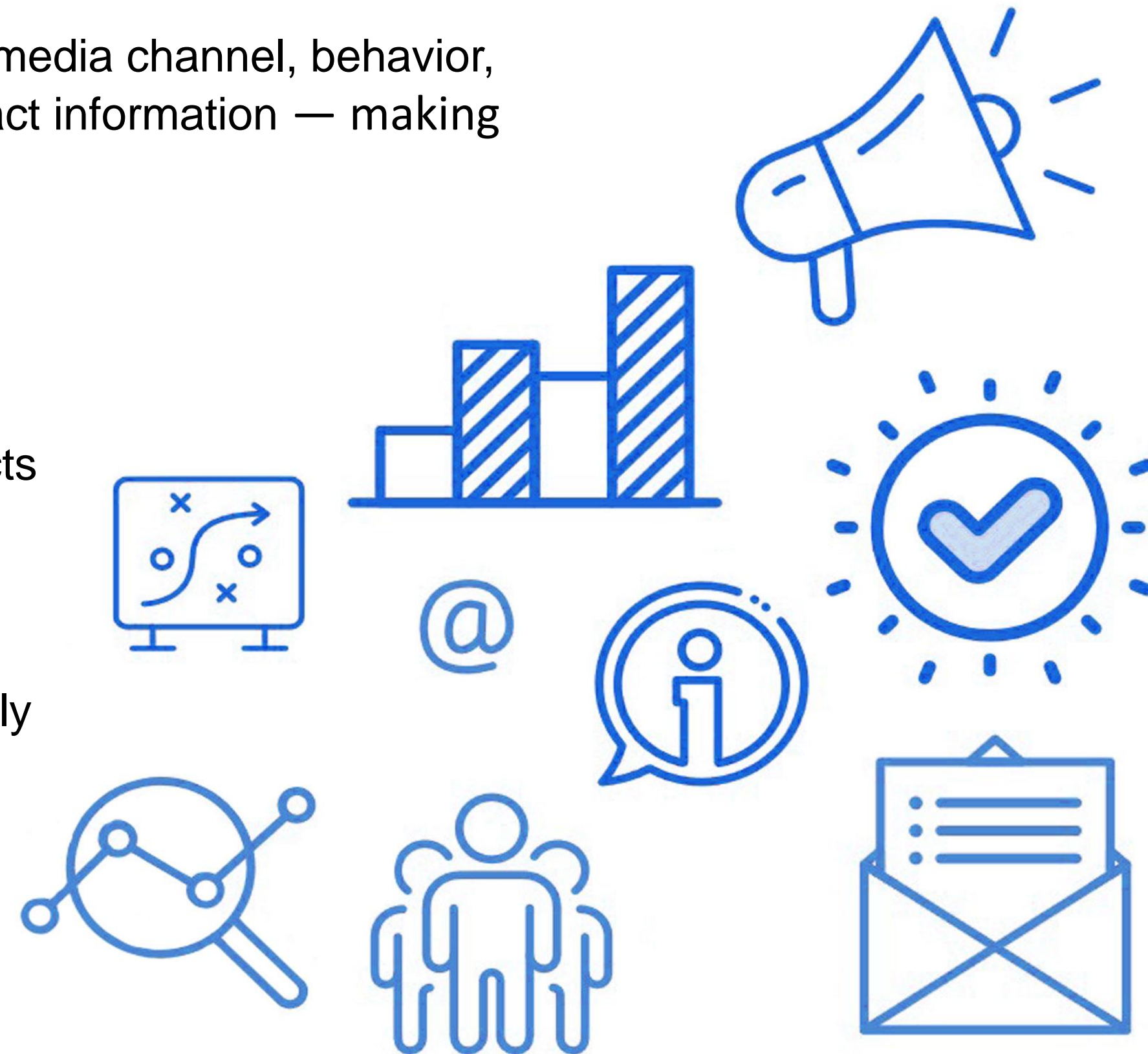
ENTENTION DATA INSIGHTS

Drive Demand and Market Growth Faster Than Ever Before....

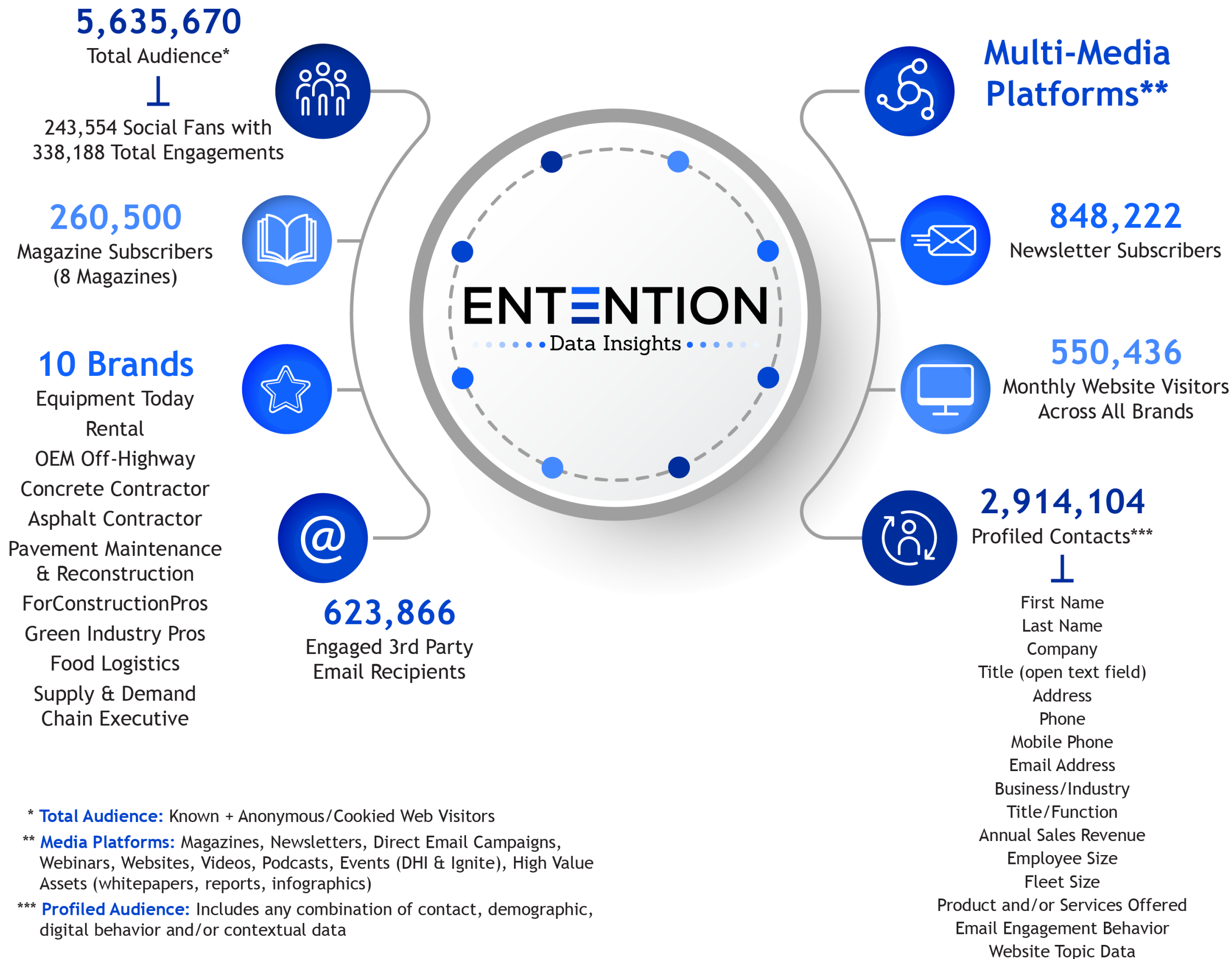
ENTENTION Data Insights – Segments audiences in real-time based on media channel, behavior, topic interest, and conventional B2B demographic, firmographic, and contact information — making lead retrieval and retention effortless.

With **ENTENTION**, we can help you:

- Understand the size and scope of your potential target markets
- Create new pathways to potential customers with customized products
- Direct your marketing messages to a highly targeted audience
- Drive qualified website traffic
- Conduct proprietary research for product development involving highly engaged audiences
- Focus your sales efforts on high quality leads



AC BUSINESS MEDIA AUDIENCE SNAPSHOT



Segment Audiences in Real Time Based On:

- Media Channel
- Web Behavior
- Topic Interest
- Cohort/Affinity Groups
- B2B Demographic/Contact Information
- & More!

* **Total Audience:** Known + Anonymous/Cookied Web Visitors

** **Media Platforms:** Magazines, Newsletters, Direct Email Campaigns, Webinars, Websites, Videos, Podcasts, Events (DHI & Ignite), High Value Assets (whitepapers, reports, infographics)

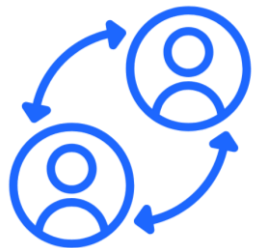
*** **Profiled Audience:** Includes any combination of contact, demographic, digital behavior and/or contextual data

MARKETING *RELIEF*



Reach

Meet your customers where they are — in print, online, through e-newsletters, or webinars. Take advantage of every opportunity to communicate by leveraging the channels professionals are using to get their information.



Engage

Not all touch points are created equal. Our print opportunity offers more face time with the reader. Our social media channels offer high engagement. Online, you get the best opportunity to target your message. But, with a cross-platform package, you maximize every option.



Leverage

Take advantage of every opportunity to integrate your marketing message seamlessly into the channels where professionals are getting everything they need.



Impact

AC business media's portfolio of products offers an integrated media environment for your message, built by the brands that industry experts trust and consult with most often.



Extend

Professionals seek out content from our renowned brands across multiple media platforms and devices. We can customize your message to extend your reach across all mediums.



Frequency

Research shows that in today's crowded information world, individuals need to hear a message several times to remember and act. When you add together the power of multiple channels and touch points, you get to critical mass on messaging faster — while accelerating your sales.

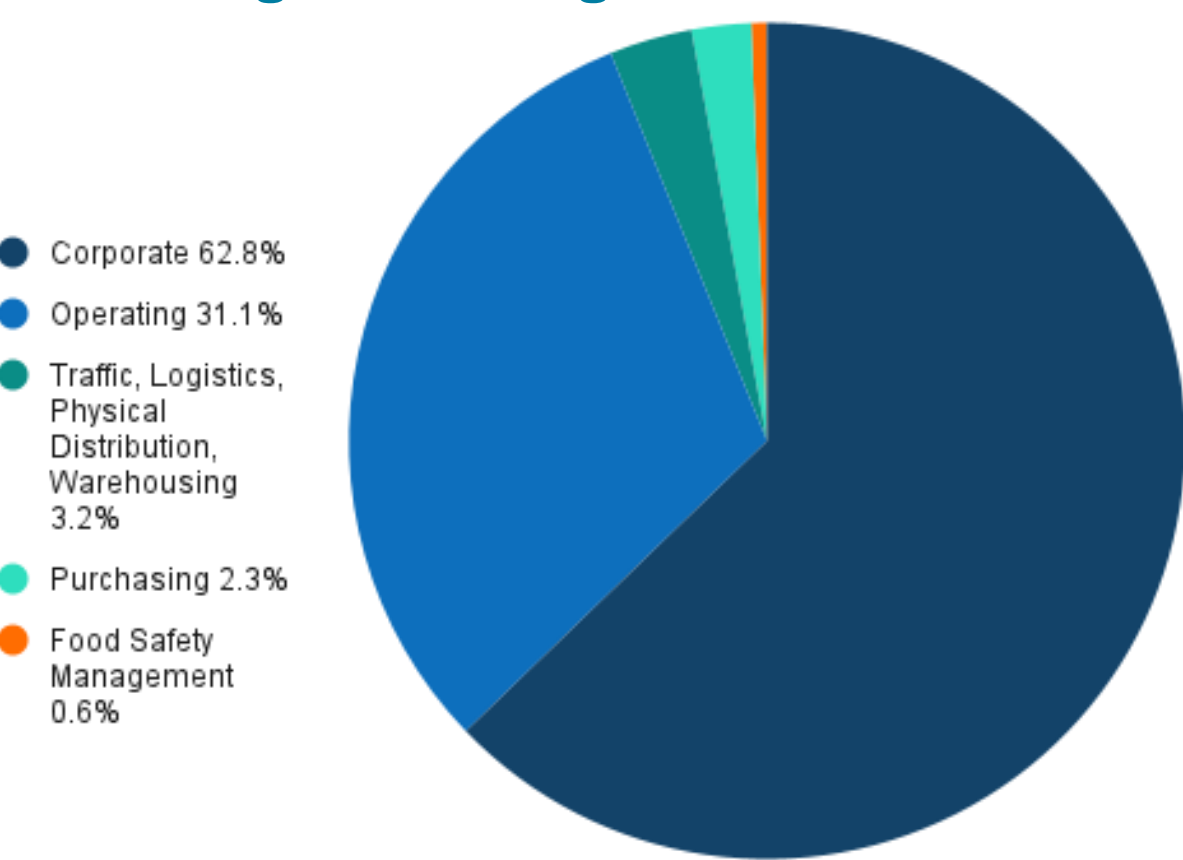
ENGAGED SUPPLY CHAIN AUDIENCE SNAPSHOT

The ACBM supply chain network is unique in its digital first approach. *Supply & Demand Chain Executive* reaches more than 122,000 C-level executives involved in the end-to-end global supply chain in every vertical. Audience reach include executives in corporate, procurement, purchasing, logistics and operations management roles in 27 different manufacturing and non - manufacturing industries.

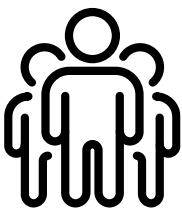
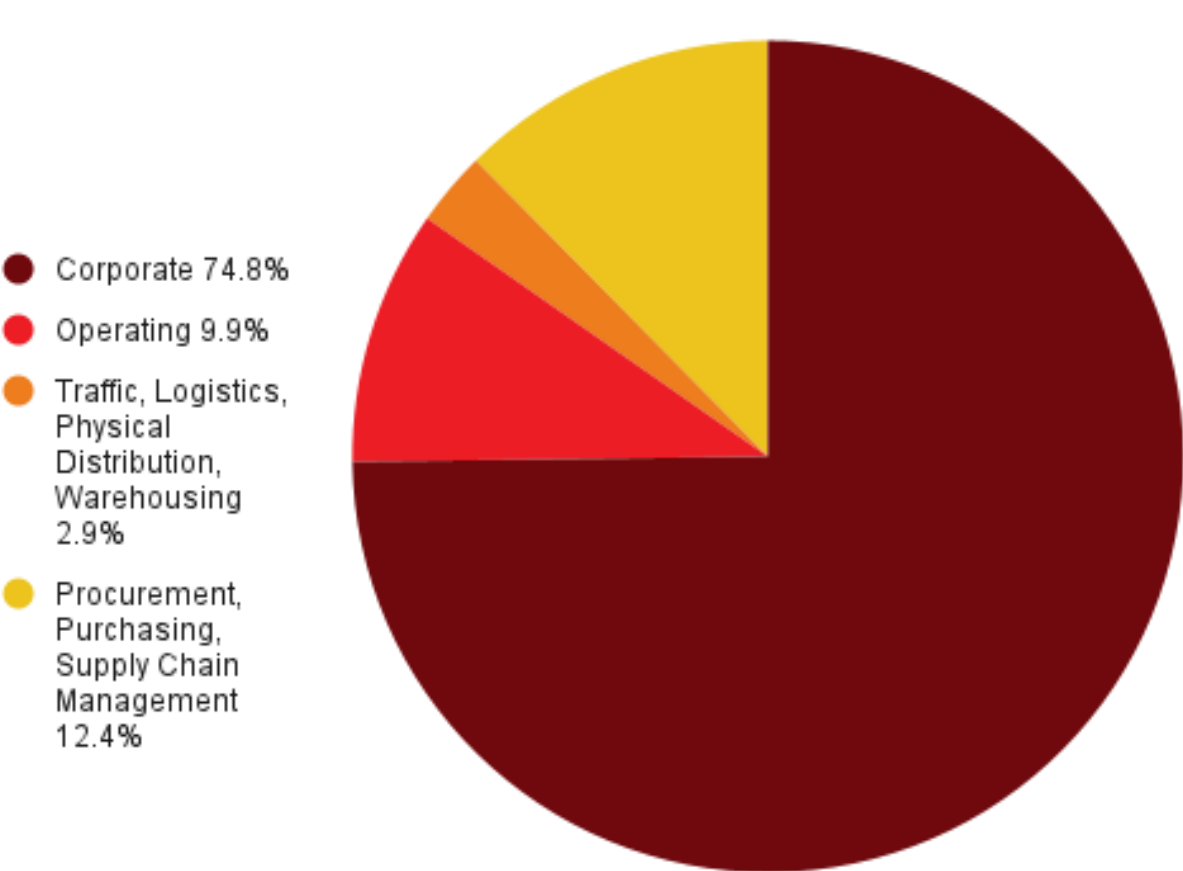
Food Logistics reaches more than 26,000 supply chain executives in the global food and beverage industries. The audience includes executives in both the food and the logistics sectors who share a mutual interest in the operations and business aspects of the global food supply chain.

Our properties are known as the premier media resources for supply chain executive leadership.

Food Logistics' Magazine Subscribers



SDCE Newsletter Subscribers



1,800+ Registrations from SCN Summit*



26,000+ Magazine Subscribers**



118,700+ Newsletter Subscribers**



77,300+ Ave. Monthly Website Users**



48,200+ Social Followers**

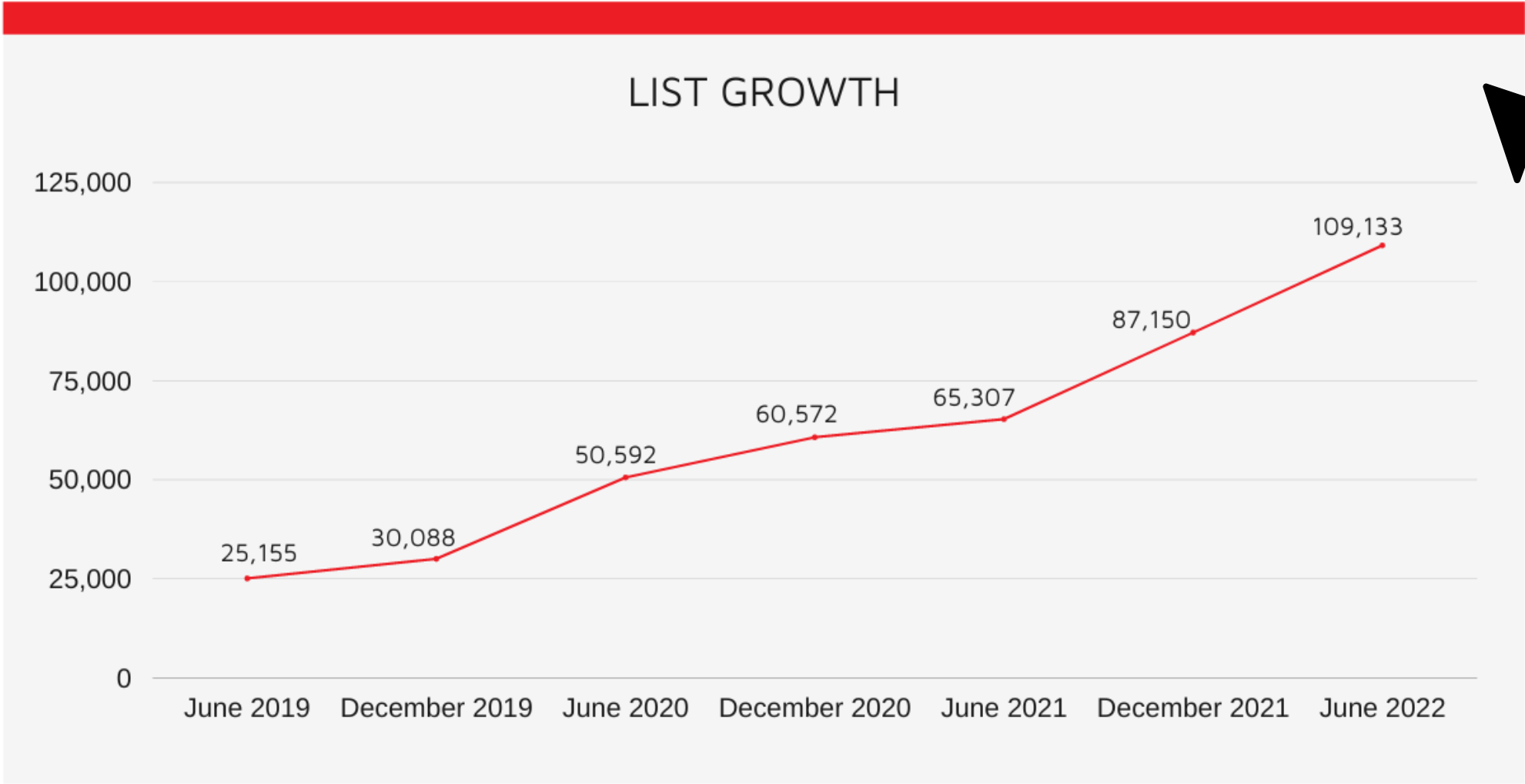


*Data from 2022 June SCN Summit

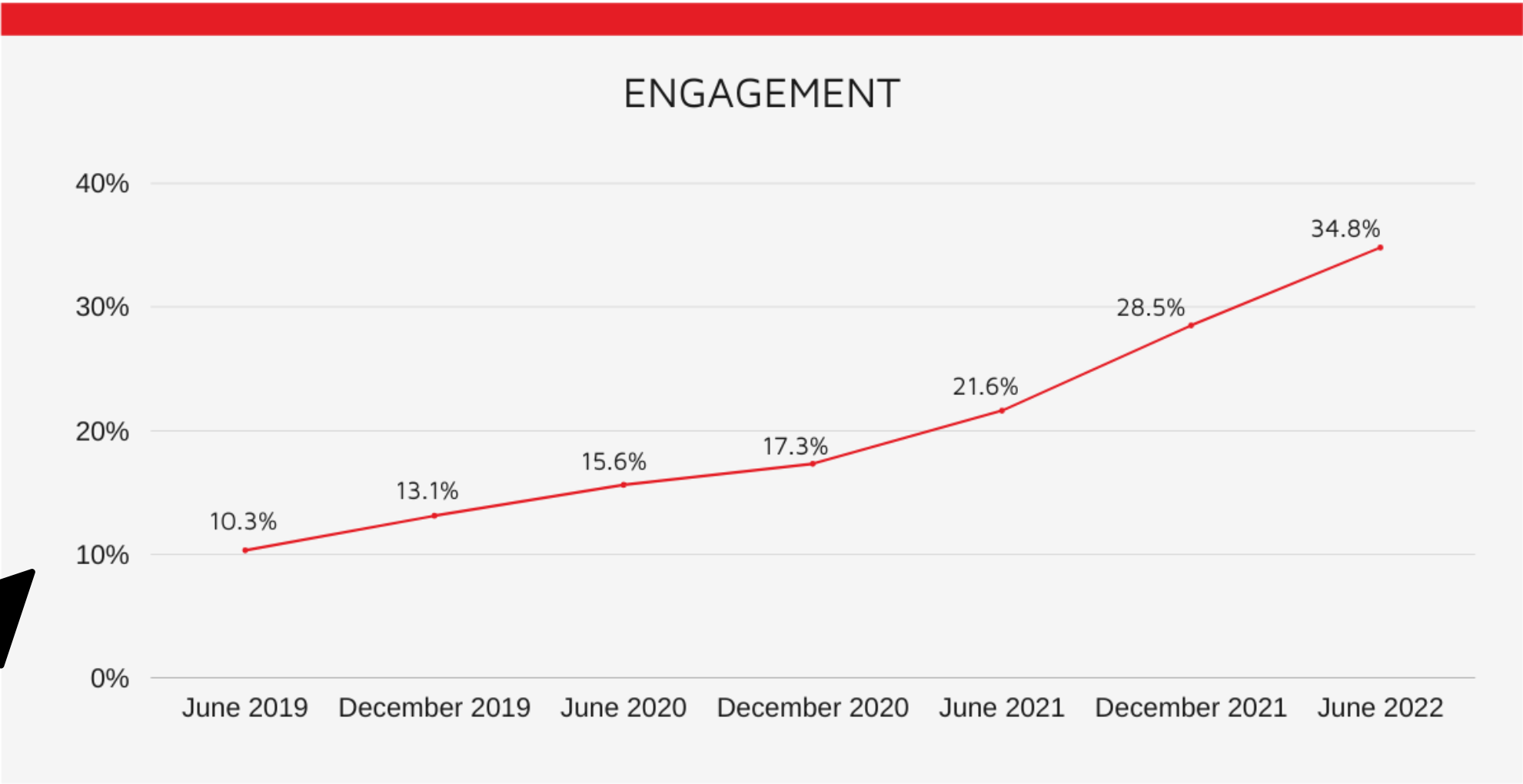
**Publisher's Data from January – June 2022

HEADLINE NEWS AUDIENCE GROWTH & ENGAGEMENT

Supply & Demand Chain Executives newsletter, **Headlines News**, has immensely grown its audience list size and engagement over a 3-year period (June 2019 to June 2022). **Headline News** provides supply chain executives with leading industry tips and trends that are pulled from website articles covering topics surrounding procurement, warehouse automation, risk mitigation, visibility and more.



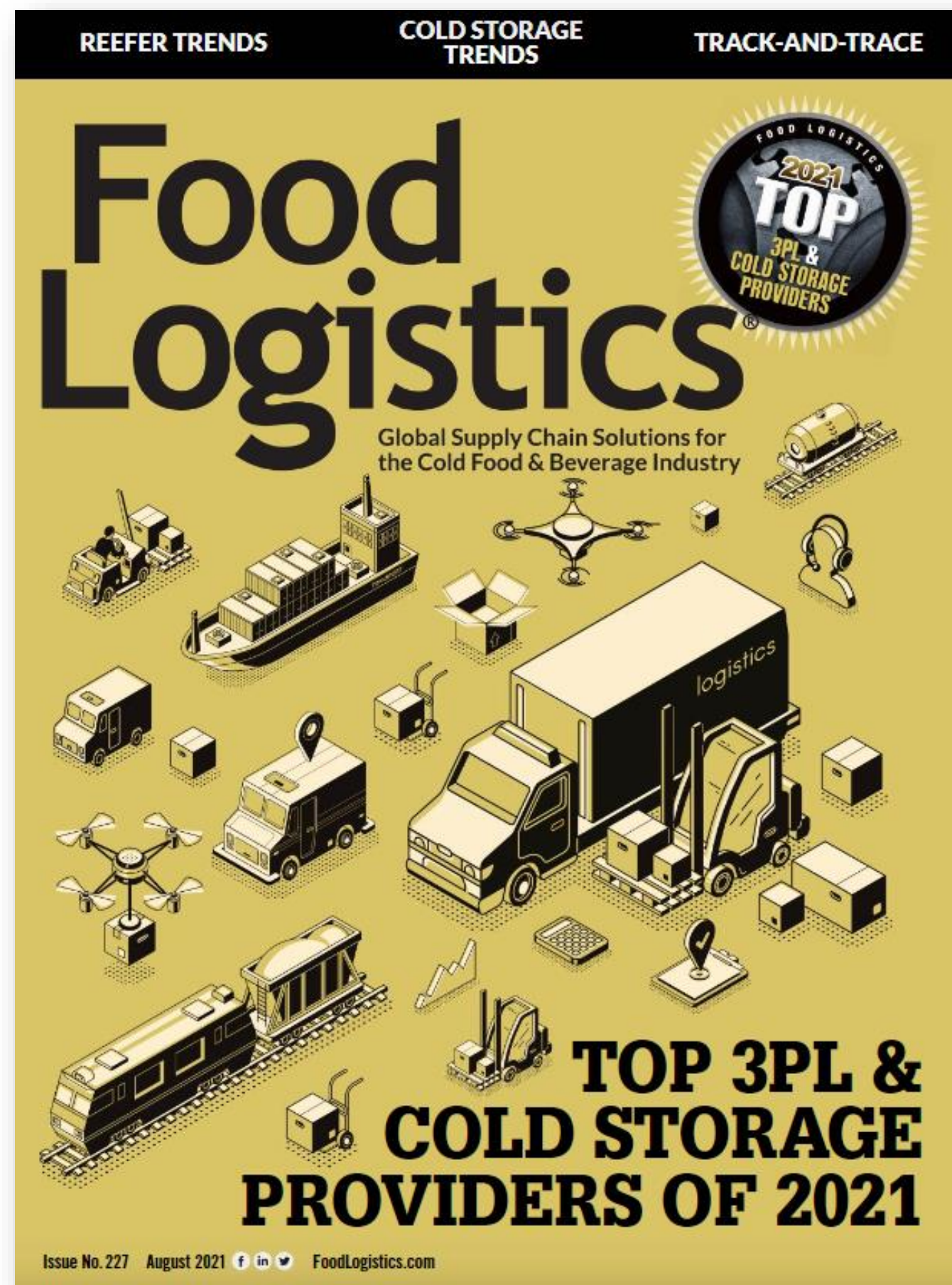
Growth Rate from
December 2021 to June 2022: **25.2%**



Engagement Rate from
December 2021 to June 2022: **6.3%**

RECOMMENDED PRODUCT STACKS

BRAND AWARENESS	WEBSITE TRAFFIC	PRODUCT LAUNCH	THOUGHT LEADERSHIP	LEAD GENERATION
Custom eNews	Email Marketing	Simulcast	SCN Summit	SCEntent
eNews Display Ad	Native Display Ad	Email Marketing	Microsite	ENTENT Premier
Event Sponsorship	Native Extension	Native Display Ad	Sponsored Content (Non-Gated)	Content Marketing
Microsite	Custom eNews	Native Extension	Custom eNews	Webinars & Seminars
Print Advertisements	Social Media Extension	Social Media Extension	Podcast	Whitepaper
Simulcast	Takeover Units (Reskin)	Takeover Units (Reskin)	Event Sponsorship	Content Marketing
Social Media Extension	Enhanced Online Display	YouTube Extension	Webinars & Seminars	Sponsored Content (Gated)
Enhanced Online Display	Audience Extension	Enhanced Online Display	Whitepaper	PPL Campaigns
Audience Extension	inRead Ad Units	Audience Extension	YouTube Extension	Microsite
Leaders Program	YouTube Extension	Print Advertisements	Simulcast	Event Sponsorship
YouTube Extension	Simulcast	Audience Extension	SCEntent	Email Marketing
Takeover Units (Reskin)	eNews Display Ad	Sponsored Content (Non-Gated)	Sponsored Content (Gated)	Social Media Extension
Native Display Ad		eNews Display Ad	Native Display Ad	Custom eNews
Native Extension		Microsite	Native Extension	
Podcast		SCEntent	Social Media Extension	
Sponsored Content (Non-Gated)		Sponsored Content (Gated)		
SCN Summit				
SCEntent				



THE ONLY INDUSTRY SOURCE

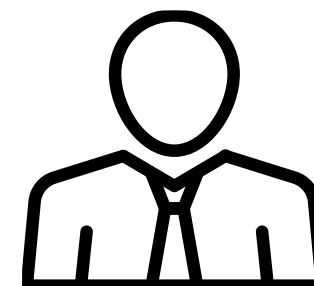
exclusively dedicated to covering the food and beverage supply chain, from the largest food manufacturers to retailers, distributors and food service providers.



6 ISSUES PER YEAR

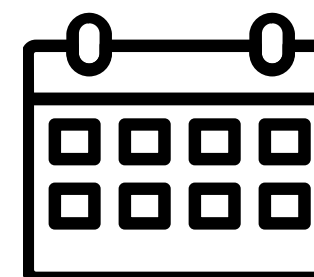
26,000+ MAGAZINE SUBSCRIBERS*

**Combined Print & Digital Audience*



WHO WE REACH:

executives in the food sector (growers, producers, manufacturers, wholesalers and grocers) and the logistics section (transportation, warehousing, distribution, software and technology)



EDITORIAL CALENDERS

[PRINT CALENDAR](#) >>>

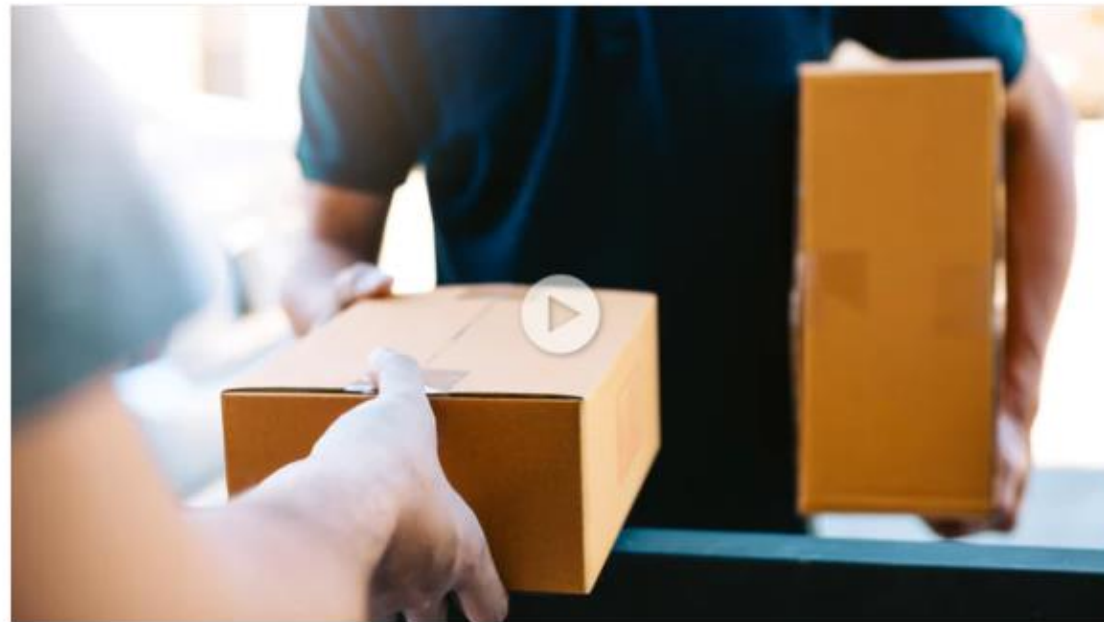
[DIGITAL CALENDAR](#) >>>



ENTENT

PRINT & DIGITAL OPPORTUNITIES





Warehousing

Women in Supply Chain: Opportunities Abound in the Supply Chain

Alicemarie Geoffrion, VP, packaging operations, DHL Supply Chain, details how there's many different areas in the supply chain that job-seekers can take advantage of, and still have fun.

DHL Supply Chain

October 25, 2021

Sourcing & Procurement

New Characteristics of Post-Pandemic Procurement

October 25, 2021



Pros to Know

Nominations Open for Supply & Demand Chain Executive's 2022 Pros to Know Award

October 25, 2021



Carbon Footprint

5 Ways Organizations Can Embed Sustainability Throughout the Value Chain

October 24, 2021



Manufacturing

How Tech Buyers Help Drive a Greenwash-Free Supply Chain

October 24, 2021



WMS/TMS

How an Integrated Supply Chain Interface Saves Time, Effort and Money

October 23, 2021



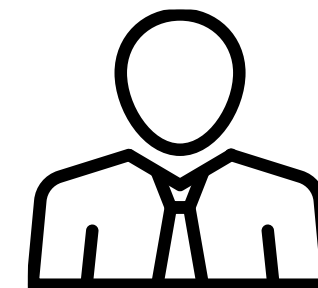


INTRODUCING THE SUPPLY CHAIN LEARNING CENTER

YOUR HUB FOR SUPPLY CHAIN CONTINUING EDUCATION

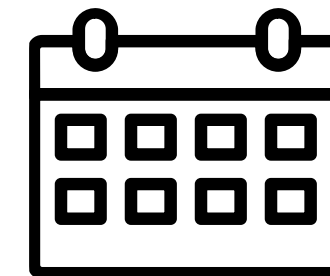
[View Courses >>](#)

Global supply chain solutions covering procurement, software, education & more!



WHO WE REACH:

executives in corporate procurement, purchasing, logistics and operations management in manufacturing and non-manufacturing industries. These are the supply chain technology leaders who select solutions and service providers.



EDITORIAL CALENDAR >>>



DIRECT ENTENT

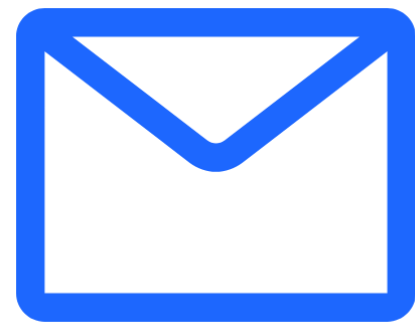
DIRECT ENTENT, a sophisticated email marketing program that includes consultative services, detailed analytics, and a white glove treatment approach, is designed to help clients interact with their target audience by driving targeted marketing messages directly to a client's inbox.

DIRECT ENTENT

The fuel for all content syndication,
lead generation, brand awareness,
and thought leadership initiatives

PRODUCT OFFERINGS

DEDICATED EMAIL



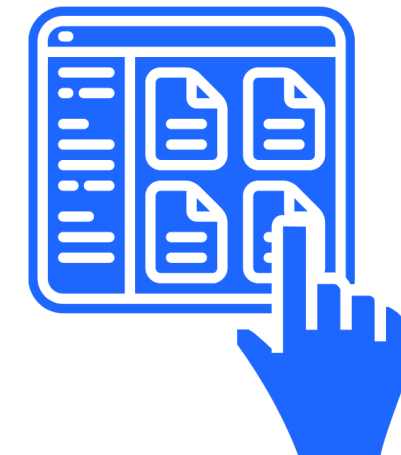
Leverage our database, by reaching your target audience with a one-time dedicated email that sends the right people, the right message at the right time.

THE PROSPECT JOURNEY



Using our ENTENTION database, **grow your lead funnel** by selecting the perfect audience and nurturing those pre-qualified prospects.

THE LEAD JOURNEY

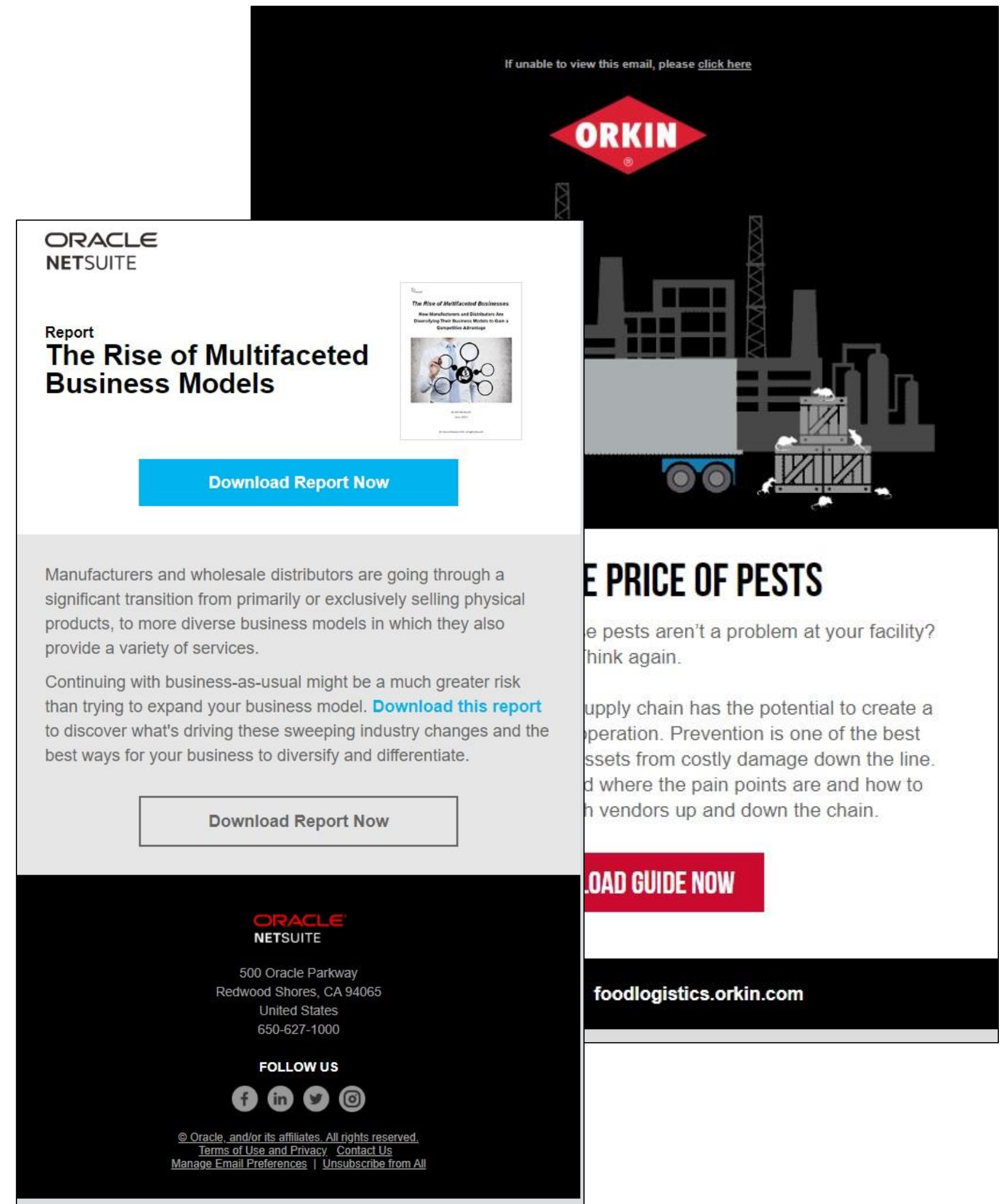


Nurture your established leads that were a result of an ACBM lead generation campaign, by sending a 3x email journey to promote engagement.

DIRECT ENTENT

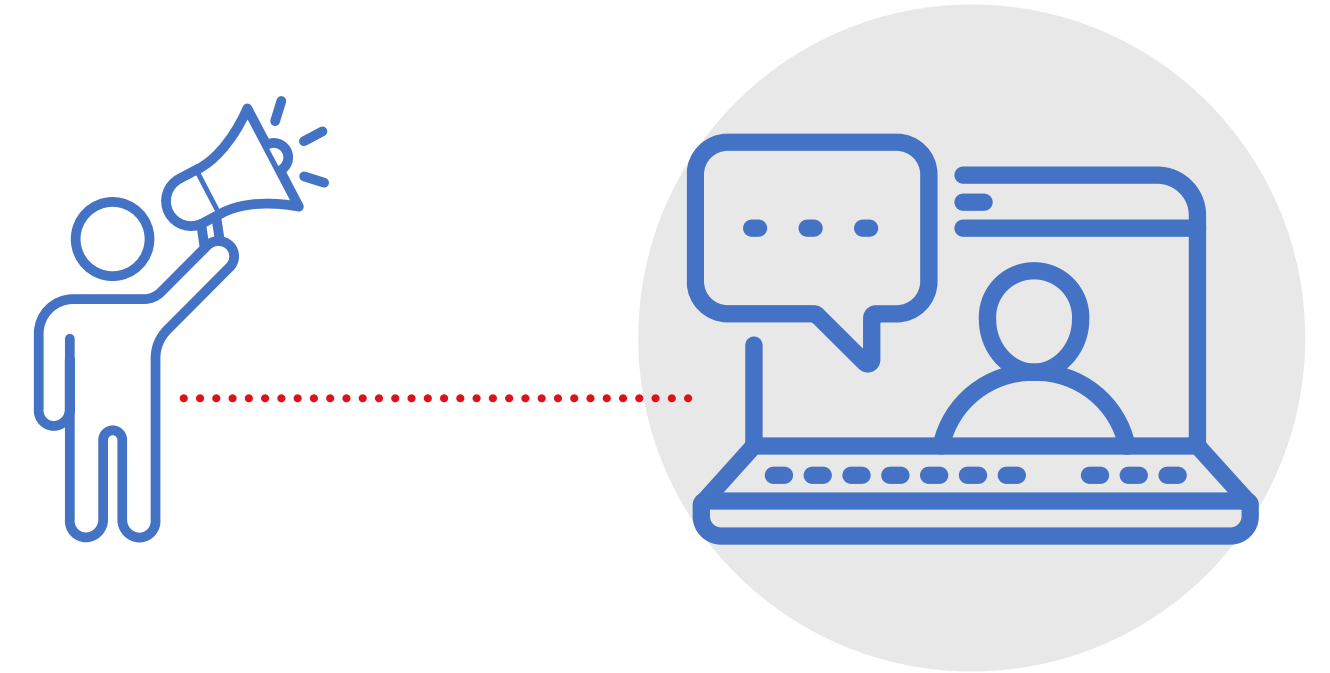
EACH DEDICATED EMAIL WILL INCLUDE:

1. Pre-designed, HTML email message with all included images/copy/links
2. Subject Line
3. Pre-Header
4. ACBM team will oversee testing, Q/A, send and full reporting for each mailing



DIRECT ENTENT

TIPS FOR A SUCCESSFUL ENTENT PROGRAM



- **Multiple Entry Email Messaging.** Include several distinct types of “call to actions” in your messaging, you never know what your audience’s current needs are, give them options — drive web traffic and engagement.
- **Stay Away from One-and-Done Email Deployments.** Even for brand awareness, you should always use a 3x frequency for the best results. Use different subject lines and re-deploy to the non-opens. Use a different subject line and switch up the creative for everyone who opened but did not click the “call to action.”
- **Promote the Benefits of Your Product.** Try and connect your product to an industry problem, what solution/benefit does your product bring to the table.
- **Keep the Email Interesting and to the Point.** People skim through emails, unless it is from family or friends. They like to scan to let the email tell them a quick story before they click further.
- **Refresh All Your Used (Overused) Emails,** even if they have worked for you in the past and you absolutely love them. If you have been recycling an old email, chances are there will be people within ENTENTION that have already seen that message and design. *Note: our team can help you refresh your message and design!*
- **A/B Champion Test Your Emails.** It is not the old A/B split test, this is different. You can glean vital information from using smaller panel testing — wait a couple of hours and deploy the winning subject line or design to the full target audience.

HIGH-IMPACT ONLINE DISPLAY ADVERTISING

The image displays two screenshots of the Food Logistics website, illustrating the impact of Dematic takeover advertising. The left screenshot shows the homepage with a 'Latest' section and a 'Follow Us' section. The right screenshot shows the 'Transportation' channel page. Both pages feature a large Dematic takeover ad at the top and bottom, and a smaller one in the middle of the 'Latest' section.

Homepage Ad:

DEMAC
Congrats to This Year's Rock Stars!
We value your trust in Dematic Technology.

Transportation Channel Ad:

DEMAC
Congrats to This Year's Rock Stars!
We value your trust in Dematic Technology.

Recommended Section Ad:

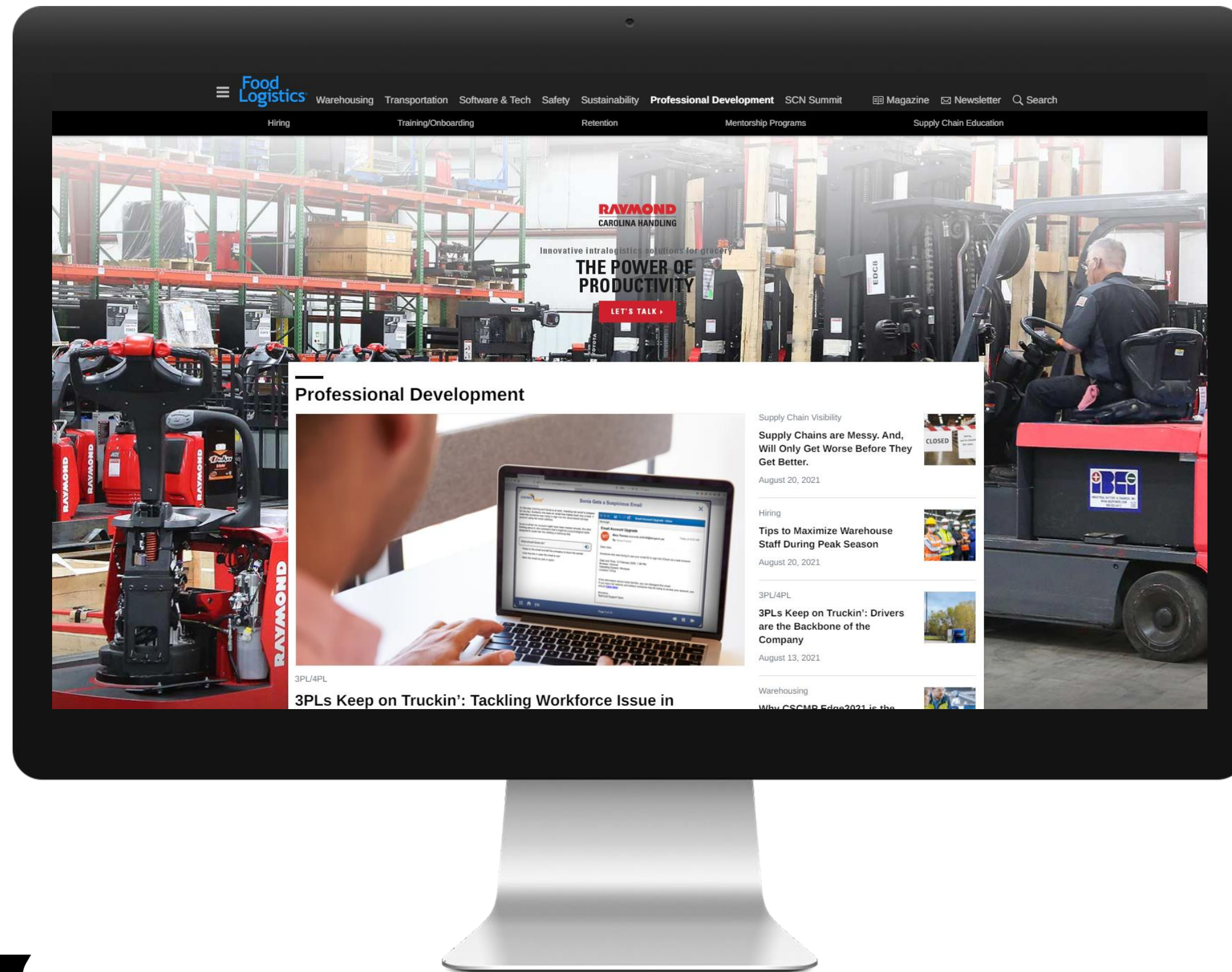
DEMAC
Congrats to This Year's Rock Stars!
We value your trust in Dematic Technology.

Homepage or Channel Takeovers

- Your branding will completely takeover either the homepage or a website channel for a specified time frame, receiving 100% SOV. All ad sizes and site skin are included in this package
- Showcase your company as the foremost expert around one or more of these industry topics:
 - *Food Logistics* Channels: Warehousing, Transportation, Software & Tech, Safety, Sustainability and Professional Development
 - *SDCE* Channels: Warehousing, Transportation, Software & Tech, Safety, Sustainability, Procurement and Professional Development
- Options available to incorporate guaranteed lead generation to create a multifaceted campaign



HIGH-IMPACT ONLINE DISPLAY ADVERTISING

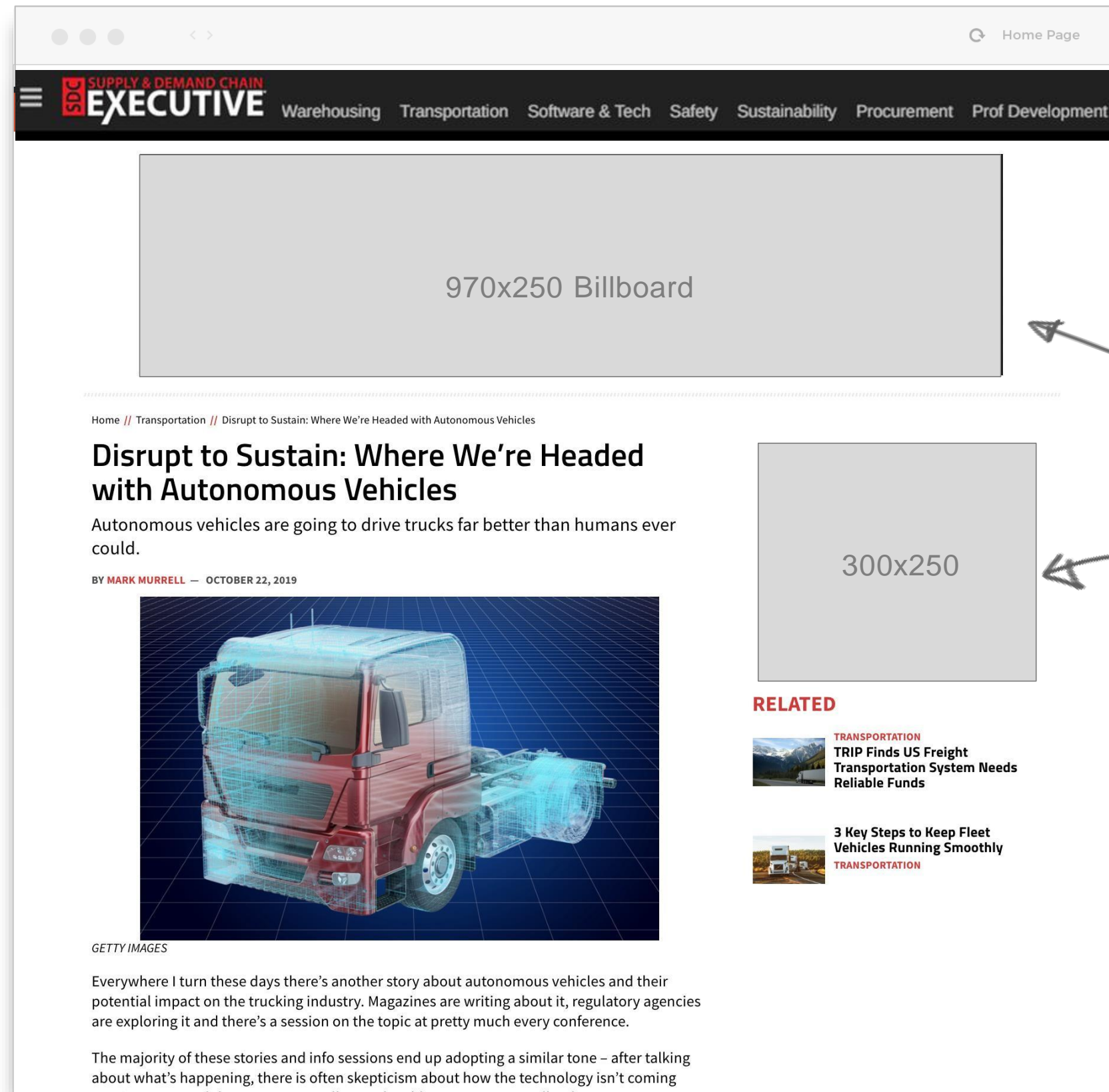


High-impact display ads are an effective way to deliver your relevant message on a large scale. Your advertising will be inescapable as visitors browse the *Food Logistics* or *Supply & Demand Chain Executive* website consuming content that interests them.

Responsive Site Skin (Example)

- The responsive site skin places your branded image as a wallpaper in the background of our website. The 300x250 image/message will appear at the top of the page, as well as when there's a break in the content

WEBSITE BANNER ADVERTISING



We offer a variety of display banner opportunities across our core websites, with the ability to target specific sections and users depending on the goal of your campaign. These units are best used for high volume awareness campaigns and to keep your brand top-of-mind with our readers.

Standard banner units include:

1. 970x250 Billboard
2. 970x90 Super Leaderboard – viewable on computer
3. 728x90 Super Leaderboard – viewable on tablet
4. 300x50 Super Leaderboard – viewable on phone
5. 300x600 Side Rail
6. 300x250 Side Rail

Audience Extension Retargeting

Using 1st party and behavioral user data we also have the ability to re-target our audience offsite and further extend your banner campaign.

NATIVE CONTENT UNITS

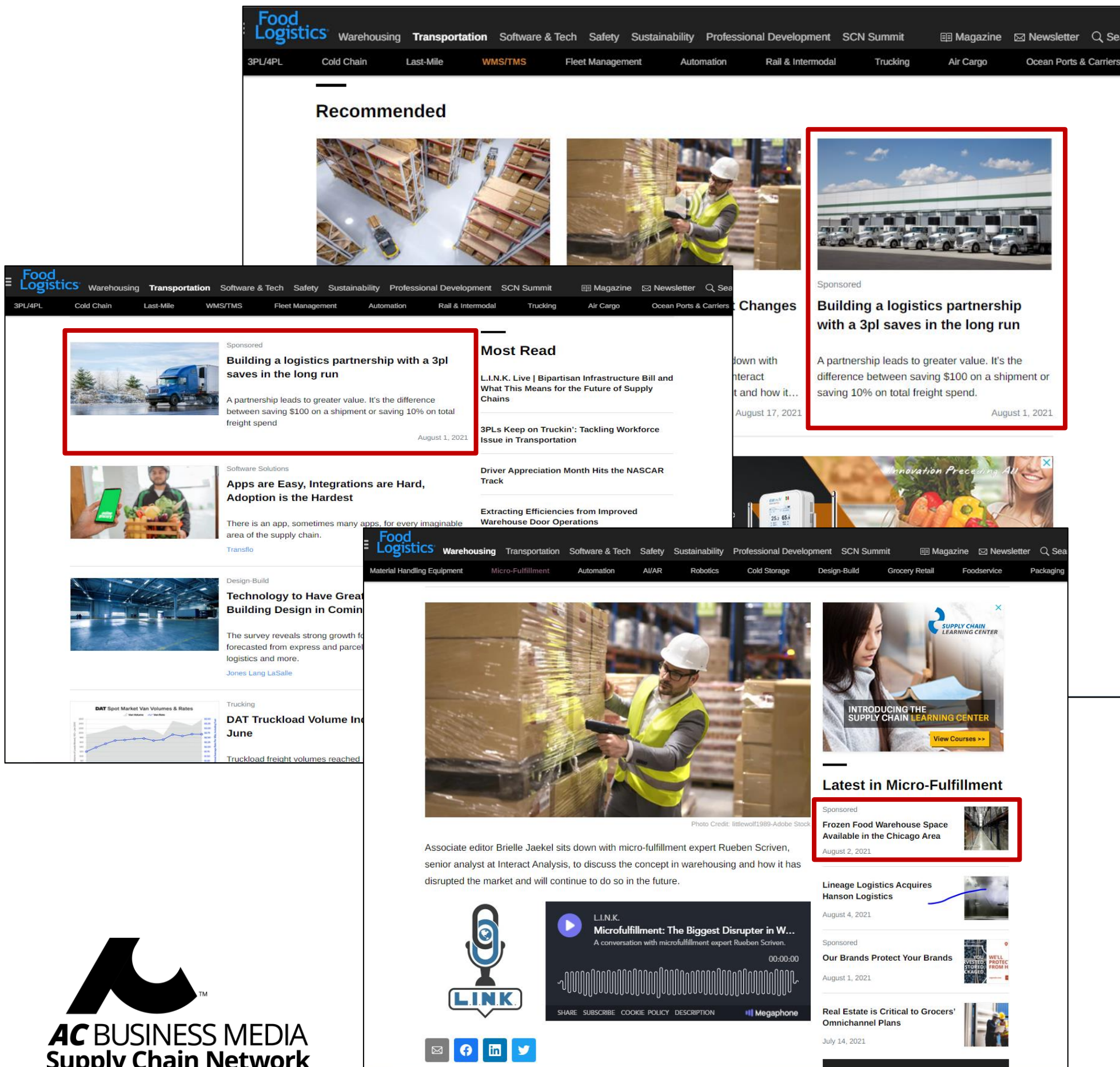
Seamlessly place your message within our on-site editorial content using our native ad platform. These native ad placements are designed to match the look, feel and function of our site's most valuable content, without looking like a traditional ad.

Native ad units rotate within our editorial content in **multiple ad sizes and locations**.

1. The larger native ads will appear within the “latest” column along the left-hand side or within the “recommended” row of content
2. The smaller native ad will appear under the “latest” column on an article's landing page

Benefits

- We target your ad based on channel category
- The ad will also appear anywhere that targeted channel content does across the website
- Addresses inherent limitations with traditional ads such as ad block and ad fraud
- Ad click-through links to your website or to designated Sponsored Content assets
- Research shows these types of advertisements receive on average, 8,000 -10,000 impression per month
- We supply a real-time reporting link to keep track of the success of your campaign
- New dashboard allows you to have full control over your creative throughout the entire campaign



SOCIAL MEDIA PROMOTION

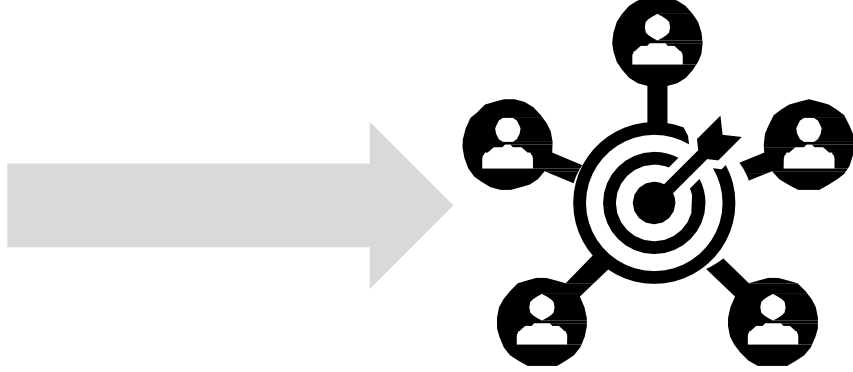
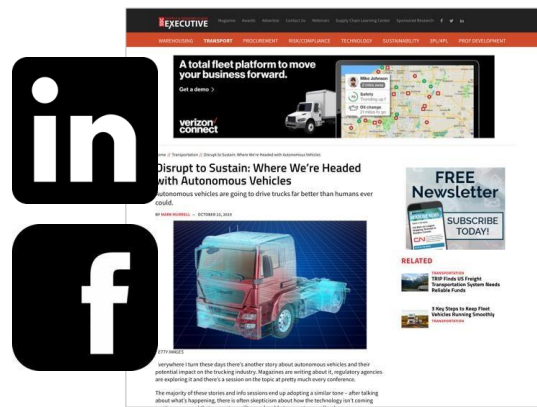
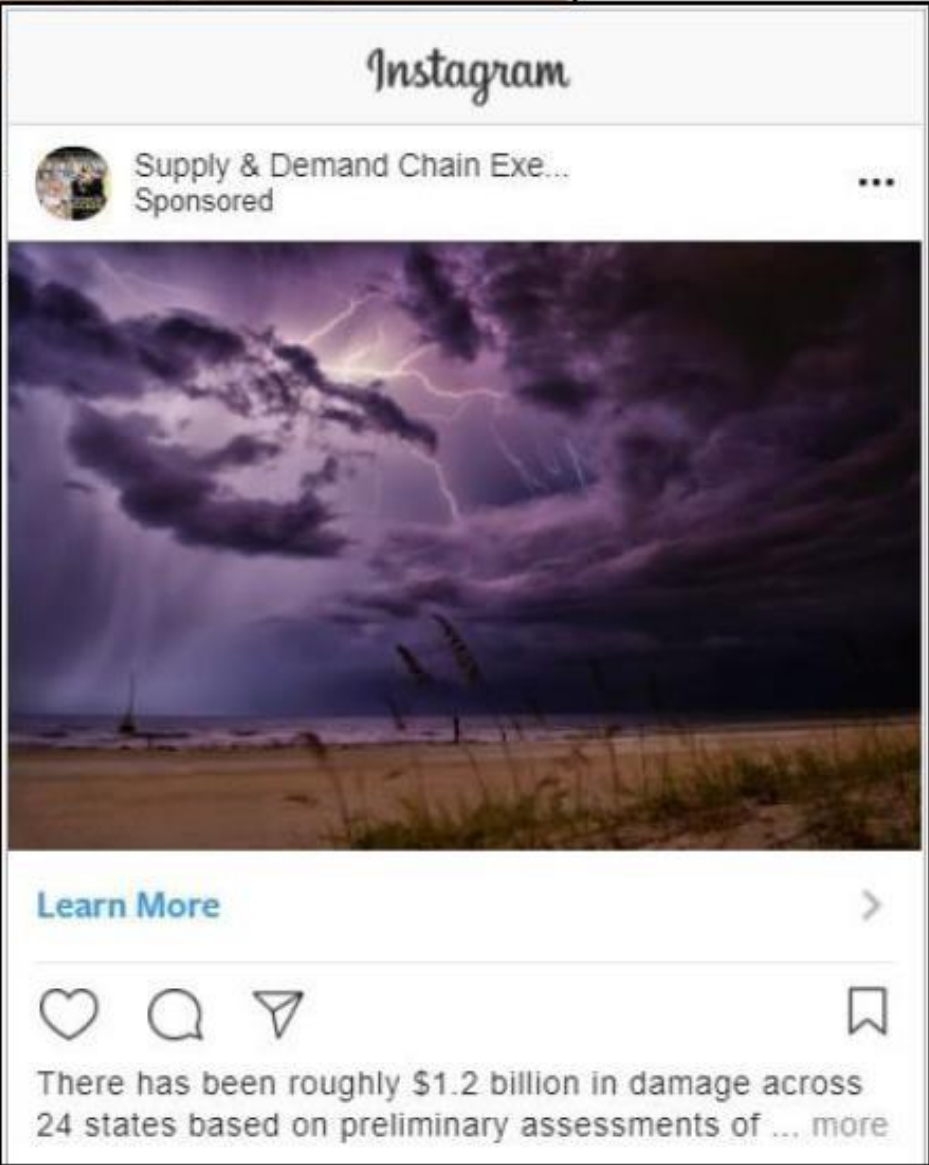
Extend your reach beyond advertising on our core websites with targeted advertising across social platforms such as Facebook, Instagram and LinkedIn. Using our proprietary 1st party subscriber data and behavioral data from our websites, we can target those same users with sponsored posts as they browse their feeds.

Benefits

- Sponsored posts are data-targeted to the segment most relevant to your campaign
- One size fits all posts that can be repurposed on multiple platforms
- Ads display for users within main user feeds, right rail and within mobile apps
- Detailed performance metrics are available for all social campaigns

Fast Facts

- We offer a variety of social ad unit sizes and types that reach users in- feed, side-bar and within stories.
- On average, social extension ad campaigns receive higher click-through rates than on-site banner ads.
- About 75% of Facebook users and 60% of Instagram users visit those social platforms at least once a day.



NEWSLETTERS



118,700+ Total Newsletter Subscribers

Food Logistics Today's News: 22,900+ subscribers

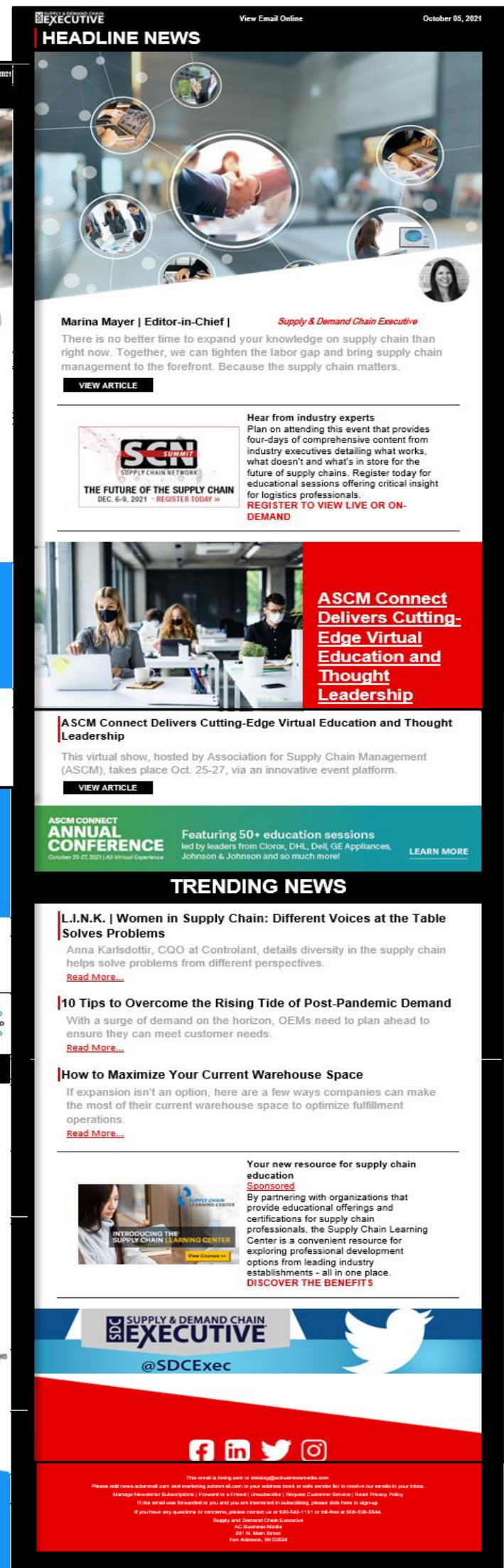
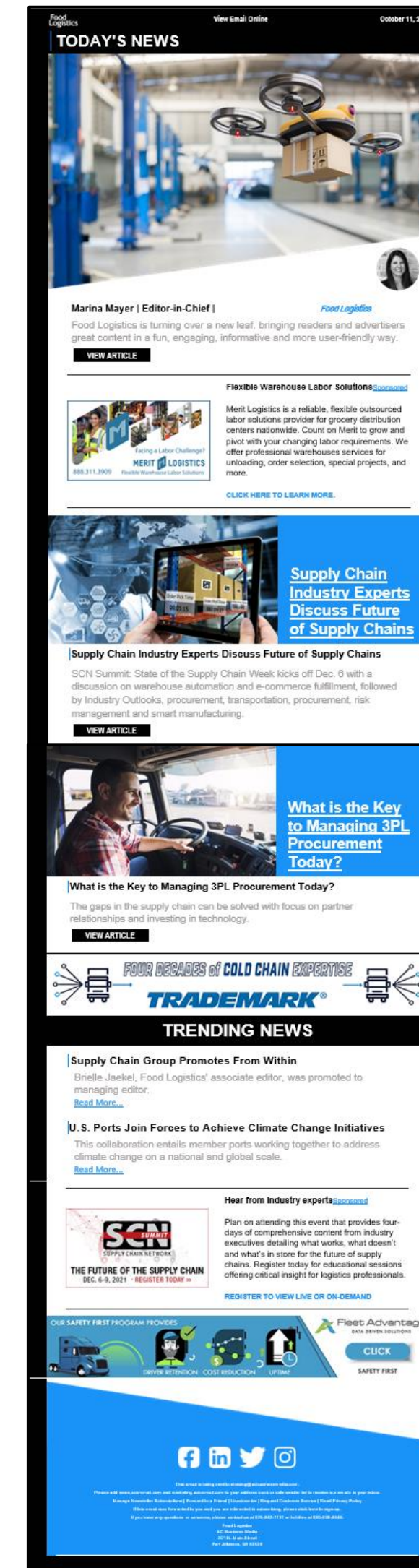
SDCE Headline News: 109,100+ subscribers

Both supply chain digital Newsletters are sent out **2 times** per week.

These mailings curate the most relevant content from our core websites and print publications, distributing them to engaged opt-in subscribers.

Available Ad Units in Each Issue

- 600x100 Display Units
- Native Display Units
- Can be used for video or product



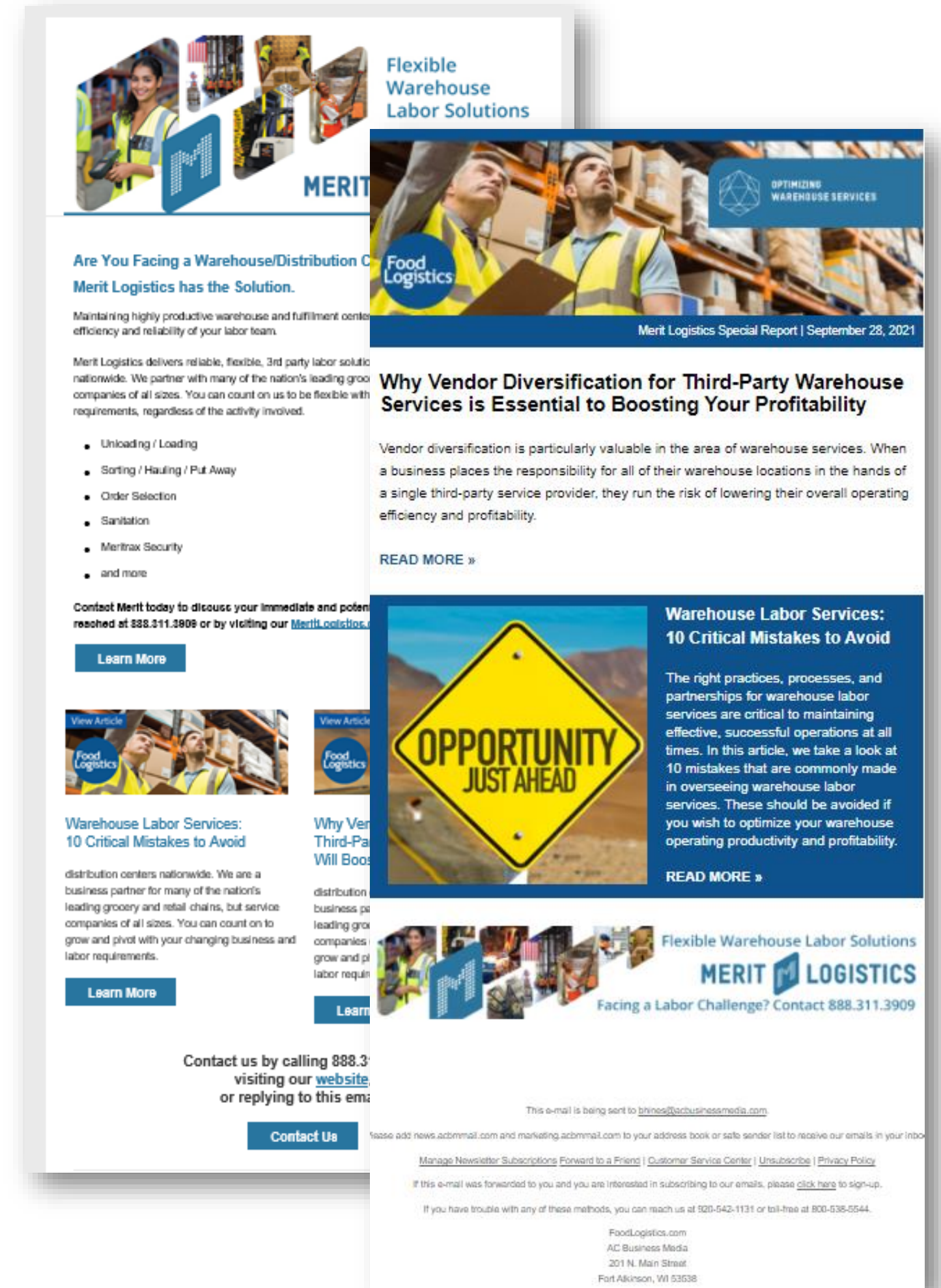
CUSTOM NEWSLETTERS

Our team can produce a fully customized Newsletter for you, including content that is either written by our editorial team, provided by your team or both. These custom Newsletter mailings are intended to focus on key industry topics and subject matters that are important to your targeted audience and align well with your brand. You will be the exclusive sponsor of each distribution.

The exact target segment for a Custom Newsletter is determined by our audience development team, based on your direction, and will influence pricing.

Promotion Included In Each Custom Newsletter

- Client Provided Content: 1-2 Main Photos, 375-575 Words Of Copy Depending On Size
- 600x200 Top Leaderboard Banner Unit
- 210x140 Sponsored Placement, 3-5 Word Headline, and 300 Character Description



PODCASTS



Podcasts offer a unique experience to provide valuable, in-depth information and create a deeper relationship with our subscribers. With smartphones being the primary source of engagement, it's easy for people to listen on morning commutes, during exercise or whenever is most convenient!

We offer a few ways you can connect with your target audience via on-demand podcasts:

1. Podcast Commercial Spot

- 30-second pre-, mid- or post-roll commercial during LINK or LINK Educate! podcast

2. Individual Sponsored Podcast

- Create an educational podcast in partnership with LINK or LINK Educate!, positioning your company as a thought leader
- Podcast will be recorded as a discussion with your SME providing talking points to our editor for reference
- 30-second ad at the end of the podcast
- Edited by our team and submitted for your approval prior to publishing
- Cross-promoted via Social Media, Newsletters and Websites
- Posted in LINK podcast library

3. Sponsored Podcast Series

- A 6-part educational podcast series hosted in partnership with *Food Logistics/Supply & Demand Chain Executive* editor, positioning your company as a thought leader
- Published every other week for three months
- Podcasts will be recorded as a discussion with your SME providing talking points to our editor for reference
- 30-second ad at the end of the podcast
- Edited by our team and submitted for your approval prior to publishing
- Each podcast is promoted via Social Media, Newsletters, Websites and two Emails to 30,000 subscribers of your choice
- Edited podcasts are up to 30 minutes in length

SPONSORED CONTENT

Drive thought leadership with your content (*article, Q&A, infographic, Survey etc..*) or leverage our Editorial Experts and their industry knowledge to create a piece of content for you.

Multi-faceted program that includes several different promotion channels to maximize your exposure!

Suggested Topics:

- ***Sustainability:*** Packaging, Waste Reduction, Clean Energy, Carbon Footprint
- ***Warehousing:*** Material Handling Equipment, Micro-Fulfillment, Automation, Design-Build, Cold Storage, Robotics, AI/AR, Retail, Packaging
- ***Transportation:*** 3PL/4PL, Cold Chain, Last-Mile, WMS/TMS, Fleet Mgmt., Automation, Rail & Intermodal, Air Cargo, Trucking, Ocean Ports & Carriers
- ***Software & Tech:*** Software Solutions, Robotics, Automation, WMS/TMS, AI/AR, E-Commerce Solutions, Emerging Technologies, Supply Chain Visibility
- ***Procurement:*** Visibility Software, Procurement Software, Project Mgmt. Software, Financial Mgmt. Software, ERP, Manufacturing, Sourcing Solutions
- ***Safety:*** Regulations, Sanitizations, Pest Mgmt., Worker Safety, Plant, Safety, Risk/Compliance
- ***Prof Development:*** Hiring, Training/Onboarding, Retention, Mentorship Programs, Supply Chain Education

6-month program investment: \$3,995

[illegible]

SUPPLY CHAIN LEARNING CENTER

This continuing education hub was designed with the busy supply chain professional in mind. The Supply Chain Learning Center provides a convenience resource for exploring educational offerings and certification options from various leading industry organizations, all in one location.

By becoming a Supply Chain Learning Center partner organization, we'll promote the hub to beginners and seasoned pros alike, driving traffic to the site to learn more about your educational offerings, with the ultimate outcome of enrolling in your course.



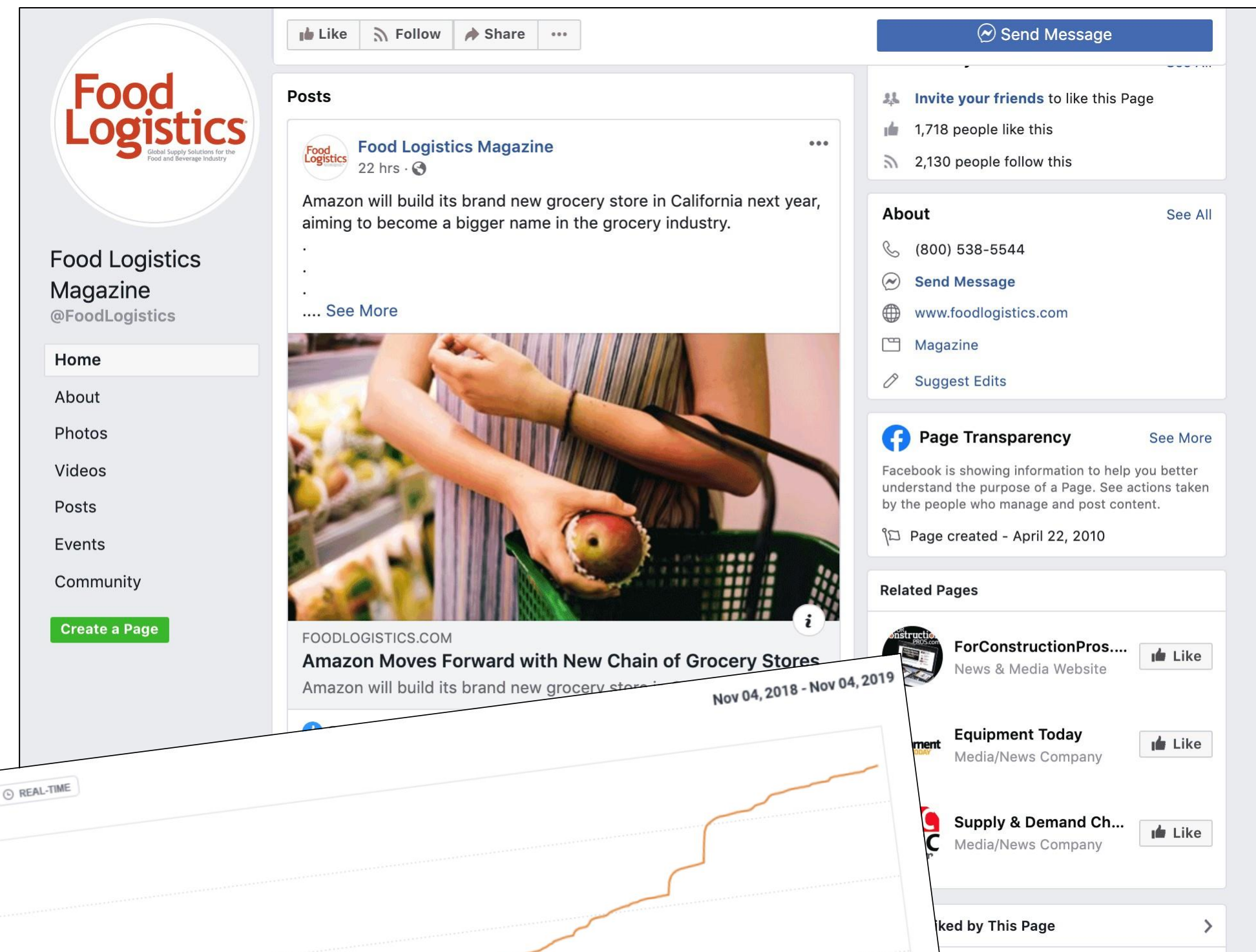
SOCIAL MEDIA MANAGEMENT

Do you want to engage with your customers on Facebook but don't have the time or resources to manage a corporate page? We can do this for you!

Our team are proven experts in social media management and also know how to speak directly to your target customers because they are the same people who read our publications.

We can help you launch, manage and promote a corporate Facebook page for your brand.

- We know your brands and have the industry knowledge to engage with fans
- We have the dedicated staff to manage your social platforms, monitor your activity and engage with followers to grow your fanbase organically.
- Under our social media management, clients have seen an average 71% increase in post engagement.



Example 1 year fan growth for a social management client



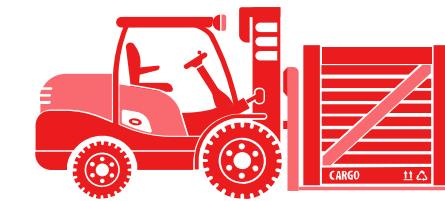
ENTENT

LEAD GENERATION SERVICES





Offered Lead Generation Services



SC ENTENT Engage	SCN Summit	Content Syndication	Webinars
Subscription based demand-gen that provides a mixture of BANT and Early- to Mid-Stage MQLs that fit your targeting parameters	Sponsor exclusive sessions geared around topics our audiences are engaged in and generate MQLs for your sales and marketing teams	Leverage high value content assets to drive MQLs & SQLs with defined lead goals on a pay-per-lead basis	Participate as a panelist in our Partner Roundtable Series or host an exclusive one-hour webinar session, targeting your ideal prospect



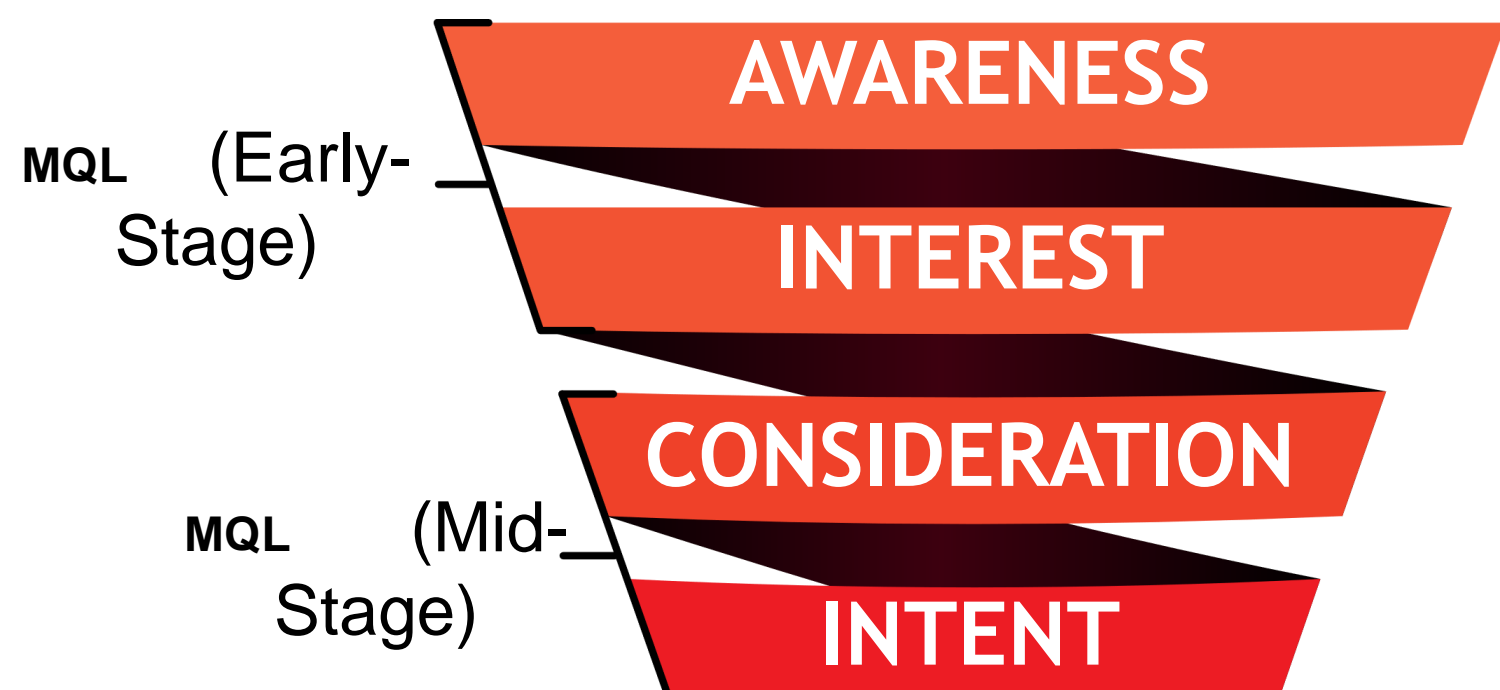
ENTENT ENGAGE

SC ENTENT Engage is a subscription-based demand-gen product that drives a mixture of MQL and BANT leads into your sales funnel – providing a mixture of prospects to nurture and prospects who are in market and actively considering new products and services.





Subscription based lead generation that provides a mixture of BANT and Early- to Mid-Stage MQLs that fit your targeting parameters...



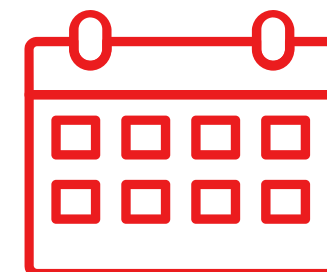
Budget



Authority



Need



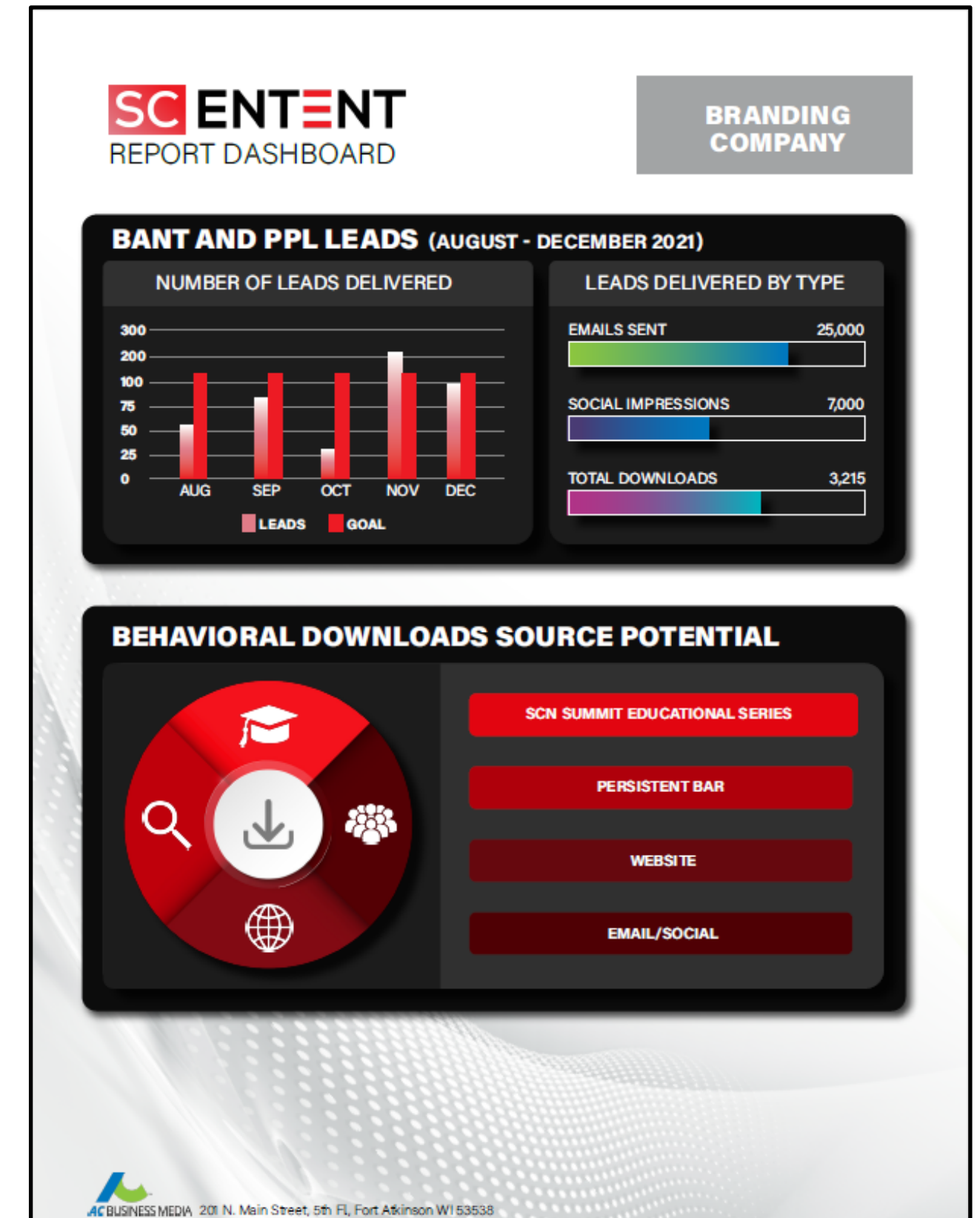
Timeline

Early to Mid-Stage MQLs collected via content syndication of your asset. Leads will fit the defined prospect audience (Business & Industry, Title, etc). Account Based Marketing (ABM) and Target Account List (TAL) targeting is available.

BANT leads are collected from users that download our gated organic content on topics relevant to your product(s). Users opting into content assets answer questions that establish budgets, authority to purchase, specify product needs, and set timelines for intent to purchase – all in a permission-based environment.

SC ENTENT ENGAGE

Rich reporting includes information on what areas of the supply chain companies are considering purchases, within, top companies engaged in your content, and pacing details for your campaign.





SUPPLY CHAIN NETWORK

Stand out as a thought leader and attract new prospects through our 2x per year event. Sponsors receive leads that include the registrant's company name, contact name and email, as well as all firmographic data.

Sponsors can upgrade their package to acquire buyer's intention data from registrants as well.





A year-round opportunity to generate leads partnered with the premier executive Supply Chain Network event in the industry...

The Supply Chain Network Summit is a premier virtual event aimed at educating logistic professionals on critical issues impacting the industry. Session sponsorships are **exclusively** available, limited to one sponsor per session. As an industry expert on the summit topic of your choosing, you'll be the sole presenter during the session being moderated by the Editor-in-Chief of *Food Logistics* and *Supply & Demand Chain Executive*.

Four-day Summits occur twice a year, with sessions being made available on-demand for continued lead generation following the mid-year, and end-of-year Summits.

Take advantage of becoming a sponsor of this leading industry virtual event series with multiple opportunities to participate!

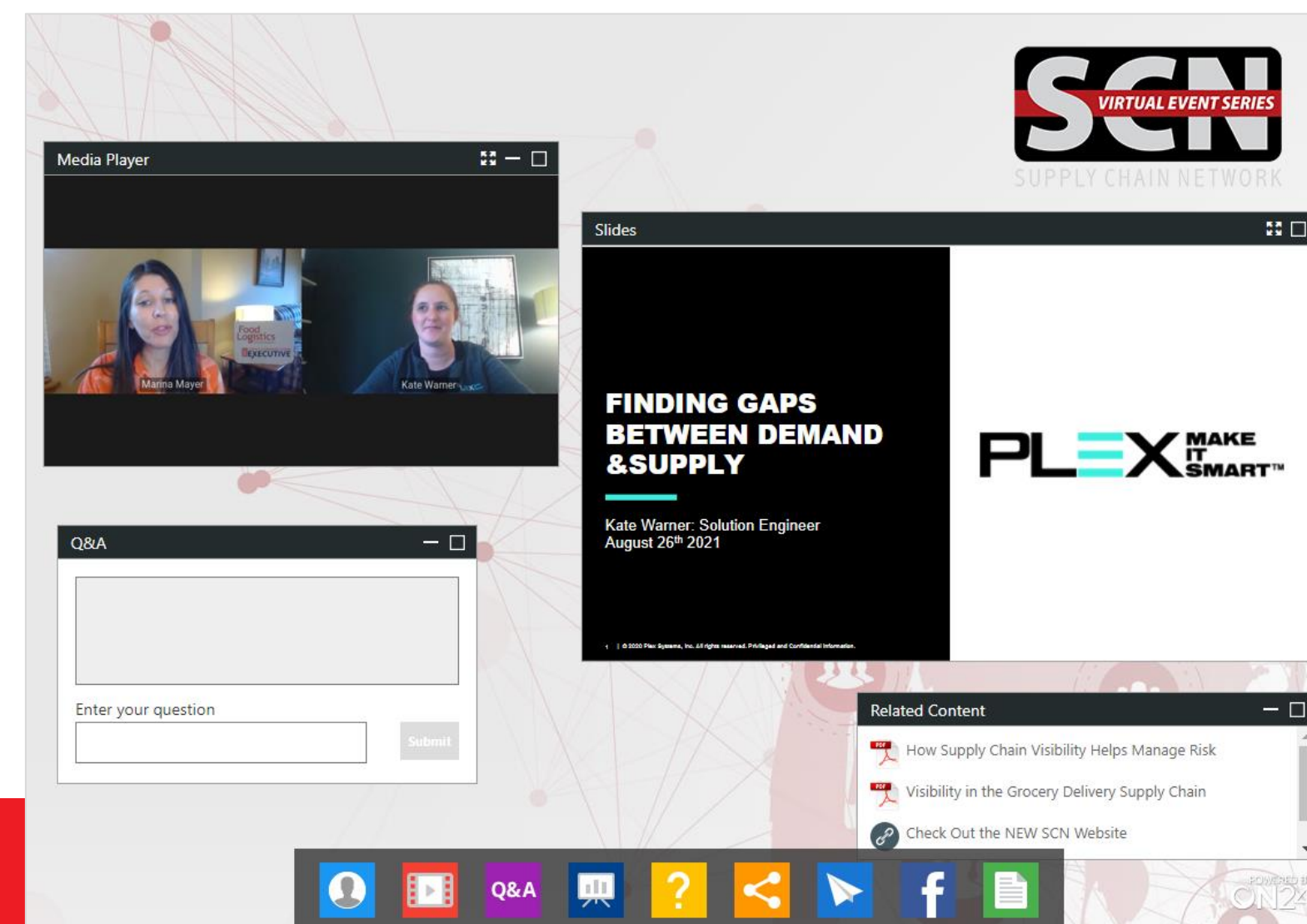
SCN Summit 2022 Schedule:

State of the Supply Chain

June 6th - 9th

Future of the Supply Chain

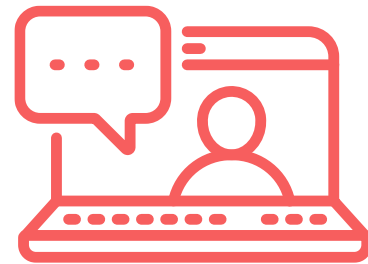
December 5th - 8th



Audience View of a SCN Session



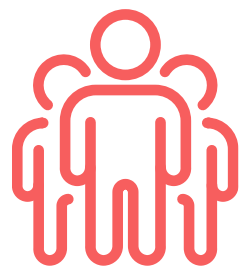
Past Sponsors:



Occurs Twice a Year



9+ Total Sessions*



1,842 Registrations*



CONTENT SYNDICATION

CONTENT SYNDICATION improves brand engagement by attracting prospects through high value, consumable media. Your brand benefits from positioning as an industry thought leader, and subject matter expert (SME) to your targeted buyers:

- Your **high value content**
- Your **targeted prospects**
- Prospects that give you **permission to engage**



CONTENT SYNDICATION

High quality content that opens the door to permission-based relationships...

CONTENT SYNDICATION – is an extremely effective tool to drive relationship and engagement, while nurturing clients through all of the stages of the buyer's journey around your product. Effective content marketing can...

- Provide direct value to clients and prospects
- Offer content, data, and insights in exchange for access
- Use to attract quick interest with variable media types:
 - Blog Posts
 - Short Video
 - Articles
 - How-to
 - Simple Infographics
- Use to convert prospects with High Value Assets:
 - Case Study
 - Presentation
 - Webinar
 - Newsletter
 - Industry Research
 - Comparison Guide
 - Large Infographic
 - Checklist
 - Whitepaper
 - e-Book

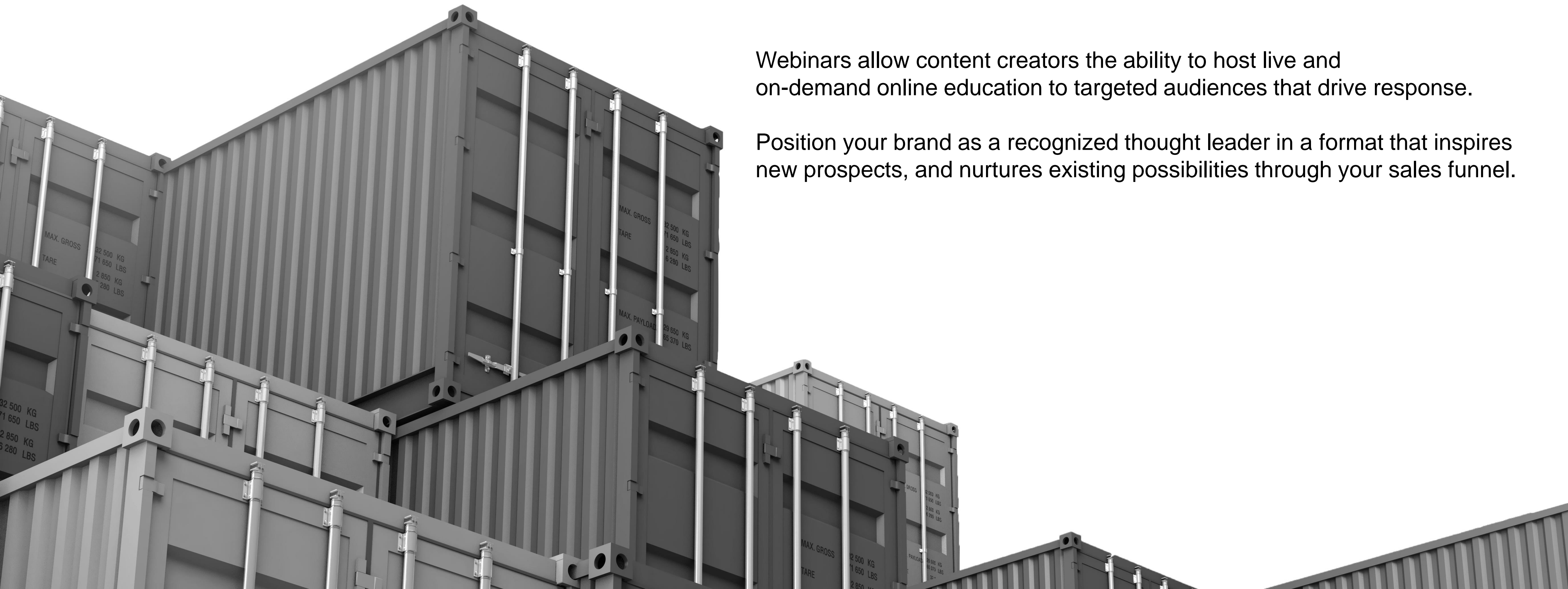


- Spec Guide
- Long Format Video
 - Online Courses
 - Tutorials

WEBINARS

Webinars allow content creators the ability to host live and on-demand online education to targeted audiences that drive response.

Position your brand as a recognized thought leader in a format that inspires new prospects, and nurtures existing possibilities through your sales funnel.



WEBINARS

Educate your ideal prospect with relationship-driven, expert leadership and instruction...




WEBINARS are consistently superlative engagement tools, providing deep-dive, subject matter expert (SME) level relevance to audiences.

Additionally, the product offerings are some of the few content sources available to marketers that reveal a participant's level of engagement. Perfect for lead scoring and nurturing as prospects inform.

Specifically, your brand benefits as you:

- Develop educational content the market desires
- Invite key audiences to engage with your content
- Deliver content in a 1:1 or panelist format
- Nurture audiences with education
- Conduct audience research before/during/after engagement
- Build brand equity with viewers
- Captivate through Live Q&A sessions

Food Logistics WEBINAR



Overview

Title: Transforming Traceability: The Urgent Need for Food Safety Solutions

Duration: 56 minutes

Available On Demand

Register Now

[Already Registered?](#)

* Denotes required.

REGISTER




You must have Javascript and Cookies enabled to access this webcast. [Click here](#) for Help.

Summary

Transforming Traceability: The Urgent Need for Food Safety Solutions


Explore the urgent need for next-level traceability solutions when it comes to food safety and how iTradeNetwork has cracked the code to the industry's first and only instant, precise recall and incident management technology.

Sponsored by:

 [Outlook/iCal](#)  [Google Calendar](#)

By registering, I acknowledge and agree to AC Business Media's use of my contact information to communicate with me about offerings by AC Business Media, its brands and affiliates consistent with AC Business Media's Privacy Policy. In addition, I understand that my personal information will be shared with any sponsor(s) of this webinar, so they can contact me directly about their products or services.

Speakers



Sara Metzger
Sr. Director
Solutions Consulting

As Sr. Director of Solutions Consulting, Sara is always working to discover new ways to utilize technology to enhance lives and to solve complex problems across all industries.

Sara received her BS in Biomedical Engineering from Drexel University and spent only a few months crush-testing spinal devices before deciding she might be more comfortable with a career in the SaaS world.

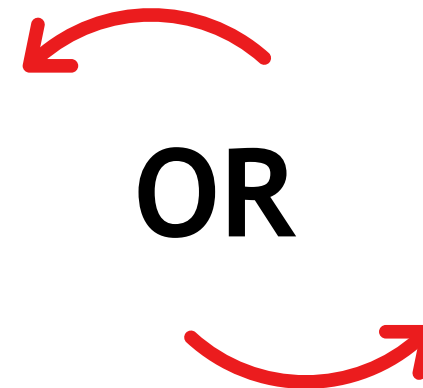
WEBINARS OPTIONS

Choose from two webinar formats to share your expertise virtually...

EXCLUSIVE SPONSORED:

Our exclusive webinars help sponsors accomplish multiple marketing goals and package the content in a “virtual” way. Sponsors benefit from the brand awareness, thought leadership, and lead-gen aspects of our webinar products, which come with a lead guarantee.

- You will be the sole presenter, along with moderator
- Flexibility on timing of when webinar will take place
- Full control over webinar topic
- Premium rate due to exclusivity as a presenter and promotional aspects
- Lead minimum guarantees



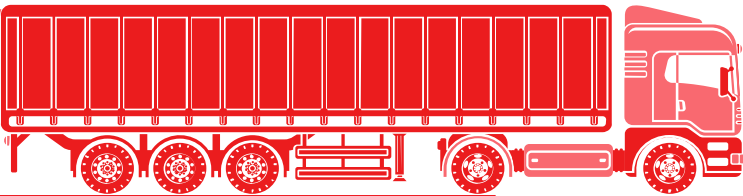
PARTNER ROUNDTABLE:

Partner roundtable sponsors gain the same benefits of brand awareness, thought leadership and lead generation, but without the exclusivity aspect. Sponsors participate as a panelist on one of our 4x per year events. Topics are pre-marketed with presentations being created by our team of content experts.

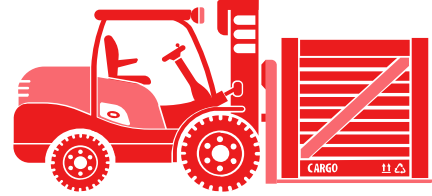
- Limited Space – Only three sponsors per event
- Webinar dates are pre-set as part of a yearly calendar schedule
- Topics are predetermined – sponsors can choose which topics to align their message with
- No guaranteed lead minimum



ENTENT



Summary of Offerings



SC ENTENT Engage		SCN Summit	Content Syndication	Webinars
Lead Type	MQLs & BANT leads	MQLs	Early to Mid-Stage MQLs	Early- to Mid-Stage MQLs
Lead Quantity	Varies by subscription	Varies by event	Pay-per-lead environment	Exclusive Events: 100 Lead Guarantee Roundtable: No Set Minimum
Promotion	Tactics may include email marketing, online display, newsletter, social, video, custom online content and syndication partners	Tactics may include email marketing, online display, newsletter, social, video and custom online content	Tactics may include email marketing, online display, newsletter, social, video, custom online content, and syndication partners	Tactics may include email marketing, online display, newsletter, social, video, and custom online content
Content	High Value Content Assets	Educational, trending or emerging topical content	High Value Content Assets	Educational, trending or emerging topical content
Timing	Three Six Twelve-Month subscriptions	Two months/year 12-month on-demand	30 – 90 cycles are typical but can vary based on campaign	8 weeks surrounding event 12-month on-demand
Investment	Varies by subscription level	Exclusive: \$12,000	\$5,000 minimum spend	Webinars: \$7,500-\$15,000