



# Hosted Webinars

**MED** The Learning Destination  
**LIB** for Health Information  
**ED** Professionals

Hosting a webinar helps position your company as an industry leader, while building your brand. By hosting a webinar, you'll engage MLA members while shining a spotlight on your products and services. This is an ideal program to drive traffic to your company website, product page, or other relevant information.

MLA will promote webinars through extensive marketing support and access to our audience.

## Host will:

- Coordinate, manage, and produce the live webinar and subsequent recordings
- Provide instructors
- Apply for MLA continuing education credit (optional)

## MLA will provide the following marketing and support:

- MLA will handle registrations (optional)
- 2 dedicated email messages promoting the webinar to MLA members and guests (Text copy and logo provided by sponsor)
- 2 mentions in MLA's electronic newsletter leading up to the webinar
- 3 social media mentions leading up to the webinar
- Promotional rotator on our home page leading up to the webinar
- The course recording will be listed in the course catalog on our learning management system for up to 1 year
- The course must be scheduled 8 weeks prior to event

## ORDER FORM

Program Price: \$5,000

COMPANY

CONTACT

TELEPHONE (INCLUDE AREA CODE)

EMAIL

ADDRESS

CITY, STATE, ZIP

DESIRED WEBINAR DATE(S)

To reserve a date, simply complete the order form and email to [bradley@mail.mlahq.org](mailto:bradley@mail.mlahq.org) or fax 703.506.3266.

**For assistance, contact Kathy Bradley, [bradley@mail.mlahq.org](mailto:bradley@mail.mlahq.org).**



For other MLA marketing opportunities, visit [www.mlanet.org/marketing](http://www.mlanet.org/marketing).