

Increase Your Leadership Standing, Generate High-Quality Leads with THE NEXT SILICON VALLEY WEBCAST SOLUTIONS

Webcast Topics:

Regional Roundtables—

Richard Wallace, editor and publisher of The Next Silicon Valley, moderates a lively discussion with three to four regional specialists. Focus is on market, global, and technology advantages of a particular region. Includes polls and audience questions throughout the roundtable to increase interactivity and online participation. Sponsor participation subject to editorial approval.

Rate: \$20,000 net

Editorial Roundtables—

Richard Wallace moderates a series of short (5-10 minute) PPT presentations with top tech industry executives. Presenters could also share their desktops to demonstrate any application. Focus is on emerging technologies, emerging markets. Sponsor participation subject to editorial approval.

Rate: \$15,000 net

Investment Promotion Series—

Sponsors plan the entire webcast, selecting topic and participants, subject to TNSV's final review/approval. Sponsors may submit up to two poll questions and two survey questions at the conclusion of the event.

Rate: \$10,000 net

SPONSORSHIP INCLUDES:

- Complete profile lead information on all live and on demand registrants
- Two invites to the TNSV's community
- Full, ROS banner impressions
- Three mentions in bi-weekly newsletter (two pre event, one post event)
- Listing on TNSV's webcast page
- Weekly mention on Twitter
- Six-month archive

Multi-media communication via the Web is the most effective way to deliver your region's message to a global audience and reduce your costs. Present compelling content, receive real-time feedback, and generate valuable leads with Webcasting. Whether your goals are to promote investment in a new region, or a new technology, brand awareness, or to communicate a corporate message, The Next Silicon Valley can help you increase the effectiveness of your message through our comprehensive content, promotion, and production services.

The Next Silicon valley Webcast series delivers your media-rich communications directly to the desktops of your target audience. You can hold live, interactive presentations over the Internet and later your Webcast can be accessed On Demand by hundreds or thousands of online viewers around the world.

Webcasting Enhances the Effectiveness of Your Message

- Deliver high-quality streaming audio with synchronized slides, or feature a live demo or video by sharing your desktop via a user-friendly viewer interface.
- Increase brand awareness with co-branded registration page and significant banner and newsletter visibility.
- Qualify your audience with registration questions, polling, and surveys.
- Interact in real time with potential customers during Q&A.
- Follow up with supporting resources and a strong call-to-action.

Unique Events – Powerful Solutions

Because your event and marketing objectives are unique, TNSV's Webcasts focus on your needs and provide a one-stop shop for before, during, and after the event. Regardless of size, complexity, or location, we work with you to define objectives, simplify the process and handle all the details.

Turnkey Service:

- Consultation on your business goals, content, and event format.
- A single point of contact to support pre-event coordination, content preparation, promotion, and event delivery.
- Best-of-breed multimedia webcast technology.
- Feedback through reporting tools providing qualification of the audience and measurement of your success.

The Next Silicon Valley is edited and published by Richard Wallace, former editorial director of CMP Media's Electronics group. Richard has over 30 years experience covering the global electronics industry and Silicon Valley in particular. The next Silicon Valley is a new media website focused on global technology development and innovation for the regional tech center, tech investment, and technology business development community.

**For more information please contact us:
rwallace@thenextsiliconvalley.com or call 631 907-2559**

