Webinar

ATARC

Sponsorship Basics

Lead time: **2-3 weeks**

Webinar length: **60 minutes**

Access: **Live-streamed, recorded**

Format: **Panel / roundtable / custom**

Participation: **Gov speaker(s) by ATARC**

Topic input: **Sponsor**

Moderated by: **ATARC**

Q&A session: **Interactive**

Hosting platform: **Zoom**

Marketing: **Co-branded**

Reach: **24,000+ Gov / industry**

Guaranteed leads: **100+ attendees**

Sponsorship rate: **$10,000 / 60 min**

Webinar Explained

An ATARC hosted webinar is a digital collaboration platform that enables meaningful interaction between government, industry and academia. Suggest a topic, provide input on speakers, and let ATARC take care of government speaker recruitment, marketing, content consultation, and live webinar production.

Value

Positions your company as a market leader around a particular issue, topic or program through custom, primary market research ● Enables you to reach a new, targeted audience, gather intel from the government community on their most pressing challenges, and educate them on your innovative solutions ● Demonstrates subject matter expertise and builds credibility regarding technologies and challenges affecting your market ● Gathers insights into forces affecting the market, key technologies, and market needs and perceptions ● Delivers an opportunity to generate new leads and share with existing clients

Suggested Format Options

- Moderated panel discussion on a Government use case (including one company Subject Matter Expert)
- Roundtable conversation with prepared questions (including company executives, customers, or partners)
- Custom format combining various elements
- 3-5 minute sponsor presentation
- Active sponsor engagement in Q&A session for audience engagement

Suggested Webinar Topics

Artificial Intelligence

Cybersecurity

DevOps

Digital / Mobile

Cloud & Infrastructure