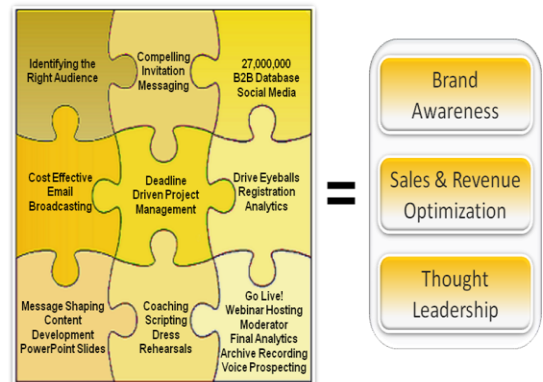




IMS Sponsored Webinars

IMS, the signature summit for Marketing, Advertising and PR Professionals in both B-to-B and B-to-C markets throughout the U.S., enthusiastically announces our new *Sponsored Webinar Series*.

With our webinar provider/partner, WebAttract, we're delivering a limited number of uniquely effective events like this throughout 2010-11. The value of incorporating an informational webinar as part of your integrated marketing strategy is unquestionable. With WebAttract's considerable track record in delivering impactful, highly attended events within a turn-key solution, you can expect to:



- enhance your current advertising, e-marketing and business development
- secure a larger number of the "right eyeballs" on your content
- create and deliver qualified leads to your sales force
- further your thought leadership and enhance your brand equity, and
- deliver measurable outcomes within your budget

Just part of your deliverable as a webinar sponsor will be full contact detail on webinar registrants and the intelligence gathered from their use of surveys, polls and interactive Q&A. You'll also receive a professionally produced recording of your webinar. AND, we'll "fill the seats" for you as well! Our partner WebAttract is widely known for delivering a turn-key, single-vendor webinar demand creation service for diverse clients such as Microsoft, Oracle, Google, Underwriters Laboratories, LAPTOP Magazine, Directions Media and many emerging brands.

If you are interested in becoming a sponsor or partner of the Integrated Marketing Summit, please feel free to [contact us](#) day or night at Shawn@IntegratedMarketingSummit.com or phone 913-962-1016

Feel free to review the sample webinars below.

[VIEW FEATURE WEBINAR](#): "Managing the Webinar Life Cycle – From Start to Finish" - delivered by WebAttract principals to 1,700+ registrants for a recent co-branded BtoB Magazine/Citrix Online event.

[VIEW FEATURE WEBINAR](#): "High Impact Partnering – Actionable Strategies and Cool Tools to Drive Your Partner Recruitment Program" - delivered by WebAttract for its client, Channeltivity, discussing best practices around partner recruitment, enablement and performance measurement to an audience of high technology channel professionals.

[READ THIS CASE STUDY](#) about Dex One, a leading marketing services company who help over 500,000 local businesses create custom-tailored marketing programs which effectively reach potential clients – wherever, whenever, and however they search. Dex One and WebAttract partnered together to create a series of webinars with targeted content that would appeal to several of Dex One's customer segments.

[VIEW THIS BEST PRACTICE VIDEO](#) entitled "Meet Client Expectations with 3 Key Webinar Deliverables", featuring Bret Smith, Co-Principal of WebAttract, LLC.