



THINK SERVICES GAME GROUP

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www.tsgamegroup.com

GAME GROUP WEBINAR PROGRAM

Webinars are among the most effective online lead-generation vehicles available to technology marketers. They provide a platform to deliver your marketing message alongside valuable information to your target market for a minimum cost.

Think Services Game Group Webinar programs offer a turnkey approach to running live web-based seminars. The Game Group will manage a high-impact pre- and post-event strategic marketing campaign aimed at targeted segments of our 400,000 + audience.

GAME GROUP WEBINARS AT A GLANCE

- **LEAD GENERATION:** Guaranteed 100 registrants over 6 months hosted on Gamasutra.com
- **SIMPLICITY:** Game Group Webinars are completely turnkey, including audience development and complete project management. The Game Group team will guide you through every step of the production with a detailed timeline and description of deliverables.
- **VALUE:** Direct access to the Game Group's extensive game development audience and 6 months of additional webinar viewing on Gamasutra.com

AUDIENCE DEVELOPMENT

- Dedicated email blast to relevant segments of the Game Group opt-in database
- Webinar promotional overview on Gamasutra.com homepage
- 120x600 web banner across Game Group Sites (approximately 100k impressions)
- Valuable post-event marketing tools including transcript and MP3 file
- Archived viewing available on Gamasutra.com for 6 months

PRODUCTION SERVICES

- Project management and event production, including presenter training prior to the event
- Post-show survey assessing the value of the content and overall experience of the attendees

TIER 1 WEBINAR: VENDOR PERSPECTIVE

PRICING STARTS AT \$13,900

Event features:

- One-hour live presentation (streaming audio and slides) complete with technical support and up to 10 speakers
- Webinar features include live Q&A, surveys, polling, live URL push
- Access to all opt-in registrant information, including name, company, title, and email, for post-event follow-up

Client responsibilities include speaker(s) and moderator, presentation content deliverables, email blast creative and web banners.

TIER 2 WEBINAR: EDITORIAL PERSPECTIVE

PRICING STARTS AT \$19,500

Become a thought leader in the game development community

- One-hour live presentation (streaming audio and slides) complete with technical support and includes:
 - Special half-hour panel programmed and run by Gamasutra.com editorial staff on a relevant game industry topic
 - Half-hour sponsor talk directly following panel
- Webinar features include live Q&A, surveys, polling, live URL push
- Access to all opt-in registrant information, including name, company, title, and email, for post-event follow-up

Client responsibilities include speakers and content for the half-hour sponsored talk, sponsored talk presentation deliverables, email blast creative and web banners.

Contact your account manager to discuss a campaign that best meets your advertising goal!

Reach the



and

gamedeveloper

audience