

IA Webinars: Manufacturer Series

The Manufacturer Series webinars gives the manufacturer the opportunity to speak directly to those in the industry and share the latest about your company.

The following are a few examples of topics that manufacturers might present:

- Introduce a new product.
- Provide a how-to about a specific product, technology or service.
- Offer ideas for how to grow a business.
- Educate about your company's specific expertise.
- Discuss future plans to generate excitement.

Note: The IA agrees that manufacturers may promote their own product on the webinar; however, products may not be compared with other manufacturers' products (e.g., mentioning other manufacturers by name and/or how other products don't work as well or anything of that nature is not allowed).

How does it work?

Manufacturers can sponsor a 60-minute webinar. As the sponsor, you control the content of the webinar. We will take care of the rest, including setup, registration and promoting your webinar to irrigation professionals.

Webinar Administration

The IA will:

- Reserve a date and time for the webinar from January to October. The date/time must be mutually agreeable to both the manufacturer and the IA.* Reservation of date is on a first-come, first-served basis and can be reserved only after payment is received.
- Market the webinar to the IA's database. The webinar will be marketed to a topic-appropriate audience, and marketing will only be started after payment and all necessary webinar information are received.*
- Provide social media graphics for promoting the webinar.
- Hold a practice run of the webinar for the presenter. This is typically within the week of the webinar. The date/time need to be mutually agreeable to both the manufacturer and the IA.*
- Set up registration of webinar.
- Handle all logistics of webinar.
- Record the webinar for possible future viewing presented by the IA.
- Moderate the webinar.
- Provide the manufacturer the list of webinar registrants (including email addresses), attendees and the questions asked during the webinar.
- Offer free attendance and up to 1 CEU (continuing education unit) to attendees to help boost attendance of the webinar.

Manufacturer will:

- Be an IA member in good standing. Webinar opportunity is only available to IA manufacturer members.
- Submit payment to the IA (see pricing on next page). Reservation of date is on a first-come, first-served basis and can be reserved only after payment is received.
- Select a date and time of webinar as specified in this agreement (must be mutually agreeable to both the manufacturer and the IA).
- Provide the IA with the company logo (EPS file).*
- Provide a brief description of the company.*
- Provide the title of the webinar.*
- Provide a brief description of the webinar and include target audience.*
- Provide the name, job title and brief bio of the presenter of the webinar. Presenter will be given the opportunity to participate in a practice run before the live webinar.*
- Provide a 1200 x 800 px image for email headers and social media graphics.*
- Send the draft and final PowerPoint webinar presentation to the IA.

*Marketing cannot be started until this information is received.

Questions?

Contact Strategic Partnerships and Business Development Vice President Stephanie Clark, CEM, at stephanieclark@irrigation.org or 703.472.5810.

IA Webinars: Manufacturer Series Application

Submit this application to reserve a date to hold an IA Webinar: Manufacturer Series.

Contact Information

1. Name of organization applying for IA Webinar: Manufacturer Series:
2. Name, mailing address and phone number for main billing contact person:

NAME

STREET

SUITE/APT. #

CITY

STATE/PROVINCE

POSTAL CODE

PHONE

EMAIL

WEBSITE

3. Brief company description (send with an EPS attachment of company logo):
4. Company or product-specific URL for company logo in marketing blasts:
5. Name and job title of presenter:
6. Brief presenter bio:

Pricing

\$3,500 - Price of webinar

Payment Information

Check enclosed (payable to the Irrigation Association)

Credit Card: VISA MasterCard
 American Express

Amount \$ _____

CARD NUMBER

EXPIRATION DATE

CVC

PRINT CARDHOLDER NAME

CARDHOLDER SIGNATURE

Mail or fax the completed application and appropriate forms and fees to:

Irrigation Association
8280 Willow Oaks Corporate Drive
Suite 630
Fairfax, VA 22031
Fax: 703.536.7019

7. Title of webinar:
8. Brief description of webinar (include who the target audience should be):

For IA Office Use:

Course Number: _____

Expiration Date: _____

