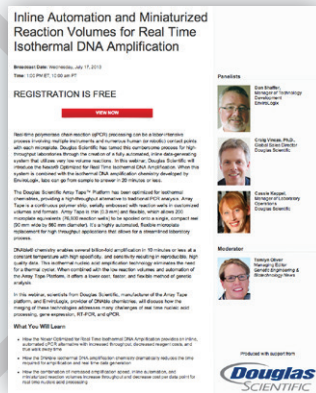


GEN Webinar Marketing Program



GEN will design, produce and deliver a **HTML Email Invitation**, with the sponsor's company logo, event content summary and speaker information, to the appropriate **GEN** subscriber community. The invitation will Also be available to the sponsor for their own distribution.



GEN will design, produce and display a **dedicated HTML landing page and promotional banners** for the event, including the sponsor's logo and event content summary to be prominently displayed on www.genengnews.com



GEN will create and insert **full color house ads**, which will include the sponsor's logo, event content summary and speaker's photos. These ads will appear in **GEN** to promote exposure and attendance for the event.



eNewsletters



GEN will promote attendance for the event, including **event content summary and recognition of sponsorship support**, in **GEN eNewsletters**, Twitter, Facebook and other relevant social media outlets.



Your **GEN Webinar** is promoted on the **GENengnews.com** home page and archived on the site for twelve months.