

Demonstrate thought leadership and build confidence with spa professionals.

WEBCAST

Sponsor prepares the content and delivers the presentation for the webcast. Editors provide a one or two-minute opening introduction and may moderate a live Q&A at the end of the webcast, if sponsor desires. Webcast becomes a content asset that the sponsor owns.

WEBINAR

Editor develops the content, gathers speakers and will be part of the presentation. The content will cover subjects that are trending and highly engaging. This is a great option for sponsors who do not have a presentation prepared. Webinar remains the publisher's asset.

WHAT'S INCLUDED

- **Leads from registered attendees**, both live and on-demand, will be provided to you.
- For webcasts: It will be a 60-minute webcast
 - » 45-minute presentation with a 15-minute Q&A
 - » Approximately 25 slides
- A branding campaign through pre- and post-marketing for your company.
 - » Marketing starts 30 days prior on *Skin Inc.*'s website, in the newsletter, on social media and through dedicated emails.

THE MARKETING PLAN INCLUDES THE FOLLOWING EFFORTS:

WEBSITE

- 58,500 Registered Website Users
- 32,000 Monthly Website Visitors
- Ads run for 30 days before the air date
- Live for 90 days after the air date
- Archived on the website

NEWSLETTER

- 30,500 Newsletter Subscribers
- Display ad runs for 3 weeks before the air date

SOCIAL MEDIA

- 223,000+ Social Media Followers
- 2 Social Media Posts: The first post goes out 2 weeks before the air date and the second post goes out 1 week before the air date.

E-BLASTS

- 32,000 E-blast Subscribers
- 2 E-blasts: the first e-blast goes out 2 weeks before the air date and the second e-blast goes out 1 day before the air date.
- Recap email 1 week after air date

CUSTOMIZATION

- 3 custom questions for the registration page
- Event poll, survey or Q&A data
- Downloadable Resources (PDF, links, white papers, etc.)

*Footnote

MATERIAL LIST

- Company Logo (hi-res, 300 dpi, eps preferred)
- URL with Link
- Webcast Title (Approx. 5 Words)
- Webcast Description (50–100 words)
- Webcast Agenda or 3–4 Bullet Point Takeaways
- Speaker Headshot(s)
- Speaker Bio(s)
- Speaker Contact Information
- Webcast Presentation
 - » Completed Recording (video with slides)
 - » PowerPoint Slide Deck (if using one)
- 3 Custom Questions for the Registration Page

DEADLINES*

- Contract must be signed at least **60 days before** the air date.
- Materials are due at least **50 days before** the air date.
 - » We cannot start marketing until we have all of the materials (see above).

The screenshot shows a webcast interface. On the left, a presenter bio for Isabel Vitale, CEO of SIV, is displayed. The main slide is titled 'THE SKIN MICROBIOME: THE BRAIN OF THE BARRIER' and features a diagram of skin layers with a 'LEAKY SKIN' section. The diagram shows a cross-section of skin with various microbes and a 'SIV' product bottle. Text on the slide describes 'LEAKY SKIN' as characterized by persistent erosion of the skin barrier via dysbiotic skin microbes. It lists three bullet points: 1. The immune system of the host modulates the microbial community. 2. The microbial community and its composition have a great impact on the host's immune system. 3. Both the immune system and the microbial community impacts the function of the host cell - with skin cells we end up seeing classic aging symptoms as well as inflammatory pathologies. 4. We end up losing the barrier function of the skin driving systemic inflammation. Below the diagram, it lists symptoms of leaky skin: itching, burning, stinging, inflammation, persistent dryness. On the right, there is a Q&A section with a question box and a 'Submit' button. At the bottom right, there is a 'POWERED BY ON24' logo.

*Missing Material Due Dates:

There is a \$500 late fee for missing a material due date. We do not want to charge late fees; our objective is to ensure you have a successful event. To do this, it requires that material is received at least 50 days before the air date and your powerpoint slides and recording are complete 25 and 15 days (respectively) before the air date.

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"Brunch & Learn Series"—Join our community

WHAT DO WEBCAST ATTENDEES SAY?

"I love the webcasts that are available at all times and the information is trustworthy. Every company I have contacted via the contact form has been amazing."

WHAT IS "BRUNCH & LEARN"?

"Brunch & Learn" is a monthly series of short 10–15 minute educational presentations by sponsors & editors

WHAT'S INCLUDED

- Position your company as a thought leader in the market
- Leads from registered attendees, both live and on-demand, will be provided to you
- It will be a 10–15 minute pre-recorded presentation by the mini webcast sponsor
- A 60-day branding campaign through pre- and post-marketing for your company.
 - » Marketing starts 30 days prior on *Skin Inc.*'s website, in the newsletter, on social media and through dedicated emails.

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