



# Digital Marketing Opportunities

## Go beyond our conferences

Looking to extend your impact beyond our conferences? You can reach your target audiences any time with our digital marketing offerings. Our web and email programs are designed to increase your visibility, highlight your educational content, and generate targeted leads. From exclusive content sponsorships to product launch announcements, SecureWorld can help you reach your marketing goals.

## Why SecureWorld Digital Marketing can work for you



Access to 90k+ engaged users



Customized packages to fit your needs and budget



No travel expenses—present from where you are



Showcase thought leaders in the cybersecurity community



Capture new leads with no effort—SW delivers to you



Convert leads into customers; tracked through unique URL

## Digital product suite

### Web Conferences



Live and on-demand webcasts provide attendees CPE credits. Includes exclusive sponsorship, promotion, tracking URL, and MP4 recording.

### Promotional Emails



Promote product launches, research, or whitepapers. Sent to full SW database, or targeted to specific regions/markets. Archived on website.

### The Post Sponsorship



Feature your advertorial content with a banner ad in our bi-monthly e-newsletter.

### Blog Sponsorship



Featured blog/article promoted in The Post e-newsletter. On website for six months.

### Banner Ads



Featured ad space in SW conference app or on SecureWorldExpo.com, with 20,000 average monthly visitors. Different locations available; embedded URL.

### Industry Webinars



Sponsor's thought leader presents a 45-minute webcast, with SW Post promotion.

### Survey Sponsorship



10-12 questions sent to full SW database, with dedicated email and SW Post promotion.

### Custom Videos



SW Media will produce a 2- to 5-minute video showcasing your product launch, demo, or announcement. Promoted on our website and YouTube channel.

### The Post sponsorship

- Sent to SW's database of 90,000+
- Above industry average engagement rates:
  - Email open rate: 9.6%
  - Sponsor content click-through rate: 2%

*(Results are based on 2015 averages and are not guaranteed.)*

## Contact us today for a custom quote!

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