

Sponsor a BIC Webinar to effortlessly generate sales leads.

Showcase your brand as a thought leader while highlighting your products to an engaged audience.
Connect with key decision-makers and turn leads into lasting relationships.

WEBINARS

Overview:

- Sponsor provides content, 1-3 speakers and a PowerPoint; video and screen sharing are optional
- Presentation is typically 30-40 minutes, with a 15-minute Q&A
- Attendee polls during the presentation are available
- BIC moderator provides a live introduction to the webinar
- BIC provides the webinar platform, online registration process and promotion

Promotion:

- E-blasts to BIC audience
- Promotional content and banner ads in BIC newsletters
- Branding and promotion on BICMagazine.com
- Social media marketing
- Print promotion if time permits

Qualified Lead Generation:

- Sponsor receives full opt-in contact data for all registrants, webinar metrics
- Sponsor may provide 1-2 questions for the registration form
- On-demand recording generates leads for 12 months

Who attends BIC Webinars:

Attendees include key decision makers from top energy companies such as:

Arkema	DuPont	LyondellBasell	Suncor Energy
BASF	Eastman	Marathon	Valero
bp	ExxonMobil	NRG	Westlake
CF Industries	INVISTA	Phillips 66	Chemical
Chevron	Kinder Morgan	Sasol	
Dow	Kuraray	Shell	

Rate:

- 1x - \$8,500
- 2x or more - \$7,900 per webinar

INDUSTRY ROUNDTABLE

PRIORITIES FOR A ZERO INCIDENT OPERATION

MODERATOR:
Chris Williams
Executive Director
VPPPA

PANELISTS:

- RICHARD BASS
Manager, HSES
Kuraray America
- BEN MITCHELL
North America Director HSSE
Kaneka
- DAN TOPEROSKY
HSE Manager Lake Charles Refinery
Phillips 66
- TARA GARDNER
ESSH Director, Chemical Operations and Process Safety
Ascend Performance Materials

SPONSORED BY:

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BIC INDUSTRY ROUNDTABLES

Unlock unique branding and lead generation opportunities with editorial-driven virtual roundtables. Join industry leaders discussing key topics like market predictions, reliability, process safety, productivity and supply chain logistics.

Sponsor receives:

- Exposure throughout promotion and during event, including logo, links and description
- Mention of company's value proposition during live presentation
- Full opt-in contact data for all registrants
- BIC manages all content
- Sponsorships are limited to four non-competing companies, per event

Rate: \$5,500 per event

Watch Recent Webinars:

[BICWebinars.com](https://www.bicmagazine.com/webinars)