



BUSINESS PARTNER PACKAGES

**Demand Generation, Brand Exposure,
Content Delivery:** Increase your exposure
with branding and demand generation
services

WHAT IS we.MEDIA? AND WHAT CAN YOU EXPECT.

we.MEDIA is the digital business unit of we.CONECT. Working with we.MEDIA you will get access to our highly exclusive community that we have established with over 80+ international events annually. Our team will work with you on your campaign to target and reach the right audience for your product and solutions. In addition to our digital hubs you will benefit from targeted email marketing and social media promotions to ensure maximum return on investment (ROI).

we.MEDIA brings together 7 digital hubs from different industry sectors and audiences. But they all have one thing in common:

Deliver Innovation – Deliver Trends – Deliver ROI – Deliver Content. We keep our community up-to-date with industry news, trends, technologies and innovations.



LEAD GENERATION

**Brand Exposure, Brand Development,
Content Delivery:** Increase your
exposure with branding and lead
generation services

LEAD GENERATION, BRAND AWARENESS & CONTENT DELIVERY

- ▶ Would you like to promote your brand and your products in front of potential prospects in the DACH, UK, EU and US market?
- ▶ Would your sales pipeline benefit from new & fresh contacts?
- ▶ Do you have interesting, innovative and unique content ready to share with your target audience but don't know how to reach them?
- ▶ Are you currently looking to expand into a new market?

With our tailor-made packages we set up an individual campaign for your demand generation and to expand your brand and market share.

- ▶ **Webinars**
- ▶ **Content Promotion (Whitepapers, Case Studies, Interviews etc.)**
- ▶ **Industry Surveys & Reports**
- ▶ **On demand video productions**
- ▶ **Long Term Demand Generation Campaigns**
- ▶ **Online Events**

Our digital hubs are knowledge exchange & content platforms for executives and decision makers. Industries & topics we cover: Automotive, Manufacturing, Engineering, IT & IT Strategy, DevOps, IoT, Cloud, Finance & Legal, Marketing & Communication, HR and many more.

we.MEDIA – DIGITAL HUBS

DIGITAL BUSINESS HUB

The Knowledge Exchange Platform for Digital & IT Decision Makers.

Digital Business Hub is the ever-growing source of knowledge and expertise regarding the huge topics information technology, software development, cloud & digital transformation. All topics are extremely diverse – it does not only appeal to IT decision makers and experts but to anybody interested in the rise of digital ecosystems and businesses.

Topics

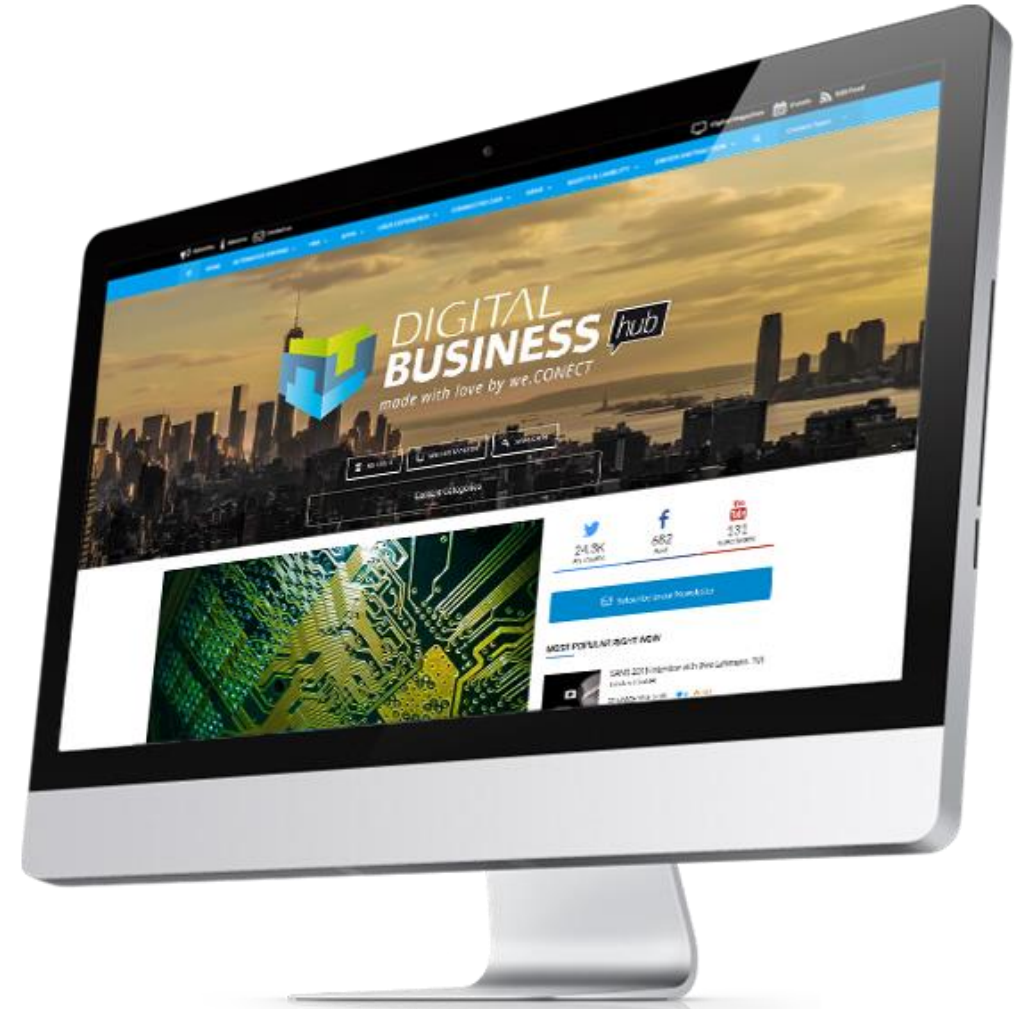
- ▶ Digital Transformation
- ▶ Cloud
- ▶ XaaS
- ▶ Virtualization
- ▶ Software Defined Products
- ▶ Infrastructure & EAM
- ▶ Big Data & Smart Data

▶ WEBINARS

▶ CASE STUDIES

▶ WHITEPAPER

www.digital-business-hub.com



 **DIGITAL BUSINESS** *hub*
The Knowledge Exchange Platform for
Digital & IT Decision Makers

ABOUT we.MEDIA

SUCCESS STORY

Content Placement Campaign

- ▶ **Client:** Hewlett Packard Enterprise
- ▶ **Whitepaper:** „Establishing the Foundations for Digital Factory and IoT Applications“
- ▶ **Target audience:** VPs, Directors, Managers for Manufacturing, Industry 4.0 & Digital Transformation
- ▶ **Lead Target:** 50
- ▶ **Total number of downloads achieved:** 88
- ▶ **Campaign duration:** 4 weeks

The screenshot shows the 'Industry of Things voice' website. The header includes navigation links: 'About us', 'Contact us', 'Advertise', and 'Write for us'. The main navigation bar contains 'HOME', 'CONTENT DELIVERY', 'DIGITAL HUBS', and 'EVENTS'. The hero section features a large background image of a factory interior with the title 'Establishing the Foundations for Digital Factory and IoT Applications' in green. Below the title, three paragraphs of text describe the importance of data in industrial digitization and the challenges of integrating critical systems. A 'Download Whitepaper' button is prominently displayed. On the right side, a tablet mockup shows the whitepaper cover, which includes the title, a photo of a worker, and the Hewlett Packard Enterprise logo.

Industry of things voice

HOME CONTENT DELIVERY DIGITAL HUBS EVENTS

Establishing the Foundations for Digital Factory and IoT Applications

The key enablers in industrial digitisation and IoT are the applications that extract value from data.

Using these applications, data, the life blood of the emerging digital manufacturing industry, is processed and shared to generate new business value. But there are challenges, since the mission critical systems running factories are difficult to transform and integrate. Difficult they may be, but they are also a trusted high-value asset sustaining stability.

This guide, for manufacturing line of business leaders, addresses how to deploy applications for digital factory and IoT projects to ensure flexibility and maintain stability at an affordable cost point.

[Download Whitepaper](#)

Establishing the Foundations for Digital Factory and IoT Applications

Hewlett Packard Enterprise

ABOUT we.MEDIA

SUCCESS STORY

Webinar

- ▶ **Client:** PTC
- ▶ **Webinar topic:** „Next Generation PLM” – Case study with PTC’s client Airbus”
- ▶ **Target audience:** VPs, Directors, Managers for Manufacturing, Continuity, Configuration Services, Data Analytics
- ▶ **Lead Target:** 60
- ▶ **Total Number of registrations achieved:** 143
- ▶ **Live participants:** 89
- ▶ **Campaign duration:** 6 weeks

The screenshot shows a video player interface for a PTC webinar. At the top, there's a navigation bar with links: 'About us', 'Contact us', 'Advertise', and 'Write for us'. Below this is a blue header with the 'Industry of things voice' logo and a menu icon. The main content area features the webinar title 'NEXT GENERATION PLM' in large green letters. To the right, there's a promotional graphic with the text 'GET READY' and a button 'JETZT ANMELDEN'. Below the title, the speakers 'Robert Huber' and 'Andreas Kratz' are listed. The PTC logo is prominently displayed on the right side. At the bottom, there's a video player control bar showing the date '02.08.2019' and a progress bar at '0:00 / 42:36'. The bottom of the page has a blue footer with the we.MEDIA logo, a 'made with we.CONNECT' badge, and the URL 'www.we-conect.com/media_and_webcasts'.

Industry of things voice

HOME CONTENT DELIVERY DIGITAL HUBS EVENTS

PTC Webinar Next Generation PLM

GET READY

JETZT ANMELDEN

LIVE WEBINAR
NEXT GENERATION PLM

Robert Huber
Andreas Kratz

ptc

WEITERE VIDEOS

02.08.2019

0:00 / 42:36

YouTube

we.MEDIA THE CONTENT DELIVERY NETWORK

made with we.CONNECT

www.we-conect.com/media_and_webcasts

ABOUT we.MEDIA

SUCCESS STORY

Webinar

- ▶ **Client:** Cyberark
- ▶ **Webinar topic:** „Schutz von Cloud-Umgebungen im Zeitalter von DevOps“ (Protecting Cloud Environments in the Age of DevOps)
- ▶ **Target audience:** Director and Managers for IT & IT Security, IT Compliance, Cloud, Enterprise Architects
- ▶ **Lead Target:** 80
- ▶ **Total Number of registrations achieved:** 118
- ▶ **Live participants:** 65
- ▶ **Campaign duration:** 6 weeks

 About us  Contact us  Advertise  Write for us

Industryofthings voice 

HOME CONTENT DELIVERY ▾ DIGITAL HUBS EVENTS

 CyberArk Webinar: Schutz von Cloud-Umgebungen im Zeitalter von Devops


CYBERARK



Protecting Cloud Environments
in the Age of Devops

Christian Goetz
Director of Presales DACH

 CYBERARK®

Schutz von Cloud-Umgebungen im Zeitalter von Devops
Wie Grenzen verschwimmen, wenn alles unendlich schneller wird

„The leads corresponded
with exactly the target
group we wanted to
Reach & our sales team
were able to initiate
activity with those contacts
following the webinar.”

**Global Demand Generation Manager,
Flexera**

flexera

PACKAGES & PRICING

We have partners – not sponsors.

**Demand Generation, Brand Exposure,
Content Delivery:** Increase your
exposure with branding and demand
generation services

CONTENT PLACEMENT BASIC

WHAT IT IS

Place your content on our hub to enhance your brand exposure.

Gain exposure from a new audience. Reserve your spot on our digital hubs to place your valuable content, article or video you would like to share with your target group. Our hubs address relevant decision makers who are always looking for relevant industry information. Our digital magazines combine articles from cross-industry authors, experts, our editorial team and selected content from solution providers.

WHAT YOU GET

- ▶ Your content exclusively positioned on our hub for you
- ▶ A top-class and international readership on decision making level
- ▶ Brand awareness as an effective supplement to your own marketing activities
- ▶ Further outreach to build links back to your own website
- ▶ Exclusive Banner Ad
- ▶ Further benefits can be taken from the packages
- ▶ *Content Placement can be upgraded to an exclusive Content Placement Campaign (Lead Generation Campaign)*

Price on request

LIMITED AVAILABILITY

CONTENT PLACEMENT CAMPAIGN

WHAT IT IS

Individual Content campaign for your Lead Generation.

Placing and spreading valuable content is a very effective marketing tool in both the B2C and the B2B world, however the quality and quantity of the data set and target group are crucial. Our Content Placement Campaign is a fully integrated digital campaign addressed to your target audience selecting relevant channels and networks to ensure a maximum reach.

You provide us your content, we take care of the rest: from the selection of relevant, qualified leads to promoting your content to your target audience.

WHAT YOU GET

- ▶ Your content exclusively positioned on the front page of our digital hub and spread for you
- ▶ Targeted Content Mailings up to 10,000 contacts
- ▶ Well-positioned banner ad to increase your brand awareness
- ▶ Eye-catching republish after 4 weeks
- ▶ Social Media Support Campaign for further coverage
- ▶ Full access to all generated leads
- ▶ Lead: Based on data entered in the following fields: first name, last name, job function, company, phone number, email address, industry, country.
- ▶ Average number of contacts: 60

Price on request

LIMITED AVAILABILITY

CONTENT PLACEMENT YEARLY CAMPAIGN

WHAT IT IS

Long-term content campaign for your Lead Generation.

The Yearly Content Placement Campaign is a fully integrated digital campaign addressed to your target audience selecting relevant channels and networks to ensure a maximum reach for the year. Share with us your content, we will share your thought leadership and . From the selection of relevant, qualified leads to promoting your content to your target audience.

WHAT YOU GET

- ▶ **AVERAGE NUMBER OF LEADS: 200+**
- ▶ 1 Interview with your C-level management
- ▶ 4 Whitepapers content placement
- ▶ (Unlimited) Blog posts
- ▶ Your content exclusively positioned on the front page of our digital hub and spread for you
- ▶ Targeted Content Mailings our community
- ▶ Well-positioned banner ad to increase your brand awareness
- ▶ Social Media Support Campaign for further coverage
- ▶ Full access to all generated leads
- ▶ Lead: Based on data entered in the following fields: first name, last name, job function, company, phone number, email address, industry, country

Price on request

LIMITED AVAILABILITY

WEBINAR CAMPAIGN

WHAT IT IS

Trendsetter, innovator, thought-leader – your live showcase.

Our webinars offer you the chance to share your expertise and knowledge with an international audience, allowing you to directly discuss your solutions, services and products in front of your target audience.

Throughout the webinar, you'll get the opportunity to engage with your potential customers, get insights into their challenges and to demonstrate your products.

YOUR BENEFITS

- ▶ Targeted & segmented email campaigns to promote your webinar
- ▶ Exclusivity for the duration of the campaign
- ▶ Social Media Support Campaign for further coverage
- ▶ Well-positioned Banner Ad to increase your brand awareness
- ▶ IT Infrastructure and Set up
- ▶ Interactive setting to position your expertise and tools incl. Q&A session
- ▶ Ownership of the Webinar for further promotion
- ▶ Full access to all contacts registered and participating the webinar
- ▶ Lead: Based on data entered in the following fields: first name, last name, job function, company, phone number, email address, industry, country
- ▶ Average number of contacts: 60

Price on request

LIMITED AVAILABILITY

WEBINAR PRE-EVENT

WHAT IT IS

Trendsetter, innovator, thought-leader – your live showcase.

In combination with our events, we offer you an exclusive pre-event webinar up to 4 weeks before the event to boost your client engagement. It gives you the chance to directly discuss your solutions, services and products in front of your target audience.

Throughout the webinar, you'll get the opportunity to engage with your potential customers, get insights into their challenges and to demonstrate your products.

WHAT YOU GET

- ▶ Targeted & segmented email campaigns to promote your webinar
- ▶ Exclusivity before the event: Only two pre-event webinars available
- ▶ 5 Complimentary Event Tickets to allocate to your prospects (end users only, checked and confirmed by we.CONECT)
- ▶ Social Media Support Campaign for further coverage
- ▶ Well-positioned Banner Ad to increase your brand awareness
- ▶ IT Infrastructure and Set up
- ▶ Interactive setting to position your expertise and tools incl. Q&A session
- ▶ Ownership of the Webinar for further promotion
- ▶ Full access to all leads registered and participating the webinar
- ▶ Lead: Based on data entered in the following
- ▶ fields: first name, last name, job function, company, phone number, email address, industry, country
- ▶ Average number of contacts: 60

Price on request

ONLY 2 AVAILABLE

SURVEY CREATION

WHAT IT IS

Surveys – strengthen your sales pipeline.

Surveys are a valuable tool for any enterprise. They can help you gain insight into your field, hone your product to meet customer needs, and identify emerging trends. At the same time it is a perfect tool to generate new leads.

Our experienced editorial team will work with you on the survey design and will give you advise on the survey structure and questions. The compelling survey report provides you a valuable piece of content for further marketing and lead generation activities.

WHAT YOU GET

- ▶ Survey generated and conducted exclusively for you
- ▶ Dedicated mailings with landing page to up to 10,000 relevant leads
- ▶ Average expected respondents: 100
- ▶ Social Media Support Campaign for further coverage
- ▶ Well-positioned Banner Ad to increase your brand awareness
- ▶ Full survey report to promote and share the results
- ▶ Full access to generated leads (based on data entered on the last page of the survey)

Price on request

CUSTOMIZED PACKAGES

CONTENT CREATION

WHAT IT IS

Professional support to create valuable and independent content.

We are constantly expanding our network of cross-industry authors and experts. They contribute valuable content and share latest news on our blogs and create individual and high valuable content for you too.

Combined with an individual Content Placement or Content Campaign using our channels and networks you will get a maximum output and enhance your brand awareness.

WHAT YOU GET

- ▶ Your content exclusively created for you
- ▶ Your content exclusively positioned and promoted
- ▶ A top-class and international readership on decision making level
- ▶ Brand awareness as an effective supplement to your own marketing activities
- ▶ Further outreach to build links back to your own website
- ▶ Further promotion based on your package

Price on request

CUSTOMIZED PACKAGES

PACKAGES, PRICING & LEAD GENERATION



VIDEO & AUDIO ON DEMAND

WHAT IT IS

Unlimited brand & knowledge exposure with best practice presentations & expert interviews.

Video on demand is a great opportunity to present unique and interactive content and your expertise in front of millions of potential clients online.

Together with our professional in-house video team, we can create tailored formats for you such as:

- ▶ Image videos
- ▶ Video interviews relating to your products and services
- ▶ Product videos
- ▶ Audio & video presentations

WHAT YOU GET

- ▶ A professional video / audio presentation for your own use and to promote your company
- ▶ Promotion through all our marketing channels and social networks

Price on request

CUSTOMIZED PACKAGES

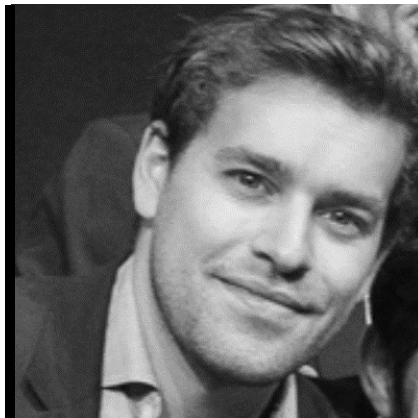
„We were positively surprised by the final number of contacts as well as the quality of contacts – they exactly met our requirements!”

**Field Marketing Manager DACH,
CyberArk Software**



YOUR STRATEGIC PARTNERSHIP TEAM

Our dedicated Strategic Partnership team is here for more information on the packages and can help you personalize your digital event experience.



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BUSINESS PARTNER PACKAGES

ABOUT we.CONECT

www.we-conect.com



we.CONECT Global Leaders is a leading business information company, developing and providing digital business information, senior level B2B events, business communities & supporting event technology at the interface between real live business, digital transformation & future technologies & challenges.

we.ARE Event-Creators

Our business event portfolio offers business leaders from all over the world exclusive content, leads & business communities to gather information, share knowledge, network with peers and find solutions for their business-critical challenges of today and tomorrow. It makes us particularly proud to be able to open you up to a new world of networking with other global players and niche businesses.

we.ARE Networking Inventors

event formats. multi-touchpoint. module-based platform – Worldwide, for the first time, we.CONECT established at top level B2B events, new conversational processes like world cafes, bar camps, tech takes, open space and more than 30 interactive formats which are based on scientific principles that have been proven to make the most of large-scale enterprise change programs.

we.ARE Content Evangelists

We believe in business information and the right content. Therefore we invest in innovations, ideas, technical progression, multi-functional platforms and in our digital hubs. With our digital hubs we deliver business media to a global executive, engaged audience, exceeding 10,000 unique visitors each month. We focus on the information & content flow senior decision makers need to thrive – 365 days & 360 degrees.

we.ARE Tech Connectors

we.CONECT Global Leaders provides you with hubs:©, an exclusive continuous app delivery platform, mobile business information technology, matchmaking application & event planning software to enhance our clients unique & innovative information sharing, knowledge transfer, lead generation and best in class onsite experience.

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