

SCHOOL BUS FLEET MAGAZINE'S

WEB SEMINAR SERIES

a NEW LEAD GENERATION TOOL

Unlike people wandering a tradeshow floor, **these attendees are signing up to learn about your specific topic.** Whether there are 100 or 500 attendees, they will be interested in what you have to say.

Web seminars build relationships with prospects. **Attendees will view your company as an industry leader** giving valuable information about your market segment. In this neutral arena, attendees are free to ask questions during and after the session, giving you the opportunity to make the sale by problem solving.

All registrant contact information is collected and given to you for follow-up by your sales team. A post-event survey is also sent to attendees for feedback and additional lead cultivation.

Web seminars are also archived on www.schoolbusfleet.com for future downloads and additional leads.

TECHNOLOGY • OPERATIONS • MAINTENANCE • SUSTAINABILITY

SEMINAR PROMOTION AND BRANDING

- 4 e-promos with your company logo and link to your site are sent out to over 14,000 recipients.
- Web seminars are listed in the events directory on www.schoolbusfleet.com.
- Multiple co-branded banner ads are placed throughout www.schoolbusfleet.com.
- Co-branded banner ads are placed on ALL School Bus Fleet e-newsletters prior to the event.
- An event announcement will be in the text of School Bus Fleet's e-newsletter.
- Simple online registration is made available on www.schoolbusfleet.com.

For more information contact:
mark.hollenbeck@bobit.com • [503] 472-8200

SCHOOL BUS
FLEET