

eLearning

Supplier Webcast

Your knowledge can make a difference. Share it.

You and your company have valuable industry knowledge at your fingertips. And now you have a way to share it with the people who matter most to your business.

NACS is offering supplier companies like yours the opportunity to position yourself directly in front of c-store retailers—allowing you to share data, thought leadership and best practices that will help them experience greater business success.

The Webcast is not a sales pitch, but rather a way to address and provide information on critical issues and hot topics from the industry. These webcasts are informative, objective and provide value for retailers that can be immediately applied to their daily operations.



Webcast Package Includes:

(Webcast investment: \$7,500 net)

- 15-20 min. pre-recorded webcast
- Webcast available for 6 months at NACS Online
- Stats and leads with emails provided
- Promoted twice by email to NACS retail audience of 19,500 key decision makers
- NACS Daily eNewsletter article upon release
- Promoted on all NACS social media platforms upon release

Content Requirements:

- Title of webcast
- 50-word description
- 3 learning objectives
- Speaker's name, title, bio and photo
- Your company logo (.jpg file)
- Slides for review

Timeline:

- 5 weeks prior to launch: initial meeting and content submission
- 2 weeks prior to launch: slides are due for review
- Promotion of content begins after the final presentation has been reviewed and approved
- Your webcast will live at NACS Online for six months

Technical Requirements:

- Video recording/screen capture/editing software (if you don't already have a program, we suggest Screencast-O-Matic—<https://screencast-o-matic.com>)
- One MP4 file
- Maximum webcast duration—25 minutes
- Table of contents with chapter titles and timestamps
- Email where questions should be sent
- Links to additional resources (these can be associated with your company, but should be free of charge)

Contact your NACS Media sales rep to learn more!

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