

## 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:

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

### Rate:

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

**INDUSTRY ROUNDTABLE**  
**PRIORITIES FOR A ZERO INCIDENT OPERATION**

**MODERATOR:**  
 Chris Williams  
 Executive Director  
 VPPA

**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

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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

### Sponsorship:

- \$5,500 per event

## Watch Recent Webinars:

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