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## Webinars

Influence, engage, and generate leads with a one-hour sole-sponsorship, educational webinar. WATT will create a compelling custom webinar that delivers your educational content, solutions and branding message to a targeted audience.

Audio, video, slide presentation, polling questions and Q&A sessions give attendees an interactive communication experience, much like that of a live event.

## CUSTOM WEBINARS INCLUDE THE FOLLOWING:

- Customized promotional digital marketing campaign (designed and sent out to drive awareness and audience registration)
- Overall content development of online presentation (including PowerPoint slides designed with video or product demo capabilities available)
- Optional live polling questions and post-webinar survey questions available for your market research purposes
- Increased exposure through webinar archive for on-demand viewing by your customers
- Detailed demographic report of all registrants and attendees

## 2013 RATES & DETAILS

Rates for a custom webinar range from \$10,000 to \$20,000 each based on length, type of content and frequency. Discounts are also available for print and online advertisers.

## New IBV Variants Require Us to Work Smarter, Not Harder

If you are interested in working smarter, not harder, the globally proven Protectotype(TM) approach to respiratory health will be of interest you. The Protectotype strategy combines existing vaccines, creating broader protection against infectious bronchitis in chickens.

What You'll Learn: 1. How vaccines already available to the industry can be used to broaden IB protection.

2. How a program combines efficacious vaccines allowing birds to develop immunity to the serotypes in these vaccines and also provide cross-reacting antibodies to several other IB serotypes. 3. How the Protectotype approach allows for simple and reliable broad-spectrum respiratory coverage without administering a new vaccine.

This webinar is sponsored by Merck and is presented by WATT AgNet.com.

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