

The **Fiber Broadband Association LATAM chapter** represents the entire broadband ecosystem: providers, operators, consultants, policymakers, device manufacturers, and application providers, all dedicated to increasing fiber network deployment. Our webinar audience is equally diverse and includes these stakeholders, as well as public officials, media members, and professionals from various Latin American countries. Sponsorship gives you the opportunity to provide educational content to FBA LATAM members and reach this target audience.

SPONSORSHIP OPTIONS:

\$2,500 USD for FBA LATAM Members

\$3,200 USD for Non-Members

One-hour session.

\$6,000 USD for FBA LATAM Members

\$9,000 USD for Non-Members

Combo of 3 webinars over 12 months. One-hour sessions.



**ONE-HOUR
WEBINAR SPONSORSHIP**

BENEFITS:

Position Your Company as an Expert in the Fiber Ecosystem

- The presenter serves as a thought leader to the audience.

Promotion and Exposure

- 2 individual email blasts* to FBA LATAM members with your webinar sponsorship and event registration information.
- Inclusion in the FBA LATAM email calendar.
- 2 posts on social media, including tagging the company and its presenters.
- Posting and promotion on the FBA website, events section.

Audience Engagement

- Conduct up to 3 polls during the one-hour webinar.
- Introduction and Q&A session moderated by FBA LATAM staff.
- Provide virtual "informational handouts."
- Live video webinar; the audience can type questions and comments.

Value

- Receive the list of attendees and all registrants.
- Review poll results.
- Receive the full recording for company use.
- Ability to follow up post-webinar to answer attendee questions and continue the conversation.

Capitalize on Interest

- Generally, 250-300 registrants per webinar.
- The average attendance rate is 45%.

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