

A Multi-Vendor Feature

Each sponsor will have the opportunity to supply three full pages of editorial in addition to a full-page display ad.

2015 Topics:

March - Dealers: Entice dealers to sell your products by using the eZine to explain the benefits of partnering with your company, reinforce the value of your existing portfolio or highlight new product lines/service opportunities that dealers may not realize you offer. And, because many dealers are small businesses, it's a great place for a variety of third-party service companies—whether your field of specialty is insurance, accounting, or legal counseling—to showcase your offerings to a large number of potential clients at once.

June - NextGen 911: With public-safety answering points (PSAPs) migrating to IP-based, next-generation systems, the 911 landscape promises to change forever. Use this eZine to underline the value of your portfolio in the emergency-calling ecosystem, whether you want to focus on a hardware product, a software application or a virtualized offering, such as a cloud-based solution. It also is a prime opportunity to tell the story of successful deployments that have made the transition from legacy 911 systems to the next-gen architecture a smooth one for your customers.

September - Critical Infrastructure & Enterprise: If you have communications solutions that meet the performance requirements of utilities, transportation entities, healthcare facilities and other enterprises, this eZine is a great place to tell your story to potential customers. Whether your company provides private LMR radio systems, dispatch solutions, or remote-monitoring capability, the business opportunities are limitless—and growing rapidly. Highlight your successful deployments, so potential customers know what you have to offer in a world that is moving quickly to smart grids, intelligent transportation systems, and myriad machine-to-machine (M2M) platforms.

November - LTE: Each sponsoring vendor will be able to convey their ability to supply 4G LTE hardware, software and services—from systems integration to network management—directly to IWCE's Urgent Communications readers. This is a critical time for our readers, who are preparing for the broadband future by making important strategic decisions today that will enable them to determine their migration paths and timetables.

Promotion:

IWCE's Urgent Communications will promote this eZine by:

- Sending customized eBlasts to our opt-in subscriber base comprised of IWCE's Urgent Communications' subscribers and IWCE attendees (approx. 40,000).
- Gating leads on the eZine to capture key reader information that will be distributed to each participating sponsor.
- Featuring the eZine on the home page of IWCE's Urgent Communications website and in the Industry Resources section of IWCE's website
- Placing banner ads in IWCE's UC Today eNewsletter
- Archiving the section on the IWCE's Urgent Communications website for one year.

Pricing: \$5,000 net per sponsor

Material Specs:

- Ad Size: 7¼ x 10¼
- Ad must be provided by the sponsor and sized accordingly.
- Editorial copy must be provided in a Word document.
- Production is handled by IWCE's Urgent Communications.

To view the latest eZine, [click here](#).



Production Calendar:

| | March | June | September | November |
|-------------------------|------------------|----------------|-------------------|--------------------|
| Ad Close: | January 23, 2015 | April 17, 2015 | July 17, 2015 | September 15, 2015 |
| Materials Due: | February 4, 2015 | April 30, 2015 | July 31, 2015 | September 30, 2015 |
| Deployment Date: | March 31, 2015 | June 10, 2015 | September 9, 2015 | November 11, 2015 |

Contact your sales representative today and begin boosting your business!

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