

# Webinar @ CPRJ Live

## One-Stop Customized Solution



For B2B companies, attending conferences has always been one of the most effective methods for acquiring sales leads. However, traditional conference marketing faces several challenges due to regular epidemic prevention.

Meanwhile, video marketing continues to grow rapidly. Surveys shows that **96%** of users find video content helpful in making purchasing decisions\*. Therefore, webinar marketing – combining the advantage of conference and live stream, has become an important tool to generate leads more efficiently.

\*Source: JLB Media Productions & Emarketer

### Why Webinars

- Breaks geographical/time restrictions
- Pre-show webinar to attract more buyers
- Easy to participate

### Why CPRJ

- One-stop customized solution
- Selective database with detailed industry segmentation
- Multi-channel promotion metrics

### What For

- Acquire sales leads
- Launch a new product, technology or application before CHINAPLAS
- Improve interactions with audiences



### Hot Industries

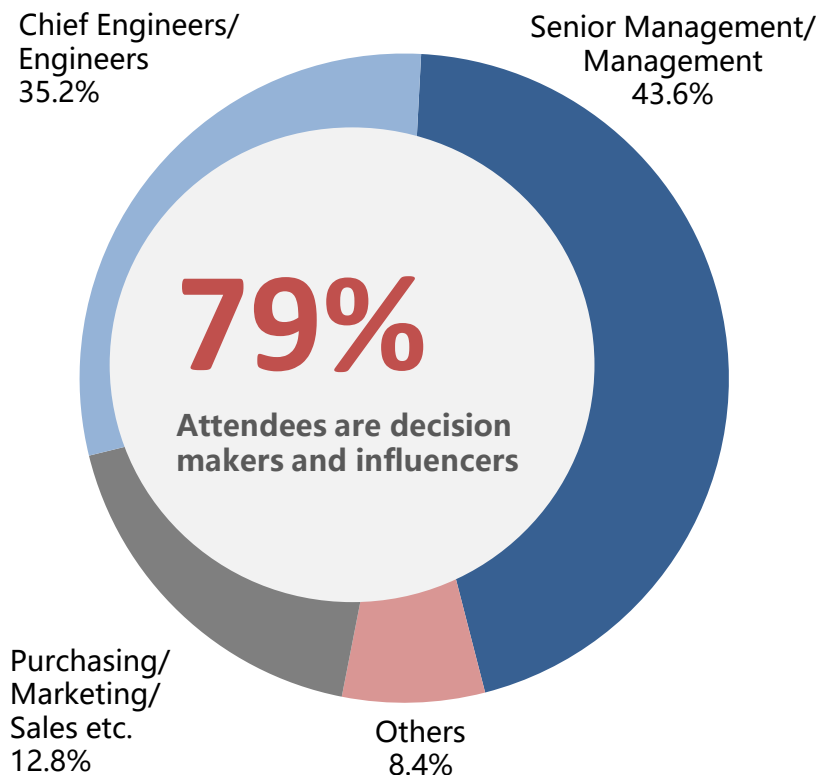
Circular Packaging Converters  
Flexible Packaging, Films, Tubes  
Medical Devices & Healthcare

Automotive & Parts, NEV  
Recycling & Compounding  
3C Electronics, 5G

Home Appliances, Kitchenware  
Rubber Products

and more...

## Audience Profile



## Average per Webinar



Data from 2020 to Sep 2021

## Attendees From

Philips  
P&G  
MIDEA  
Hitachi  
Flex International Ltd  
Panasonic  
DAIKIN  
Huawei  
Meizu  
ASUS  
LG  
Nokia  
Apple  
ZTE  
Vivo  
Coolpad  
TCL  
Foxconn  
Xiaolajiao  
Xiaomi Inc.  
Nubia  
Lenovo  
Momentive  
Fitbit  
SAMSUNG  
BYD  
BAIC Group  
Dongfeng Motor  
Sika China  
IAC Group  
Changan Motors  
Food Union  
Amcor  
Nestle  
Coca Cola  
Mars China  
Mengniu  
Danone

...

## Attendees' Comments

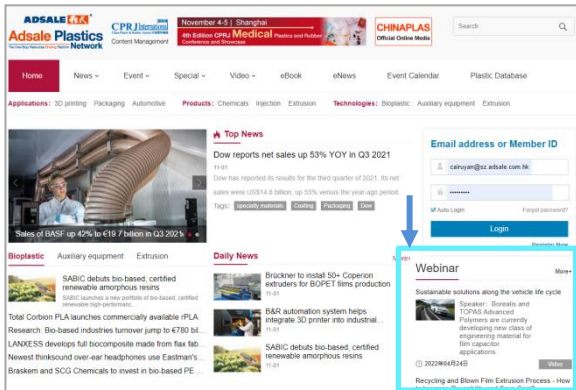
"Very good. Hope to learn more technical solutions."  
- 3M

"Looking forward to more webinars like this."  
- DUPACK

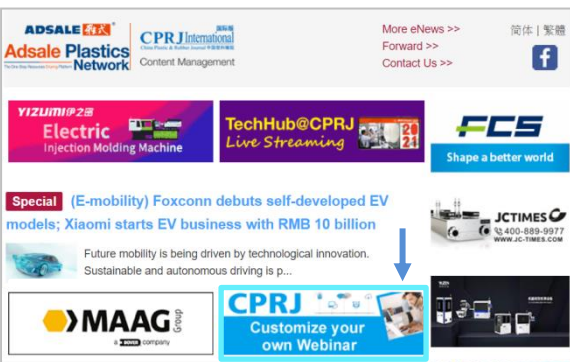
"Suggest to host webinars on a regular basis."  
- VALEO

## Promotion Channels

### 1 www.AdsaleCPRJ.com



### 4 Weekly eNews



### 6 Weibo



### 2 WeChat Invitation

直播预告 | ENGEL针对循环经济的技术及其应用

CPRJ塑料橡胶 10月18日

收录于话题  
#在线研讨会 19 #直播 20 #ENGEL 3  
#循环经济 59 #注塑 3

循环经济不仅仅是一种炒作，自从本世纪初以来，我们在环境保护和可持续发展方面形成了全球共识。ENGEL近年来更是一直在开发解决方案和技术，以使用可回收材料，减少机器的电力消耗，并减少碳足迹。



### 5 WeChat Groups

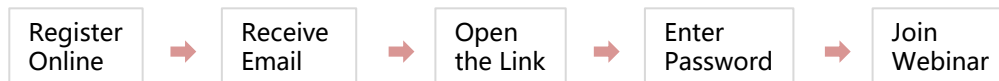


### 3 Email Invitation

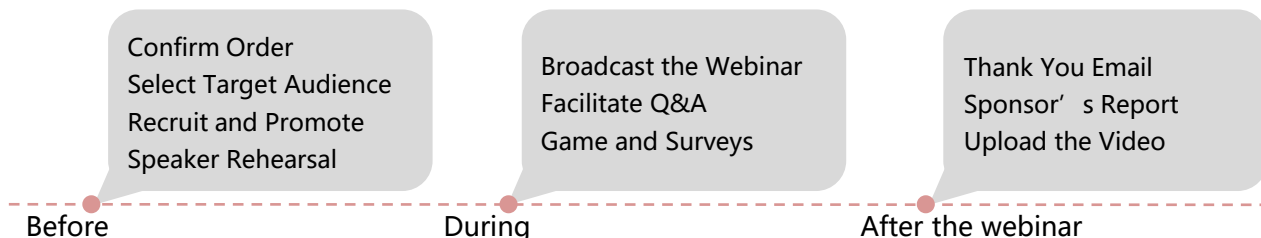


and more...

## How to participate a webinar



## Webinar Service Flow



## Our Clients



## Promotion Package

### Including:

- ✓ Audience invitation through : Customized emails | AdsaleCPRJ.com | CPRJ Weekly eNews  
CPRJ WeChat & Weibo official accounts and WeChat industry application groups
- ✓ Webinar: 60 minutes presentation including Q&A
- ✓ Email the video to all registrants
- ✓ Post-webinar data report
- ✓ On-demand video broadcasting for 12 months at AdsaleCPRJ.com

**Package Price: USD 9,660**

**For CPRJ Conference sponsors: USD 6,762**

\*Volume Discount: 2 Webinars – 5% OFF

3 or more Webinars – 10% OFF

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