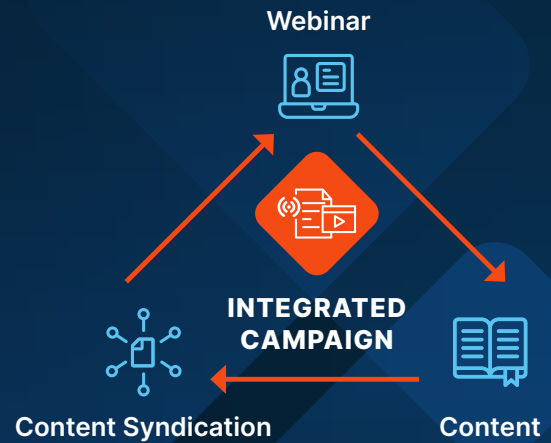


Partner Alliance Playbook

Supporting the Partner Ecosystem



Dream Big with Custom Services & Content

Looking for unique ways to provide joint messaging with your Alliance Partners? ActualTech Media has the answer with our **Partner Alliance Playbook**! From simple solutions, like a joint webinar, to a large-scale program combining multiple content sources for a greater reach and product positioning, the Partner Alliance Playbook provides you with a completely integrated go-to-market solution that effectively showcases your partner ecosystem.

Webinars

ActualTech's custom webinar programs are the secret weapon that the some of the world's best tech marketers rely on to generate their sales pipelines and hit MQL goals. With targeted technology audience lead guarantees, white-glove service, and exceptional partner marketing events, we help you hit your quarterly lead generation goals with ease!

Webinar lead generation programs include:

- ✓ Access to a vast audience of qualified buyers and IT decision makers
- ✓ 400-1200+ guaranteed registration leads with 50%+ average live attendance rates
- ✓ Turn-key webinar hosting and expert moderation
- ✓ One-of-a-kind post-event reporting, recordings, and analytics
- ✓ Preferred access to the industry's most experienced webinar execution team
- ✓ Complimentary expert presentation content consulting

▶ Partner Webinar

Include up to three partners to present your integrated/joint solutions with an ActualTech Media moderator to run the show.

▶ Alliance Technology Partner Webinars

These exclusive one-hour events between you and your Technology Alliance Partner can be structured in a number of different ways. You can have individual presentations where each party presents their solution as they relate to one another, or it can be a joint presentation where both parties engage in an interactive discussion around pain point and joint solutions.



▶ 30-Minute Partner Solution Showcase

Vendor + 1 Alliance Partner

(30-minute prerecorded segment made available as an on-demand asset syndicated by ActualTech Media)

- ✓ 30-minute presentation and pseudo-live Q&A session
- ✓ Moderated, recorded, and edited by ActualTech Media
- ✓ Made available solely on-demand
- ✓ 100 minimum registrations

All webinar programs include all production and promotion of your event

We provide the registration form, the platform, and the expert moderator. We also include project management and logistics support from ActualTech Media's Event Coordinators. We're happy to include any poll questions, handouts, or resources that will assist you in follow up and nurture efforts with your webinar attendees.

Content

ActualTech creates believes the best content is a story well-told, especially when it is covering technology alliances. We work to deeply understand your needs, and then we drive results through case studies, storytelling, strategy, and branding. Whether you're jumpstarting a brand new content partnership strategy from scratch, or you simply need help with your messaging and delivery, the SME writers, project managers, editors, designers, and strategists at ATM will help you make it all happen.

Work with a team of experienced content specialists for custom asset creation in uniquely designed packaging options and in various page counts.

- | | |
|---|----------------------------------|
| ▶ Complete Content Strategy and Development | ▶ Partner Case Studies |
| ▶ Blogs | ▶ Trail Maps Blueprints |
| ▶ Tech Briefs | ▶ Partner Webinar Wrap-Up Papers |
| ▶ Whitepapers | ▶ Top Takeaways |
| ▶ E-books | ▶ Checklists |
| ▶ Our popular TechSlayer Chronicles comic books | ▶ Video Content Opportunities |
| | ▶ Podcasts Podcast Series |

Each Partner Content asset includes:

- | | |
|---|---|
| ✓ Writing, editing, development, design, and layout | ✓ Custom title and logo specific to each Partner— |
| ✓ Custom or branded packaging options | with you and your partner's logo and CTA |



Content Syndication

Your very own content, or the content we create in partnership with you, can be syndicated for lead generation.

- ▶ Targeted, tailor-made content lead generation campaign
- ▶ Top-of-funnel lead campaign designed to be nurtured further

A Partner Alliance Use Case



Contact your sales representative for more details about our Partner Alliance Playbook options!



ActualTech Media

✉ connect@actualtechmedia.com

☎ 1.888.741.7900 x1

🌐 actualtechmedia.com