RAPS SPONSORED WEBCASTS

20 August 2026

Leverage Your Expertise and Thought Leadership to Gather Qualified Leads

As a webcast sponsor, you agree to present your data, research or case study in an objective way that both informs and provides value to the RAPS audience.

Your Sponsorship Includes

Email Promotion
Email to RAPS customers promoting the sponsored webcast

Online Campaign
A listing on RAPS.org event calendar and a promotional message on the RAPS LinkedIn group

High Engagement
An average of 350+ registrants per sponsored webcast

Branding
Sponsor logo and link on registration page

Leads
Sponsor receives full registration list with email addresses

Recording
Available in the RAPS Learning Portal for up to one year. Sponsor also receives a copy of the recording

What to Expect: Operational Timeline

1

RAPS Education Team is notified of new sponsor and desired month of their webcast.

- A kick-off call is scheduled to review deliverables and the development timeline.
- RAPS provides "Crafting an Abstract for Succcess" resource
- Sponsor to submit webcast abstract for RAPS' review.

2

Two Months Before Webcast:

- RAPS opens webcast registration in "Upcoming Events."
- RAPS provides "Co-Promoting Your Webcast—Best Practices" resource.

Approximately One Month Before Webcast:

- RAPS sends out promotional email about your webcast and RAPS LinkedIn promotional post.

3

One Week Before Webcast:

- Sponsor receives login info and URL for the webcast and rehearsal call.
- RAPS conducts a rehearsal call with the sponsor and presenter(s).

4

Day of Webcast:

- Log in 30 minutes prior to the webcast for final preparations and soundcheck.
- RAPS will facilitate the webcast and offer technical support.

5

Post-Webcast Deliverables to Sponsor:

- Registration list (full name, email, organization and title as provided by registrant)
- Copy of the webcast recording
- Audio transcript
- Q&A report
- Post-webcast survey results

The content presented must be free of direct promotion of a product, service, or demos. RAPS must review program content prior to broadcast.

Sponsor to provide the following:

- Hi-resolution company logo
- Completed event abstract form
- Speaker bio and headshot
- Final presentation is due two business days before the webcast

Eric Gershowitz
Sr. Account Executive, Media Sales
Phone: 410-584-1983
Email: eric.gershowitz@wearemci.com
Website: www.raps-mediaplanner.com/webcasts

RAPS REGULATORY AFFAIRS PROFESSIONALS SOCIETY

mci