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| MINIMUM LEADS       | 800                                                                                                                       | 150<br>(150 for Vertical)                                                                                                                                                                                                                                                                                                                            | 150                                                                                                                                                                                                                                                                                                                                                          | 150                                                                                                                                                             |
| VENDOR PARTICIPANTS | 4 to 8                                                                                                                    | 2 to 6                                                                                                                                                                                                                                                                                                                                               | 2 to 4                                                                                                                                                                                                                                                                                                                                                       | 1 to 6                                                                                                                                                          |
| VENDOR PRESENTS?    | Yes                                                                                                                       | Yes                                                                                                                                                                                                                                                                                                                                                  | No                                                                                                                                                                                                                                                                                                                                                           | No                                                                                                                                                              |
| PRESENTATION LENGTH | 20 minutes + 5 minutes Q&A                                                                                                | 20 minutes + 5 minutes Q&A                                                                                                                                                                                                                                                                                                                           | N/A                                                                                                                                                                                                                                                                                                                                                          | N/A                                                                                                                                                             |
| FEBRUARY            | 2/20: Boosting IT Efficiency: How to Do More with Less                                                                    | 2/12: Authentication 2025: Lock Down Your Organization with the Latest Password and Identity Tools, Training, and Techniques<br>2/19: Active Directory & Entra ID Security & Management<br>2/27: Minimizing RTO, RPO, and RTA: Best Practices for Bulletproof Backup and Ultrafast Recovery                                                          | 2/26: AV Over X: How to Advance Your Networked AV to the Next Level - Implementation, Management & Security                                                                                                                                                                                                                                                  | 2/28: Preventing Ransomware Attacks                                                                                                                             |
| MARCH               | 3/6: Evolving Each Layer of Your Security Program<br>3/19: Complete Data Protection: Security, Training, Backup, and More | 3/11: How AI is Changing the Calculus on Offensive Security and Pen Testing<br>3/12: Building Cyber Resilience in 2025<br>3/20: API Security: Monitoring and Securing Application Programming Interfaces<br>3/21: Solution Showcase Day: The Enterprise Wi-Fi Spectrum<br>3/27: Tech Showcase Day: Controlling Cloud Costs                           | 3/11: The Do's and Don'ts of Loyalty Rewards and Personalization<br>3/18: Is Your Compliance Strategy Working?<br>3/25: Tackling The Reading Crisis<br>3/26: Planning the Future Higher Ed Classroom: Attract Students & Increase Enrollment                                                                                                                 | 3/14: Protecting AWS and Azure: Real World Best Practices<br>3/28: Defending Against Double Extortion and Other Nasty Ransomware Tactics                        |
| APRIL               | 4/2: Optimizing and Modernizing IT Infrastructure: From the Data Center to the Cloud                                      | 4/10: Solution Showcase Day: NGFW Firewalls<br>4/16: Best Practices Series: Managing Multicloud Environments<br>4/22: AV Standards & Protocols for IT Managers: The Road to Interoperability<br>4/23: Next Gen Data Protection and Disaster Recovery: Leveling Up Your Backup Game with AI<br>4/24: Healthcare TechCheck: Streamlining Healthcare IT | 4/3: How AI Has Shifted the Landscape for Construction Risk<br>4/8: The State of IT Operations: Trends and Analysis<br>4/17: Security for AV Pros: Physical and Network Security<br>4/29: When Will NextGen TV Come Of Age?<br>4/30: 360-Degrees of Unified Communication & Collaboration: Successful Digital Messaging, Sharing Content, and Implementation | 4/4: Top 10 Microsoft 365 and Azure Recovery Considerations<br>4/9: Market and Grow Enrollment for Your CTE Program<br>4/15: Recovering from Ransomware Attacks |

|      | <br>MegaCast<br><small>BY FUTURE B2B</small>                         | <br>EcoCast<br><small>BY FUTURE B2B</small>                                                                                                                                                                                                                                                   | <br>SmartPanel<br><small>BY FUTURE B2B</small>                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <br>Expert Series<br><small>BY FUTURE B2B</small>                                                                                                                                                 |
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| MAY  | <p><b>5/1:</b> Supercharging IT Summit</p> <p><b>5/15:</b> Backupalooza 2025! New Tools Using AI, Immutability, Air Gapping, Automation, and More</p> | <p><b>5/6:</b> Protecting Microsoft Environments: How to Defend Azure and On-Premises Infrastructure</p> <p><b>5/13:</b> Preventing Phishing Attacks: Addressing Human and Systems Weaknesses</p> <p><b>5/21:</b> Securing Your Network in Every Direction with Zero Trust</p> <p><b>5/28:</b> Defending Against Zero Day Threats and Other Unknown Unknowns</p>                 | <p><b>5/6:</b> Take AI at Retail to the Next Level</p> <p><b>5/8:</b> Building a Technology Roadmap That Transforms Foodservice Operations</p> <p><b>5/14:</b> Open Banking and Section 1033: Seizing the Opportunity</p> <p><b>5/20:</b> Where Does AI Fit? Transforming Cybersecurity for Tomorrow's Threats</p> <p><b>5/21:</b> NAB Show in Review</p> <p><b>5/22:</b> Solving the Population Health Puzzle</p> <p><b>5/27:</b> Future of Data Storage: AI, Quantum Computing and More</p> <p><b>5/29:</b> Cutting-Edge Tech Innovations Shaping the Future of the Travel and Hospitality Industries</p> | <p><b>5/7:</b> Building the Next-Gen Manufacturing Workforce: Telling the Real Story</p> <p><b>5/9:</b> Common Pitfalls of Data Protection and Disaster Recovery (And How to Overcome Them)</p> <p><b>5/30:</b> Security + AI: Exploring Advanced Information Security Solutions</p> |
| JUNE | <p><b>6/4:</b> Tech Showcase Day: Addressing Data Protection and Disaster Recovery Needs</p>                                                          | <p><b>6/5:</b> Where to Put Your Infrastructure: Pros and Cons of Data Center, Cloud, and Colo</p> <p><b>6/11:</b> Best Practices: Supercharging Your Hybrid Cloud Environment</p> <p><b>6/12:</b> Mid-Year Security Refresher: Solutions to Block Emerging Threats</p> <p><b>6/25:</b> Keeping up with Ransomware: Evolving Defenses to Counter Changing Attacks</p>            | <p><b>6/10:</b> How Cloud Security is Safeguarding the Future of Business</p> <p><b>6/17:</b> The Remote Production Transition Accelerates</p> <p><b>6/24:</b> How the Cloud Continues to Reshape Financial Services</p> <p><b>6/26:</b> Cyberinsurance for Contractors: Are You Fully Covered?</p>                                                                                                                                                                                                                                                                                                         | <p><b>6/3:</b> Most Influential EdTech Innovations in 2025</p> <p><b>6/18:</b> M365 &amp; Azure: Supporting and Securing Microsoft Cloud Environments</p> <p><b>6/27:</b> Securing What's Outside Your Control</p>                                                                   |
| JULY | <p><b>7/16:</b> Data Center Plugfest 2025</p>                                                                                                         | <p><b>7/17:</b> Securing Identity with Passwordless Authentication</p> <p><b>7/23:</b> Tech Showcase Day: Networking Edition</p> <p><b>7/30:</b> Tech Showcase: Assessing and Improving Backup, Data Protection, and Disaster Recovery Capabilities</p> <p><b>7/31:</b> Shutting the Front Door on Ransomware: Tools, Trends, and Tips for Eliminating Attacker Entry Points</p> | <p><b>7/17:</b> Welcome to NDI</p> <p><b>7/22:</b> Choosing the Right Ecommerce Platform: A Guide for Retail Success</p> <p><b>7/24:</b> News &amp; Sports Production On The Cloud</p> <p><b>7/29:</b> Transform Your Business With AI and Big Data Synergy</p> <p><b>7/30:</b> How to Create the Ideal Workplace Experience: People, Places &amp; Process</p>                                                                                                                                                                                                                                              | <p><b>7/15:</b> Building a Thriving Workplace Culture</p> <p><b>7/25:</b> Key Differences Between Disaster Recovery and Ransomware Recovery Plans: Getting Ready for Both</p>                                                                                                        |

|                  | <br>BY FUTURE B2B                                                                                                 | <br>BY FUTURE B2B                                                                                                                                                                                                                                                                                                                                                                       | <br>BY FUTURE B2B                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <br>BY FUTURE B2B                                                                                                                             |
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| <b>AUGUST</b>    | <p><b>8/20:</b> Cloud Security Fest 2025!</p>                                                                                                                                                      | <p><b>8/6:</b> Securing Cloud Environments</p> <p><b>8/13:</b> The Modern Security Portfolio: The Toolset Organizations Need Now</p> <p><b>8/14:</b> AV As a Service: Why it Now Makes Sense to Outsource Some AV</p> <p><b>8/21:</b> Tech Showcase Day: Azure Virtual Desktop</p> <p><b>8/27:</b> Securing and Protecting SaaS Applications: Protecting Your Remotely Stored Corporate Assets with Secure Logins, User Training, Backup and Data Protection, and More</p> | <p><b>8/5:</b> Tackling the Health Care Burnout Crisis with AI</p> <p><b>8/7:</b> Build Resiliency with a Tech-Forward Supply Chain Management Strategy</p> <p><b>8/12:</b> The Inflation Reduction Act Turns 3</p> <p><b>8/13:</b> NextGen Audio Begins With IP</p> <p><b>8/14:</b> Is Zero Trust the Future of Cybersecurity?</p> <p><b>8/21:</b> Ensuring Accurate Project Estimates Amid Unpredictable Labor and Material Availability</p> <p><b>8/27:</b> The State of Networked AV: Interoperability &amp; Reality - Are You There Yet?</p> <p><b>8/28:</b> What's New and What's Next in Food Retail Technology</p> | <p><b>8/8:</b> Next Level Empowerment and Protection From and of Remote Workers</p> <p><b>8/15:</b> The 101 Course: Keeping Data Safe and Recoverable Through Improved Resilience</p>                                            |
| <b>SEPTEMBER</b> | <p><b>9/10:</b> Next Level IT: Tools, Products, and Services for Exceptional IT Operations</p> <p><b>9/25:</b> Defense in Depth: Building a Robust Ransomware Prevention and Recovery Strategy</p> | <p><b>9/4:</b> Connecting Data Strategy to Business Innovation</p> <p><b>9/11:</b> API Security: Monitoring and Securing Application Programming Interfaces</p> <p><b>9/17:</b> Discovery Day: Products and Services That Support Cloud Migration, Security, Sustainability, and Success</p> <p><b>9/24:</b> Enterprise Architecture: The Emerging Leader Landscape</p>                                                                                                    | <p><b>9/9:</b> How to Bolster YOUR Defenses Against Advanced Ransomware Phishing</p> <p><b>9/23:</b> Leading the Workforce of the Future</p> <p><b>9/24:</b> Displays: The New Pitch by Application and Use Case</p>                                                                                                                                                                                                                                                                                                                                                                                                       | <p><b>9/5:</b> Cloud Security Posture: Shrinking the Public, Private, and Hybrid Cloud Attack Surface</p> <p><b>9/16:</b> EdTech Innovators to Watch</p> <p><b>9/19:</b> Exploring the Intersection of Data, Storage, and AI</p> |
| <b>OCTOBER</b>   | <p><b>10/15:</b> Enterprise Lockdown 2026: Everything to Know About Securing Everything from Endpoints to the Cloud to your Supply Chain to APIs</p>                                               | <p><b>10/2:</b> Microsoft 365 &amp; Azure Security</p> <p><b>10/9:</b> Supporting and Enabling Modern Applications</p> <p><b>10/22:</b> Healthcare TechCheck: Streamlining Healthcare IT</p> <p><b>10/23:</b> Zero Trust: The Intersection of IT Security and Networked AV</p> <p><b>10/30:</b> Tech Showcase Day: Exploring the Small and Medium Business Tech Solution Landscape</p>                                                                                     | <p><b>10/7:</b> Cybersecurity Awareness 101: How to Stay Secure Year-Round</p> <p><b>10/14:</b> The Great IP Production Transition</p> <p><b>10/16:</b> Security for AV Pros: New Trends for Control Rooms and Endpoints</p> <p><b>10/28:</b> 3 Challenges Facing MSPs and How to Solve Them</p> <p><b>10/29:</b> AV/IT Manager Higher Ed Classroom</p>                                                                                                                                                                                                                                                                    | <p><b>10/17:</b> Going on the Offensive: Implementing a Pentesting Strategy</p> <p><b>10/24:</b> Kubernetes and Containers: New Ways to Secure, Back Up, and Optimize Modern App Environments</p>                                |
| <b>NOVEMBER</b>  | <p><b>11/12:</b> Assessing Next Generation IT Tools, Products, and Services</p>                                                                                                                    | <p><b>11/4:</b> Accelerate Your Business with Smart Data Strategies</p> <p><b>11/6:</b> Taking Identity and Access Management to the Next Level</p> <p><b>11/18:</b> Supercharging Public Sector and Education Technology and Security</p> <p><b>11/20:</b> Guide to Cloud Tools: The Products and Services Critical to Cloud Migration, Security, Sustainability, and Success</p>                                                                                         | <p><b>11/5:</b> Retail 2026: What Will Shape the Future of Shopping?</p> <p><b>11/13:</b> New Tech Advancements In Remote Production</p> <p><b>11/18:</b> Building Information Modeling and Sustainability: Are You Ready for BIM 6.0?</p> <p><b>11/19:</b> Getting Collaboration Right: Simple, Deployable, and Manageable Systems</p>                                                                                                                                                                                                                                                                                    | <p><b>11/7:</b> First Steps After a Ransomware Attack: How to Recover from an Attack and Prevent Future Ones</p> <p><b>11/14:</b> Best Practices Series: Securing and Protecting Microsoft Active Directory and Entra ID</p>     |

DECEMBER

|  <b>MegaCast</b><br><small>BY FUTURE B2B</small> |  <b>EcoCast</b><br><small>BY FUTURE B2B</small>                                                                                                                                                                                       |  <b>SmartPanel</b><br><small>BY FUTURE B2B</small>                                                                                                    |  <b>Expert Series</b><br><small>BY FUTURE B2B</small>                |
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| <p><b>12/3:</b> Tech Showcase Day: Master of Disaster 2026</p> <p><b>12/11:</b> Tech Showcase Day: Cutting Edge Tech 2026</p>     | <p><b>12/4:</b> Identity and Access Management: Key Tools and Strategies</p> <p><b>12/9:</b> Exploring the Intersection of Networking and Zero Trust</p> <p><b>12/10:</b> Automating Security: Taking Advantage of New Methods, Tools and AI Capabilities</p> <p><b>12/16:</b> Enterprise Backup and Recovery Summit</p> | <p><b>12/2:</b> Cyber and IT Trends 2026: What Lies Ahead?</p> <p><b>12/9:</b> 5 Ways AI Is Reshaping Television</p> <p><b>12/10:</b> Higher Ed UC&amp;C: How to Ensure Campuswide Meeting and Public Spaces Work Like an Enterprise</p> | <p><b>12/5:</b> Database Bakeoff: Exploring Modern Database Structures</p> <p><b>12/17:</b> Ransomware 2026: Applying 2025's Lessons to Reduce Risk</p> |

### MegaCast BY FUTURE B2B

ActualTech Media's MegaCast themed tech webinars have been proven to be a leading way by which business and technical decision makers educate themselves on technologies and what's available to them in the market.

These multi-vendor virtual events offer viewers back-to-back presentations from 6 to 8+ vendors that have a story to tell around the theme of the event.

### Expert Series BY FUTURE B2B

The Expert Series webinar provides clients with the ultimate "set-it-and-forget-it" turnkey experience. We provide expert-level content, give you a sponsorship shout-out, and present a slide to our audience about your solution.

### EcoCast BY FUTURE B2B

The EcoCast is a webinar that provides a variety of more targeted-focus themes. With 2 to 6+ vendor/companies participating and a minimum of event registrations.

They are a perfect way to tell a receptive audience about your product or service.

### SmartPanel BY FUTURE B2B

Have your thought leader or subject-matter expert join a virtual panel with other topic area specialists to discuss the topics and challenges that your company and customers care about most.



## SINGLE VENDOR WEBINAR PROGRAMS

In addition to the multi-vendor webinars on our schedule, we're happy to help you execute your next webinar. A standard FutureB2B webinar is up to an hour long and carries with it a minimum commitment of 200 registrations. We provide a project manager, the platform, moderation services, and can even speak on the webinar as independent experts. We've performed dozens of highly successful webinars for a number of happy clients! If you have a webinar need, please contact us.



## CUSTOM WEBINARS

FutureB2B routinely performs custom online webinars for our clients ranging from small gatherings to large expositions. For all webinars, we provide a project manager, the presentation platform, a moderator, and we can also supply a speaker for you. Whether you want a webinar that's as small as a 30-minute platform demo to as large as a 4-hour extravaganza with a full agenda, we're ready to lend a hand!