









|                     | <br>BY FUTURE B2B                                       | <br>BY FUTURE B2B  | <br>BY FUTURE B2B  | <br>BY FUTURE B2B   |
|---------------------|--|---|---|--|
| MINIMUM LEADS       | 800  | 400<br>(150 for Vertical)   | 150   | 200  |
| 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  |
| APRIL               | <p>4/30: Agentic AI: Supporting, Managing, Securing, and Optimizing the Next Phase of Artificial Intelligence</p>                        | <p>4/28: AI-Enhanced Backup and Disaster Recovery: Leveling up Data Protection</p> <p>4/28: AI-Driven Data Recovery: Revolutionize Your Protection</p>  | <p>4/23: Best Practices for Using AI for 311 and Resident Engagement</p> <p>4/29: Collaboration in 2026 &amp; Beyond</p> <p>4/30: Addressing Learning Gaps: Tactics for Effective Interventions</p>   |  |
| MAY                 | <p>5/14: Backupalooza 2026! New Tools Using AI, Immutability, Air Gapping, Automation, and More</p> <p>5/28: Supercharging IT Summit</p> | <p>5/12: Security Automation: Tips, Tricks, and Tools for Better Security</p> <p>5/19: Understanding Threat Detection and Response</p> <p>5/26: Getting Storage Under Control: Simplifying On-Prem and Cloud-Based Storage Architectures</p>  | <p>5/6: Building Adaptive Defenses for Threats With Cyber Resiliency</p> <p>5/19: From Gaps to Gains: How to Strengthen Math Instruction Now</p> <p>5/20: Measuring What Matters: Attribution Analytics and KPIs</p> <p>5/20: Live Sports Production: Automation, Highlights &amp; Real-Time Decisioning</p> <p>5/27: Drive Sales With AI-Powered Personalization Strategies</p>                                | <p>5/1: Fire with Fire: Fighting AI Attacks with AI Defenses</p>   |
| JUNE                | <p>6/25: Keeping up with Ransomware: Evolving Defenses to Counter Changing Attacks</p>   | <p>6/2: Supercharging Public Sector and Education Technology and Security</p> <p>6/9: Best Practices: Supercharging Your Hybrid Cloud Environment</p> <p>6/10: The Integrity Infrastructure: How to Ensure AI Solutions are Safe</p> <p>6/16: Empowering Distributed Workforces: DEX, DaaS, VDI and Other Tools to Level up Your Organization's Productivity</p> <p>6/23: Protecting Your Data: A Holistic Approach to Data Security, Data Loss, PII Protection, and More</p> <p>6/30: Backing up, Securing, and Optimizing Kubernetes/Containerized Environments</p> | <p>6/3: Countering Ransomware Threats: Tactics to Mitigate Phishing Attacks</p> <p>6/4: Product and Menu Innovation: How Data Is Shaping the Next Big Hits in Food</p> <p>6/10: HR Trends: A mid-year pulse on what's happening and what the near future looks like</p> <p>6/17: Remote Production: Live Events &amp; Awards Shows</p> <p>6/24: AI Strategies to Optimize Stock and Supply Chain Operations</p> | <p>6/5: Securing What's Outside Your Control: Supply Chain Security, Shadow AI, SBOM, and More</p> <p>6/12: Integrating AI into the Enterprise</p> |

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|-----------|---|---|--|--|
| JULY      | <p><b>7/30:</b> Managing AI: Tools and Techniques to Secure, Optimize, and Maximize Your AI Initiatives</p>   | <p><b>7/7:</b> Securing Identity with Passwordless Authentication</p> <p><b>7/14:</b> Supporting, Securing, &amp; Improving Azure, M365 &amp; Microsoft-centric Environments</p> <p><b>7/21:</b> Securing the Enterprise with Endpoint Protection Platforms</p> <p><b>7/28:</b> Tech Showcase: Assessing and Improving Backup, Data Protection, and Disaster Recovery Capabilities</p>  | <p><b>7/8:</b> Agentic AI: Unveiling Cyberrisks and Reimagining Defense</p> <p><b>7/22:</b> Designing an Open AV/IT Ecosystem</p> <p><b>7/29:</b> C-Band Spectrum Changes: The Next Infrastructure Shift for Broadcasters</p>  | <p><b>7/10:</b> Key Differences Between Disaster Recovery and Ransomware Recovery Plans</p> <p><b>7/24:</b> Mastering Backup: Tools, Tips, Tricks, and New Techniques</p>  |
| AUGUST    | <p><b>8/27:</b> Cloud Security Fest 2026!</p>   | <p><b>8/4:</b> Boosting IT Efficiency: How to Do More with Less</p> <p><b>8/11:</b> The Cloud-Powered Enterprise: Securing Your Cloud</p> <p><b>8/18:</b> Upleveling Your Identity and Access Management Solutions</p> <p><b>8/25:</b> The Power of Data: Enabling Automation and Operational Efficiencies</p>  | <p><b>8/5:</b> The Integration of AI in the Financial Services Industry</p> <p><b>8/5:</b> Cloud Security Unlocked: Tips, Tools and Trends</p> <p><b>8/6:</b> Where foodservice meets retail: Strategy, innovation and winning formats</p> <p><b>8/12:</b> Navigating Privacy-First Targeting 101</p> <p><b>8/13:</b> The Human Edge: Succeeding with an AI-Powered Workforce</p> <p><b>8/13:</b> The Future of Television and Streaming Video</p> <p><b>8/19:</b> Displays: The New Pitch</p> <p><b>8/20:</b> The Age of AI Agents: Driving Retail Innovation and Future Growth</p> <p><b>8/26:</b> Clinical Applications of AI in Health Care</p>  | <p><b>8/7:</b> The 101 Course: Keeping Data Safe and Recoverable</p> <p><b>8/21:</b> Emerging Best Practices for Defending Microsoft Cloud, AD, and Databases</p>  |
| SEPTEMBER | <p><b>9/10:</b> Artificial Intelligence Showcase: Looking at Now and Into the Future of AI</p> <p><b>9/24:</b> Next Level IT: Tools, Products, and Services for Exceptional IT Operations</p> | <p><b>9/1:</b> Transforming IT in Healthcare Environments</p> <p><b>9/8:</b> Defending Against the Attacks of the Future with Post-Quantum Cryptography</p> <p><b>9/15:</b> Improving Security, Usability, and Compliance With a Data Governance Framework</p> <p><b>9/22:</b> Discovery Day: Products and Services That Support Cloud Migration, Security, Sustainability, and Success</p> <p><b>9/29:</b> Best Practices Series: Implementing Advanced Threat Detection</p> | <p><b>9/2:</b> Zero Trust: What Does It Take to Get It Right?</p> <p><b>9/2:</b> From SDI to IP: Choosing the Right Intercom System for the Future</p> <p><b>9/3:</b> Reimagining Learning: Human-Centered Education in an AI-Driven World</p> <p><b>9/9:</b> Marketing for Tomorrow: AI's Impact on Brand Strategy</p> <p><b>9/16:</b> Elevating Retail Shopping Experience With AI-Powered Visual Search</p> <p><b>9/17:</b> The AI Impact Blueprint for Today's IT</p> <p><b>9/23:</b> Securing AI in Government: Building Trust in Public Cloud Infrastructure</p> <p><b>9/23:</b> The Benefits of Creating a Virtual Production Studio</p> <p><b>9/30:</b> AI's Impact on Security: Hardening the Agentic Surface</p> | <p><b>9/11:</b> Exploring the Intersection of Data, Storage, and Artificial Intelligence</p> <p><b>9/18:</b> Cloud Security Posture: Shrinking the Public, Private, and Hybrid Cloud Attack Surface</p> <p><b>9/25:</b> The Complete Ransomware Protection Stack: From Prevention to Detection to Response to Recovery</p> |

|                        | <p><b>MegaCast</b><br/>BY FUTURE B2B</p>   | <p><b>EcoCast</b><br/>BY FUTURE B2B</p>  | <p><b>SmartPanel</b><br/>BY FUTURE B2B</p>   | <p><b>Expert Series</b><br/>BY FUTURE B2B</p>  |
|------------------------|--|--|--|--|
| <p><b>OCTOBER</b></p>  | <p><b>10/15:</b> Defense in Depth: Building a Robust Ransomware Prevention and Recovery Strategy</p> <p><b>10/29:</b> Tech Showcase Day: Master of Disaster 2027</p> | <p><b>10/1:</b> Building a Proactive PC Upgrade Strategy</p> <p><b>10/6:</b> Turning Your Log and Incident Data into Real-time Security Insights</p> <p><b>10/13:</b> Supporting, Securing, and Enhancing Microsoft-centric Environments</p> <p><b>10/20:</b> Supporting and Enabling Modern Applications</p> <p><b>10/27:</b> Transforming Backup and Disaster Recovery with AI and Emerging Techniques</p> | <p><b>10/7:</b> Hypersonalization at Scale, Delivering Immersive Experiences</p> <p><b>10/8:</b> What's the Killer AI App for Pro AV?</p> <p><b>10/14:</b> AI's Role in Loss Prevention and Retail Security in Modern Stores</p> <p><b>10/14:</b> Transform Broadcast Workflows with Cloud Technology</p> <p><b>10/21:</b> Beyond Awareness Month: Building Year-Round Cyber Resilience</p> <p><b>10/28:</b> AV/IT Manager Higher Ed Classroom AV Roundtable</p> | <p><b>10/9:</b> Protecting and Optimizing Team Collaboration Software: Keeping Slack, Teams, Google and Other Users and Data Safe</p> <p><b>10/23:</b> Kubernetes and Containers: New Ways to Secure, Back up and Optimize Modern App Environments</p> |
| <p><b>NOVEMBER</b></p> | <p><b>11/19:</b> Tech Showcase Day: Cutting Edge Tech 2027</p>   | <p><b>11/3:</b> Taking Identity and Access Management to the Next Level</p> <p><b>11/10:</b> Guide to Cloud Tools: The Products and Services Critical to Cloud Migration, Security, Sustainability, and Success</p> <p><b>11/17:</b> Solutions and Tools that Use AI to Get More from Your Existing Data</p> <p><b>11/24:</b> Building a Robust Security Awareness Program</p>                               | <p><b>11/4:</b> Retail 2027: Navigating the Next Wave of Consumer Shopping Experiences</p> <p><b>11/5:</b> The Software-Defined Broadcast Facility: Life After SDI</p> <p><b>11/18:</b> Your Pain Points Answered</p>  | <p><b>11/6:</b> Unlocking Business Value: AI in Enterprise IT</p> <p><b>11/13:</b> Securing Endpoints Through Effective Management, Solutions and Strategies</p>   |
| <p><b>DECEMBER</b></p> |  | <p><b>12/1:</b> Developing Your 2027 Data Security Plan</p> <p><b>12/8:</b> Hybrid/Public/Private Clouds: Which Cloud Is Right For Your Infrastructure?</p> <p><b>12/15:</b> Building a Governance, Risk, and Compliance Framework</p>   | <p><b>12/2:</b> Cyber 2027: The Future Is Already Hacked!</p> <p><b>12/3:</b> Future-Proofing News: Technology, AI, and the Cloud</p> <p><b>12/9:</b> Higher Ed UC&amp;C: Beyond the Classroom</p>   | <p><b>12/4:</b> Database Bakeoff: Exploring Modern Database Structures</p> <p><b>12/11:</b> Tracking the Attackers: Ransomware</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!