

|                     | <br>MegaCast<br>BY FUTURE B2B   | <br>EcoCast<br>BY FUTURE B2B  | <br>SmartPanel<br>BY FUTURE B2B  | <br>Expert Series<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  |
| MARCH               | 3/26: Evolving Each Layer of Your Security Program  | 3/17: Maximizing Edge Computing Reliability And Resiliency<br>3/24: Detecting, Investigating, and Responding to Threats: Best Practices   | 3/18: Earned Wage Access: The Evolution of the Pay Cycle<br>3/25: Building Stronger CTE: Tools and Tactics that Work<br>3/31: Road Map for Responsible AI Innovation and Cybersecurity Governance  |  |
| APRIL               | 4/16: Optimizing and Modernizing IT Infrastructure: From the Data Center to the Cloud<br>4/30: Agentic AI: Supporting, Managing, Securing, and Optimizing the Next Phase of Artificial Intelligence | 4/2: Toward Zero Trust: Key Tools and Strategies to Accelerate Your Security Journey<br>4/7: Managing Multicloud Environments: Best Practices and Effective Tools<br>4/14: Healthcare TechCheck: Streamlining Healthcare IT<br>4/21: Controlling Cloud Costs: Tech Showcase and Best Practices<br>4/28: AI-Enhanced Backup and Disaster Recovery: Leveling up Data Protection | 4/1: The Shift to IP-Based Workflows in Media & Entertainment<br>4/15: Optimize Your Retail Store Operations for Agility, Growth<br>4/23: Best Practices for Using AI for 311 and Resident Engagement<br>4/29: Collaboration in 2026 & Beyond<br>4/30: Addressing Learning Gaps: Tactics for Effective Interventions   | 4/24: Lessons Learned: How Organizations Recover from Ransomware Incidents |
| MAY                 | 5/14: Backupalooza 2026! New Tools Using AI, Immutability, Air Gapping, Automation, and More<br>5/28: Supercharging IT Summit   | 5/5: Email Defense in an AI Era:<br>5/12: Security Automation: Tips, Tricks, and Tools for Better Security<br>5/19: Understanding Threat Detection and Response<br>5/26: Getting Storage Under Control: Simplifying On-Prem and Cloud-Based Storage Architectures   | 5/6: Building Adaptive Defenses for Threats With Cyber Resiliency<br>5/7: Product and Menu Innovation: How Data Is Shaping the Next Big Hits in Food<br>5/13: Tackling the Health Care Burnout Crisis With AI<br>5/19: HOLD SmartBrief Edtech & AI SmartPanel<br>5/20: Measuring What Matters: Attribution Analytics and KPIs<br>5/20: Live Sports Production: Automation, Highlights & Real-Time Decisioning<br>5/21: Cutting-Edge Tech Innovations Shaping the Future of the Travel and Hospitality Industries<br>5/27: Drive Sales With AI-Powered Personalization Strategies | 5/1: Fire with Fire: Fighting AI Attacks with AI Defenses                  |

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| <b>JUNE</b><br><br>6/25: Keeping up with Ransomware: Evolving Defenses to Counter Changing Attacks               |  | 6/2: Supercharging Public Sector and Education Technology and Security<br><br>6/9: Best Practices: Supercharging Your Hybrid Cloud Environment<br><br>6/16: Empowering Distributed Workforces: DEX, DaaS, VDI and Other Tools to Level up Your Organization's Productivity<br><br>6/23: Protecting Your Data: A Holistic Approach to Data Security, Data Loss, PII Protection, and More<br><br>6/30: Backing up, Securing, and Optimizing Kubernetes/Containerized Environments | 6/3: Countering Ransomware Threats: Tactics to Mitigate Phishing Attacks<br><br>6/17: Remote Production: Live Events & Awards Shows<br><br>6/24: AI Strategies to Optimize Stock and Supply Chain Operations  | 6/5: Securing What's Outside Your Control: Supply Chain Security, Shadow AI, SBOM, and More<br><br>6/12: Integrating AI into the Enterprise          |
| <b>JULY</b><br><br>7/30: Managing AI: Tools and Techniques to Secure, Optimize, and Maximize Your AI Initiatives |  | 7/7: Securing Identity with Passwordless Authentication<br><br>7/14: Supporting, Securing, & Improving Azure, M365 & Microsoft-centric Environments<br><br>7/21: Securing the Enterprise with Endpoint Protection Platforms<br><br>7/28: Tech Showcase: Assessing and Improving Backup, Data Protection, and Disaster Recovery Capabilities   | 7/8: Agentic AI: Unveiling Cyber risks and Reimagining Defense<br><br>7/22: Designing an Open AV/IT Ecosystem   | 7/10: Key Differences Between Disaster Recovery and Ransomware Recovery Plans<br><br>7/24: Mastering Backup: Tools, Tips, Tricks, and New Techniques |
| <b>AUGUST</b><br><br>8/27: Cloud Security Fest 2026!   |  | 8/4: Boosting IT Efficiency: How to Do More with Less<br><br>8/11: The Cloud-Powered Enterprise: Securing Your Cloud<br><br>8/18: Upleveling Your Identity and Access Management Solutions<br><br>8/25: The Power of Data: Enabling Automation and Operational Efficiencies   | 8/5: The Integration of AI in the Financial Services Industry<br><br>8/5: Cloud Security Unlocked: Tips, Tools and Trends<br><br>8/6: Where foodservice meets retail: Strategy, innovation and winning formats<br><br>8/12: Navigating Privacy-First Targeting 101<br><br>8/13: The Human Edge: Succeeding with an AI-Powered Workforce<br><br>8/13: The Future of Television and Streaming Video<br><br>8/19: Displays: The New Pitch<br><br>8/20: The Age of AI Agents: Driving Retail Innovation and Future Growth<br><br>8/26: Clinical Applications of AI in Health Care | 8/7: The 101 Course: Keeping Data Safe and Recoverable<br><br>8/21: Emerging Best Practices for Defending Microsoft Cloud, AD, and Databases         |

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|-------------------------|---|---|--|--|
| <p><b>SEPTEMBER</b></p> | <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>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> TBD TVBEurope Hold</p> <p><b>11/12:</b> TVT SmartPanel HOLD</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!