

|                     | <div> <b>MegaCast</b><br/><small>BY FUTURE B2B</small></div>                                                           | <div> <b>EcoCast</b><br/><small>BY FUTURE B2B</small></div>                                                                                                                                                                                                                                                | <div> <b>SmartPanel</b><br/><small>BY FUTURE B2B</small></div>                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <div> <b>Expert Series</b><br/><small>BY FUTURE B2B</small></div> |
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| 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><br>3/24: Detecting, Investigating, and Responding to Threats: Best Practices                                                                                                                                                                                                                                                   | 3/18: Earned Wage Access: The Evolution of the Pay Cycle<br><br>3/25: Building Stronger CTE: Tools and Tactics that Work<br><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><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><br>4/7: Managing Multicloud Environments: Best Practices and Effective Tools<br><br>4/14: Healthcare TechCheck: Streamlining Healthcare IT<br><br>4/21: Controlling Cloud Costs: Tech Showcase and Best Practices<br><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><br>4/15: Optimize Your Retail Store Operations for Agility, Growth<br><br>4/23: Best Practices for Using AI for 311 and Resident Engagement<br><br>4/29: Collaboration in 2026 & Beyond<br><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><br>5/28: Supercharging IT Summit                                                                       | 5/5: Email Defense in an AI Era:<br><br>5/12: Security Automation: Tips, Tricks, and Tools for Better Security<br><br>5/19: Understanding Threat Detection and Response<br><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><br>5/7: Product and Menu Innovation: How Data Is Shaping the Next Big Hits in Food<br><br>5/13: Tackling the Health Care Burnout Crisis With AI<br><br>5/19: HOLD SmartBrief Edtech & AI SmartPanel<br><br>5/20: Measuring What Matters: Attribution Analytics and KPIs<br><br>5/20: Live Sports Production: Automation, Highlights & Real-Time Decisioning<br><br>5/21: Cutting-Edge Tech Innovations Shaping the Future of the Travel and Hospitality Industries<br><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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| JUNE   | <b>6/25:</b> Keeping up with Ransomware: Evolving Defenses to Counter Changing Attacks                                                        | <b>6/2:</b> Supercharging Public Sector and Education Technology and Security<br><br><b>6/9:</b> Best Practices: Supercharging Your Hybrid Cloud Environment<br><br><b>6/16:</b> Empowering Distributed Workforces: DEX, DaaS, VDI and Other Tools to Level up Your Organization's Productivity<br><br><b>6/23:</b> Protecting Your Data: A Holistic Approach to Data Security, Data Loss, PII Protection, and More<br><br><b>6/30:</b> Backing up, Securing, and Optimizing Kubernetes/Containerized Environments | <b>6/3:</b> Countering Ransomware Threats: Tactics to Mitigate Phishing Attacks<br><br><b>6/17:</b> Remote Production: Live Events & Awards Shows<br><br><b>6/24:</b> AI Strategies to Optimize Stock and Supply Chain Operations                                                                                                                                                                                                                                                                                                                                                                                                            | <b>6/5:</b> Securing What's Outside Your Control: Supply Chain Security, Shadow AI, SBOM, and More<br><br><b>6/12:</b> Integrating AI into the Enterprise          |
| JULY   | <b>7/30:</b> Managing AI: Tools and Techniques to Secure, Optimize, and Maximize Your AI Initiatives                                          | <b>7/7:</b> Securing Identity with Passwordless Authentication<br><br><b>7/14:</b> Supporting, Securing, & Improving Azure, M365 & Microsoft-centric Environments<br><br><b>7/21:</b> Securing the Enterprise with Endpoint Protection Platforms<br><br><b>7/28:</b> Tech Showcase: Assessing and Improving Backup, Data Protection, and Disaster Recovery Capabilities                                                                                                                                            | <b>7/8:</b> Agentic AI: Unveiling Cyberrisks and Reimagining Defense<br><br><b>7/22:</b> Designing an Open AV/IT Ecosystem                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>7/10:</b> Key Differences Between Disaster Recovery and Ransomware Recovery Plans<br><br><b>7/24:</b> Mastering Backup: Tools, Tips, Tricks, and New Techniques |
| AUGUST | <b>8/27:</b> Cloud Security Fest 2026!                                                                                                        | <b>8/4:</b> Boosting IT Efficiency: How to Do More with Less<br><br><b>8/11:</b> The Cloud-Powered Enterprise: Securing Your Cloud<br><br><b>8/18:</b> Upleveling Your Identity and Access Management Solutions<br><br><b>8/25:</b> The Power of Data: Enabling Automation and Operational Efficiencies                                                                                                                                                                                                            | <b>8/5:</b> The Integration of AI in the Financial Services Industry<br><br><b>8/5:</b> Cloud Security Unlocked: Tips, Tools and Trends<br><br><b>8/6:</b> Where foodservice meets retail: Strategy, innovation and winning formats<br><br><b>8/12:</b> Navigating Privacy-First Targeting 101<br><br><b>8/13:</b> The Human Edge: Succeeding with an AI-Powered Workforce<br><br><b>8/13:</b> The Future of Television and Streaming Video<br><br><b>8/19:</b> Displays: The New Pitch<br><br><b>8/20:</b> The Age of AI Agents: Driving Retail Innovation and Future Growth<br><br><b>8/26:</b> Clinical Applications of AI in Health Care | <b>8/7:</b> The 101 Course: Keeping Data Safe and Recoverable<br><br><b>8/21:</b> Emerging Best Practices for Defending Microsoft Cloud, AD, and Databases         |

SEPTEMBER

| <div> <b>MegaCast</b><br/><small>BY FUTURE B2B</small></div>                                                 | <div> <b>EcoCast</b><br/><small>BY FUTURE B2B</small></div>                                                                                                                                                                                                                                                                                                                                | <div> <b>SmartPanel</b><br/><small>BY FUTURE B2B</small></div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <div> <b>Expert Series</b><br/><small>BY FUTURE B2B</small></div>                                                                                                                                                                       |
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| <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> |

OCTOBER

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| <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> |
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NOVEMBER

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| <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> |
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DECEMBER

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|  | <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> |
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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.



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.



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.



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 a 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!