










 BY FUTURE B2B	 BY FUTURE B2B	 BY FUTURE B2B	 BY FUTURE B2B
MINIMUM LEADS	800	400 (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
JANUARY	1/29: Securing and Protecting Enterprise Cloud Data	1/13: Identity and Access Management: Keys to Success in 2026 1/20: Securing the Enterprise in 2026 and Beyond! 1/27: Supporting Remote and Hybrid Workers	1/21: MXL Architecture and Its Capabilities: Unlocking the Future of Live Production 1/28: MXL in Action: Real-World Interoperability for the Software-Defined Era	1/16: Ransomware Recap: Heroes, Villains, and Lessons from 2025
FEBRUARY	2/26: Meet the AI Assistants: Discover the New Agents that Help Your IT Team and Business Users Get More Done Faster	2/3: How to Responsibly Improve Operations with AI in Public Sector and Education 2/10: Minimizing RTO, RPO, and RTA: Best Practices for Bulletproof Backup and Ultrafast Recovery 2/17: Monitoring and Optimizing a Hybrid Cloud Environment 2/18: Tech & Learning's 2026 EdTech to Watch: Primary Education 2/24: Improving Security, Usability, and Compliance With a Data Governance Framework 2/25: Tech & Learning's 2026 EdTech to Watch: Secondary Education	2/4: Next-gen Global Flavors: The Future of Menu Innovation in US Foodservice 2/18: Create Compelling Sports Viewing Experiences 2/25: Higher Ed Classroom: Future Planning & The RFP Process	2/6: Addressing Emerging AI Challenges: Shadow AI, AI Management, AIBOM 2/20: Mastering Data Management: Tips, Tricks, and Emerging Techniques
MARCH	3/12: Complete Data Protection: Security, Training, Backup, and More 3/26: Evolving Each Layer of Your Security Program	3/3: Navigating Next-Gen Network Security: Choosing the Right Fit 3/5: Tech & Learning's 2026 EdTech to Watch: Higher Education 3/10: Threat Intelligence & Dark Web Monitoring: Uncovering Secrets to Better Security 3/17: Maximizing Edge Computing Reliability And Resiliency 3/24: Detecting, Investigating, and Responding to Threats: Best Practices	3/4: AI-Powered Customer Service Redefining Retail Engagement 3/11: New Era of Contextual Targeting - Beyond Keywords 3/18: Breaking the Infinite Workday: Rethinking Boundaries in a Hyperconnected World 3/19: Broadcasters and The Rise of the Creator Economy 3/25: Day 2: AV/IT Interoperability 3/31: AI Cyber Governance and Road Map for Responsible Innovation	3/6: Protecting AWS, Azure, and Google Cloud: Real World Best Practices 3/13: Women in Tech 3/20: Game-changing Hardware on the Near Horizon: Storage, Processors, Memory, Networking, and More

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<b>APRIL</b>	<p><b>4/16:</b> Optimizing and Modernizing IT Infrastructure: From the Data Center to the Cloud</p> <p><b>4/30:</b> Agentic AI: Supporting, Managing, Securing, and Optimizing the Next Phase of Artificial Intelligence</p>	<p><b>4/2:</b> Toward Zero Trust: Key Tools and Strategies to Accelerate Your Security Journey</p> <p><b>4/7:</b> Managing Multicloud Environments: Best Practices and Effective Tools</p> <p><b>4/14:</b> Healthcare TechCheck: Streamlining Healthcare IT</p> <p><b>4/21:</b> Controlling Cloud Costs: Tech Showcase and Best Practices</p> <p><b>4/28:</b> AI-Enhanced Backup and Disaster Recovery: Leveling up Data Protection</p>	<p><b>4/1:</b> The Shift to IP-Based Workflows in Media &amp; Entertainment:</p> <p><b>4/15:</b> Optimize Your Retail Store Operations for Agility, Growth</p> <p><b>4/22:</b> Collaboration in 2026 &amp; Beyond</p>	<p><b>4/10:</b> Recovering Microsoft Environments: Top Considerations for Cloud and On-Premises</p> <p><b>4/24:</b> Lessons Learned: How Organizations Recover from Ransomware Incidents</p>
<b>MAY</b>	<p><b>5/14:</b> Backupalooza 2026! New Tools Using AI, Immutability, Air Gapping, Automation, and More</p> <p><b>5/28:</b> Supercharging IT Summit</p>	<p><b>5/12:</b> Security Automation: Tips, Tricks, and Tools for Better Security</p> <p><b>5/19:</b> Understanding Threat Detection and Response</p> <p><b>5/26:</b> Getting Storage Under Control: Simplifying On-Prem and Cloud-Based Storage Architectures</p>	<p><b>5/6:</b> Building Adaptive Defenses for Threats With Cyber Resiliency</p> <p><b>5/7:</b> Product and Menu Innovation: How Data Is Shaping the Next Big Hits in Food</p> <p><b>5/13:</b> Tackling the Health Care Burnout Crisis With AI</p> <p><b>5/20:</b> Measuring What Matters: Attribution Analytics and KPIs</p> <p><b>5/20:</b> Live Sports Production: Automation, Highlights &amp; Real-Time Decisioning</p> <p><b>5/21:</b> Cutting-Edge Tech Innovations Shaping the Future of the Travel and Hospitality Industries</p> <p><b>5/27:</b> Drive Sales With AI-Powered Personalization Strategies</p>	<p><b>5/1:</b> Fire with Fire: Fighting AI Attacks with AI Defenses</p> <p><b>5/22:</b> Common Pitfalls of Data Protection and Disaster Recovery</p>
<b>JUNE</b>	<p><b>6/11:</b> Tech Showcase Day: Addressing Data Protection and Disaster Recovery Needs</p> <p><b>6/25:</b> Keeping up with Ransomware: Evolving Defenses to Counter Changing Attacks</p>	<p><b>6/2:</b> Building a Governance, Risk, and Compliance Framework</p> <p><b>6/9:</b> Best Practices: Supercharging Your Hybrid Cloud Environment</p> <p><b>6/16:</b> Empowering Distributed Workforces: DEX, DaaS, VDI and Other Tools to Level up Your Organization's Productivity</p> <p><b>6/23:</b> Protecting Your Data: A Holistic Approach to Data Security, Data Loss, PII Protection, and More</p> <p><b>6/30:</b> Backing up, Securing, and Optimizing Kubernetes/Containerized Environments</p>	<p><b>6/3:</b> Countering Ransomware Threats: Tactics to Mitigate Phishing Attacks</p> <p><b>6/17:</b> Remote Production: Live Events &amp; Awards Shows</p> <p><b>6/24:</b> AI Strategies to Optimize Stock and Supply Chain Operations</p>	<p><b>6/5:</b> Securing What's Outside Your Control: Supply Chain Security, Shadow AI, SBOM, and More</p> <p><b>6/12:</b> Integrating AI into the Enterprise</p>
<b>JULY</b>	<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 Cyber risks and Reimagining Defense</p> <p><b>7/22:</b> Designing an Open AV/IT Ecosystem</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>

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<b>AUGUST</b>	<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> 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 Future of Television and Streaming Video</p> <p><b>8/19:</b> Displays: The New Pitch</p> <p><b>8/26:</b> The Human Edge: Succeeding with an AI-Powered Workforce</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>
<b>SEPTEMBER</b>	<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> API Security: Monitoring and Securing Application Programming Interfaces</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>9/16:</b> Elevating Retail Shopping Experience With AI-Powered Visual Search</p> <p><b>9/23:</b> The Benefits of Creating a Virtual Production Studio</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>
<b>OCTOBER</b>	<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>10/21:</b> Beyond Awareness Month: Building Year-Round Cyber Resilience</p> <p><b>10/22:</b> Transform Broadcast Workflows with Cloud Technology</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>
<b>NOVEMBER</b>	<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>11/18:</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>

DECEMBER

 <b>MegaCast</b> <small>BY FUTURE B2B</small>	 <b>EcoCast</b> <small>BY FUTURE B2B</small>	 <b>SmartPanel</b> <small>BY FUTURE B2B</small>	 <b>Expert Series</b> <small>BY FUTURE B2B</small>
	<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> Supercharging Public Sector and Education Technology and Security</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!