

| |  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 |
| APRIL | 4/16: Optimizing and Modernizing IT Infrastructure: From the Data Center to the Cloud 4/30: Agentic AI: Supporting, Managing, Securing, and Optimizing the Next Phase of Artificial Intelligence | 4/28: AI-Enhanced Backup and Disaster Recovery: Leveling up Data Protection 4/28: AI-Driven Data Recovery: Revolutionize Your Protection | 4/15: Optimize Your Retail Store Operations for Agility, Growth 4/23: Best Practices for Using AI for 311 and Resident Engagement 4/29: Collaboration in 2026 & Beyond 4/30: Addressing Learning Gaps: Tactics for Effective Interventions | |
| MAY | 5/14: Backupalooza 2026! New Tools Using AI, Immutability, Air Gapping, Automation, and More 5/28: Supercharging IT Summit | 5/12: Security Automation: Tips, Tricks, and Tools for Better Security 5/19: Understanding Threat Detection and Response 5/26: Getting Storage Under Control: Simplifying On-Prem and Cloud-Based Storage Architectures | 5/6: Building Adaptive Defenses for Threats With Cyber Resiliency 5/19: From Gaps to Gains: How to Strengthen Math Instruction Now 5/20: Measuring What Matters: Attribution Analytics and KPIs 5/20: Live Sports Production: Automation, Highlights & Real-Time Decisioning 5/27: Drive Sales With AI-Powered Personalization Strategies | 5/1: Fire with Fire: Fighting AI Attacks with AI Defenses |

| |  <p>MegaCast BY FUTURE B2B</p> |  <p>EcoCast BY FUTURE B2B</p> |  <p>SmartPanel BY FUTURE B2B</p> |  <p>Expert Series BY FUTURE B2B</p> |
|---|--|--|---|---|
| <p>JUNE</p> <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>6/3: Future-Proofing Students: AI Solutions That Support Career Readiness</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 & 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> | |
| <p>JULY</p> <p>7/30: Managing AI: Tools and Techniques to Secure, Optimize, and Maximize Your AI Initiatives</p> | <p>7/7: Securing Identity with Passwordless Authentication</p> <p>7/14: Supporting, Securing, & Improving Azure, M365 & Microsoft-centric Environments</p> <p>7/21: Securing the Enterprise with Endpoint Protection Platforms</p> <p>7/28: Tech Showcase: Assessing and Improving Backup, Data Protection, and Disaster Recovery Capabilities</p> | <p>7/8: Agentic AI: Unveiling Cyberrisks and Reimagining Defense</p> <p>7/22: Designing an Open AV/IT Ecosystem</p> <p>7/29: C-Band Spectrum Changes: The Next Infrastructure Shift for Broadcasters</p> | <p>7/10: Key Differences Between Disaster Recovery and Ransomware Recovery Plans</p> <p>7/24: Mastering Backup: Tools, Tips, Tricks, and New Techniques</p> | |
| <p>AUGUST</p> <p>8/27: Cloud Security Fest 2026!</p> | <p>8/4: Boosting IT Efficiency: How to Do More with Less</p> <p>8/11: The Cloud-Powered Enterprise: Securing Your Cloud</p> <p>8/18: Upleveling Your Identity and Access Management Solutions</p> <p>8/25: The Power of Data: Enabling Automation and Operational Efficiencies</p> | <p>8/5: The Integration of AI in the Financial Services Industry</p> <p>8/5: Cloud Security Unlocked: Tips, Tools and Trends</p> <p>8/6: Where foodservice meets retail: Strategy, innovation and winning formats</p> <p>8/12: Navigating Privacy-First Targeting 101</p> <p>8/13: The Human Edge: Succeeding with an AI-Powered Workforce</p> <p>8/13: The Future of Television and Streaming Video</p> <p>8/19: Displays: The New Pitch</p> <p>8/20: The Age of AI Agents: Driving Retail Innovation and Future Growth</p> <p>8/26: Clinical Applications of AI in Health Care</p> | <p>8/7: The 101 Course: Keeping Data Safe and Recoverable</p> <p>8/21: Emerging Best Practices for Defending Microsoft Cloud, AD, and Databases</p> | |

| |  <p>MegaCast BY FUTURE B2B</p> |  <p>EcoCast BY FUTURE B2B</p> |  <p>SmartPanel BY FUTURE B2B</p> |  <p>Expert Series BY FUTURE B2B</p> |
|---|--|---|---|---|
| <p>SEPTEMBER</p> <p>9/10: Artificial Intelligence Showcase: Looking at Now and Into the Future of AI</p> <p>9/24: Next Level IT: Tools, Products, and Services for Exceptional IT Operations</p> | <p>9/1: Transforming IT in Healthcare Environments</p> <p>9/8: Defending Against the Attacks of the Future with Post-Quantum Cryptography</p> <p>9/15: Improving Security, Usability, and Compliance With a Data Governance Framework</p> <p>9/22: Discovery Day: Products and Services That Support Cloud Migration, Security, Sustainability, and Success</p> <p>9/29: Best Practices Series: Implementing Advanced Threat Detection</p> | <p>9/2: Zero Trust: What Does It Take to Get It Right?</p> <p>9/2: From SDI to IP: Choosing the Right Intercom System for the Future</p> <p>9/3: Reimagining Learning: Human-Centered Education in an AI-Driven World</p> <p>9/9: Marketing for Tomorrow: AI's Impact on Brand Strategy</p> <p>9/16: Elevating Retail Shopping Experience With AI-Powered Visual Search</p> <p>9/17: The AI Impact Blueprint for Today's IT</p> <p>9/23: Securing AI in Government: Building Trust in Public Cloud Infrastructure</p> <p>9/23: The Benefits of Creating a Virtual Production Studio</p> <p>9/30: AI's Impact on Security: Hardening the Agentic Surface</p> | <p>9/11: Exploring the Intersection of Data, Storage, and Artificial Intelligence</p> <p>9/18: Cloud Security Posture: Shrinking the Public, Private, and Hybrid Cloud Attack Surface</p> <p>9/25: The Complete Ransomware Protection Stack: From Prevention to Detection to Response to Recovery</p> | |
| <p>OCTOBER</p> <p>10/15: Defense in Depth: Building a Robust Ransomware Prevention and Recovery Strategy</p> <p>10/29: Tech Showcase Day: Master of Disaster 2027</p> | <p>10/1: Building a Proactive PC Upgrade Strategy</p> <p>10/6: Turning Your Log and Incident Data into Real-time Security Insights</p> <p>10/13: Supporting, Securing, and Enhancing Microsoft-centric Environments</p> <p>10/20: Supporting and Enabling Modern Applications</p> <p>10/27: Transforming Backup and Disaster Recovery with AI and Emerging Techniques</p> | <p>10/7: Hypersonalization at Scale, Delivering Immersive Experiences</p> <p>10/8: What's the Killer AI App for Pro AV?</p> <p>10/14: AI's Role in Loss Prevention and Retail Security in Modern Stores</p> <p>10/14: Transform Broadcast Workflows with Cloud Technology</p> <p>10/21: Beyond Awareness Month: Building Year-Round Cyber Resilience</p> <p>10/28: AV/IT Manager Higher Ed Classroom AV Roundtable</p> | <p>10/9: Protecting and Optimizing Team Collaboration Software: Keeping Slack, Teams, Google and Other Users and Data Safe</p> <p>10/23: Kubernetes and Containers: New Ways to Secure, Back up and Optimize Modern App Environments</p> | |
| <p>NOVEMBER</p> <p>11/19: Tech Showcase Day: Cutting Edge Tech 2027</p> | <p>11/3: Taking Identity and Access Management to the Next Level</p> <p>11/10: Guide to Cloud Tools: The Products and Services Critical to Cloud Migration, Security, Sustainability, and Success</p> <p>11/17: Solutions and Tools that Use AI to Get More from Your Existing Data</p> <p>11/24: Building a Robust Security Awareness Program</p> | <p>11/4: Retail 2027: Navigating the Next Wave of Consumer Shopping Experiences</p> <p>11/5: The Software-Defined Broadcast Facility: Life After SDI</p> <p>11/18: Your Pain Points Answered</p> | <p>11/6: Unlocking Business Value: AI in Enterprise IT</p> <p>11/13: Securing Endpoints Through Effective Management, Solutions and Strategies</p> | |
| <p>DECEMBER</p> | <p>12/1: Developing Your 2027 Data Security Plan</p> <p>12/8: Hybrid/Public/Private Clouds: Which Cloud Is Right For Your Infrastructure?</p> <p>12/15: Building a Governance, Risk, and Compliance Framework</p> | <p>12/2: Cyber 2027: The Future Is Already Hacked!</p> <p>12/3: Future-Proofing News: Technology, AI, and the Cloud</p> <p>12/9: Higher Ed UC&C: Beyond the Classroom</p> | <p>12/4: Database Bakeoff: Exploring Modern Database Structures</p> <p>12/11: 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!