

|                     | <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                                                                                                                                                                                                   |
| JANUARY             | 1/29: Securing and Protecting Enterprise Cloud Data                                                                                           | 1/13: Identity and Access Management: Keys to Success in 2026<br>1/20: Securing the Enterprise in 2026 and Beyond!<br>1/27: Supporting Remote and Hybrid Workers                                                                                                                                                                            | 1/21: Inside the Media Exchange Layer (MXL): The Architecture of Interoperability<br>1/28: Inside the Media Exchange Layer (MXL): The Business of Interoperability<br>1/28: The Modern Workplace 2026                                                                                                                                                                                  | 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<br>2/10: Minimizing RTO, RPO, and RTA: Best Practices for Bulletproof Backup and Ultrafast Recovery<br>2/17: Monitoring and Optimizing a Hybrid Cloud Environment<br>2/24: Improving Security, Usability, and Compliance With a Data Governance Framework | 2/4: Next-gen Global Flavors: The Future of Menu Innovation in US Foodservice<br>2/18: Create Compelling Sports Viewing Experiences<br>2/25: Higher Ed Classroom: Future Planning & The RFP Process                                                                                                                                                                                    | 2/6: Addressing Emerging AI Challenges: Shadow AI, AI Management, AIBOM<br>2/20: Mastering Data Management: Tips, Tricks, and Emerging Techniques                                                     |
| MARCH               | 3/12: Complete Data Protection: Security, Training, Backup, and More<br>3/26: Evolving Each Layer of Your Security Program                    | 3/3: Navigating Next-Gen Network Security: Choosing the Right Fit<br>3/10: Threat Intelligence & Dark Web Monitoring: Uncovering Secrets to Better Security<br>3/17: Maximizing Edge Computing Reliability And Resiliency<br>3/24: Detecting, Investigating, and Responding to Threats: Best Practices                                      | 3/4: AI-Powered Customer Service Redefining Retail Engagement<br>3/11: New Era of Contextual Targeting - Beyond Keywords<br>3/18: Breaking the Infinite Workday: Rethinking Boundaries in a Hyperconnected World<br>3/19: Broadcasters and The Rise of the Creator Economy<br>3/25: Day 2: AV/IT Interoperability<br>3/31: AI Cyber Governance and Road Map for Responsible Innovation | 3/6: Protecting AWS, Azure, and Google Cloud: Real World Best Practices<br>3/13: Women in Tech<br>3/20: Game-changing Hardware on the Near Horizon: Storage, Processors, Memory, Networking, and More |

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| APRIL | <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> |
| MAY   | <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>5/21:</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>                                         |
| JUNE  | <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>                             |
| 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>7/10:</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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| AUGUST    | 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: 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 Future of Television and Streaming Video<br><br>8/19: Displays: The New Pitch<br><br>8/26: The Human Edge: Succeeding with an AI-Powered Workforce                                               | 8/7: The 101 Course: Keeping Data Safe and Recoverable<br><br>8/21: Emerging Best Practices for Defending Microsoft Cloud, AD, and Databases                                                                                                                                                   |
| SEPTEMBER | 9/10: Artificial Intelligence Showcase: Looking at Now and Into the Future of AI<br><br>9/24: Next Level IT: Tools, Products, and Services for Exceptional IT Operations | 9/1: Transforming IT in Healthcare Environments<br><br>9/8: Defending Against the Attacks of the Future with Post-Quantum Cryptography<br><br>9/15: API Security: Monitoring and Securing Application Programming Interfaces<br><br>9/22: Discovery Day: Products and Services That Support Cloud Migration, Security, Sustainability, and Success<br><br>9/29: Best Practices Series: Implementing Advanced Threat Detection | 9/2: Zero Trust: What Does It Take to Get It Right?<br><br>9/16: Elevating Retail Shopping Experience With AI-Powered Visual Search<br><br>9/23: The Benefits of Creating a Virtual Production Studio                                                                                                                                                                                                           | 9/11: Exploring the Intersection of Data, Storage, and Artificial Intelligence<br><br>9/18: Cloud Security Posture: Shrinking the Public, Private, and Hybrid Cloud Attack Surface<br><br>9/25: The Complete Ransomware Protection Stack: From Prevention to Detection to Response to Recovery |
| OCTOBER   | 10/15: Defense in Depth: Building a Robust Ransomware Prevention and Recovery Strategy<br><br>10/29: Tech Showcase Day: Master of Disaster 2027                          | 10/1: Building a Proactive PC Upgrade Strategy<br><br>10/6: Turning Your Log and Incident Data into Real-time Security Insights<br><br>10/13: Supporting, Securing, and Enhancing Microsoft-centric Environments<br><br>10/20: Supporting and Enabling Modern Applications<br><br>10/27: Transforming Backup and Disaster Recovery with AI and Emerging Techniques                                                            | 10/7: Hypersonalization at Scale, Delivering Immersive Experiences<br><br>10/8: What's the Killer AI App for Pro AV?<br><br>10/14: AI's Role in Loss Prevention and Retail Security in Modern Stores<br><br>10/21: Beyond Awareness Month: Building Year-Round Cyber Resilience<br><br>10/22: Transform Broadcast Workflows with Cloud Technology<br><br>10/28: AV/IT Manager Higher Ed Classroom AV Roundtable | 10/9: Protecting and Optimizing Team Collaboration Software: Keeping Slack, Teams, Google and Other Users and Data Safe<br><br>10/23: Kubernetes and Containers: New Ways to Secure, Back up and Optimize Modern App Environments                                                              |
| NOVEMBER  | 11/19: Tech Showcase Day: Cutting Edge Tech 2027                                                                                                                         | 11/3: Taking Identity and Access Management to the Next Level<br><br>11/10: Guide to Cloud Tools: The Products and Services Critical to Cloud Migration, Security, Sustainability, and Success<br><br>11/17: Solutions and Tools that Use AI to Get More from Your Existing Data<br><br>11/24: Building a Robust Security Awareness Program                                                                                   | 11/4: Retail 2027: Navigating the Next Wave of Consumer Shopping Experiences<br><br>11/18: Your Pain Points Answered                                                                                                                                                                                                                                                                                            | 11/6: Unlocking Business Value: AI in Enterprise IT<br><br>11/13: Securing Endpoints Through Effective Management, Solutions and Strategies                                                                                                                                                    |

DECEMBER

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