

# Content Marketing with AUTM on Demand

[AUTM On Demand](#) is the home for all of AUTM's online learning, from courses and webinars to in-person event recordings. The platform offers a streamlined approach to exploring educational content and makes it easy to navigate to the most relevant materials.

Showcase your organization's leadership and expertise through AUTM on Demand by demonstrating how your products or services help audiences tackle specific challenges.

## **Solution Deep Dive:** *In-depth, sponsor-led thought leadership sessions*

- **Length:** 30–60 minutes
- **Cost:** \$5,000
- **Format:** Designed to provide an educational experience, offering a deep dive into a specific industry challenge or problem. Each session features a panel of at least two speakers from different professional backgrounds or sectors, providing meaningful insights and perspectives. Sessions can be pre-recorded by either the sponsor or AUTM.

## **Solution Spotlight:** *Concise product demos and solution overviews*

- **Length:** 15-30 minutes
- **Cost:** \$3,500
- **Format:** Ideal for product demos, trend highlights, client testimonials or a quick case study. Designed to give attendees a clear understanding of the solution's benefits and practical applications. Sessions can be pre-recorded by either the sponsor or AUTM.

*\*Session timing will be determined by AUTM. AUTM will promote all sessions through our website and email channels. To maintain quality and visibility, only two of each sponsorship option will be scheduled per month on a first-come, first-served basis. AUTM will promote all sessions through our website and email channels. Solution sessions are free for all registrants, regardless of AUTM membership status.*