

CONTENT CHANNELS

Own an industry topic by aligning your brand to an established Informa market.

Align your products and services with an established industry brand (in a competitor-free environment) surrounding a relevant topic for your target audience. Content developed exclusively for you will appear in a dedicated landing page dominated by your brand that is embedded on a targeted Informa market website.

SIMPLE DETAILS

- Content, deliverables, marketing, promotion and branding included
- One Year Commitment
- Reporting of performance metrics
- Premium content offerings (optional)

ADDITIONAL SERVICES

Lead Lifecycling

Nurture leads generated from the channel.

USEFUL FOR

- Gain an exclusive share of voice
- Provide thought leadership
- Create brand awareness
- Align with third-party experts
- Content development
- Lead generation



Standard Channel

- Branded web page
- Featured news, articles, logo and company description
- Ads and client links



Premium Channel

- Branded web page
- Featured news, articles, logo and company description
- Ads and client links

