

# 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

- *All standard offerings*
- + Branded monthly newsletters
- + Press releases and print announcements