

# Capture an audience with solution-oriented content while building brand credibility.

Top 10 Cards are brief, punch pieces that provide a series of tips or steps that help your customers solve a problem or guide them in a buying decision. Reinforce your credibility as a market expert by providing useful information in a no-nonsense format that aligns your products/services with customers/target audiences.

## SIMPLE DETAILS

Topic guidance from Informa industry experts

Can use custom or re-purposed content

Includes 1/3 page ad and your logo

Project management included

Can print or post final on-line

## ADDITIONAL SERVICES

### Content Syndication Lead Touch

Convert into an Executive Summary and engage leads further.

## USEFUL FOR

Showcase of market expertise

Become an industry problem solver

Generate qualified leads



## Interesting content

is one of the top three reasons people connect with brands on social media.