

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