

**Custom Video**

Our turnkey video opportunities include executive interviews, product demos or custom video programs at a client specific location. Video offers a great opportunity to brand or create leads from a captive audience.



**eMedia Center**

A one stop spot that aggregates your company's existing content or Penton Custom generated content that forms a lead generation vehicle through a gated registration page.



**Web Expo**

One day live online event with Exhibition Hall, Communication Center, Resource Center and multiple webinars (educational sessions). Web Expo's can supplement a live event or compete with one.



**Purl's**

Personalized URL's offer a one-to-one marketing opportunity that produces a higher response rate than traditional direct marketing offers. [www.BillGates/meetings.com](http://www.BillGates/meetings.com)



**Supplements**

Penton Custom can create a special section in a publication and/or downloadable PDF version which can be emailed.



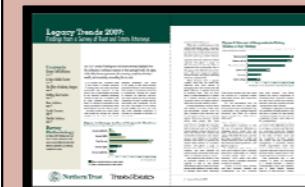
**Custom Magazine**

A Custom magazine integrates high-quality editorial with award-winning graphic design. The magazine can be polybagged or promoted with a Penton publication.



**White Papers**

A versatile product that positions your organization as a thought leader and educator. This solution can be changed to a PDF and sent digitally or reprinted for sales/marketing materials.



**Show Guide/Show Daily**

PDF which can be emailed directly to prospects or customers; promoted via e-Newsletters or linked to web banners; archived on Penton Web site for a year.



**Micro Site**

A "mini Web site" dedicated to emphasizing a specific aspect, product or brand which offers a valuable opportunity to create a partnership with Penton.



**eBook**

This digital edition offers an opportunity for branded content that is very informative and educational. This thought leadership piece can also offer lead generation through a gated registration page.



**Webinar**

All events are custom created with an emphasis on matching the company's colors, look/feel. 60-minute, online, LIVE seminar; fully recorded, lead generation solution.



**eNewsletter**

Print or Electronic, Penton offers turnkey eNewsletter services that offer custom content targeted to selected audiences.



**Research**

Demographic Profiles (Reader, Site User)

Advertising Effectiveness

Brand Awareness

Purchasing Practices

Brand Preference/Share-of-Mind

State-of-the-Industry

Compensation Studies

Trade Satisfaction Surveys

Supplier "Report Cards"

