

# EVENT E-DAILY PROGRAMS

The leading suppliers within the industrial automation community have come to rely heavily on user group conferences and other events to connect with current customers and educate them on the latest developments and roadmap for future product introductions. These events are expensive and time-consuming to produce—but the physical audience is necessarily limited to a relatively small fraction of the host company's current customers and prospects.

To help these industry leaders leverage their event-marketing investments and reach more customers and prospects with their user-group messaging, *Control Design* has created a scaleable program that both captures important event presentations in the form of articles written by *Control Design's* editorial staff, and promotes that content out to our engaged database of machine automation professionals around the world.

The typical program consists of a series of live, daily e-newsletters highlighting key presentations of the day. Each evening's e-newsletter typically features a half dozen story summaries that link back to full articles on ControlDesign.com or on *Control Design's* sister publication's site, ControlGlobal.com. The e-newsletters are sent to *Control Design's* full email database of machine automation professionals. (Additional distribution to the more than 150,000-strong email databases of *Control Design's* sister publications is available for an additional fee.)

Further, the event's articles are aggregated on a co-branded landing page and continue to attract organic traffic for weeks and months to come. Importantly, all production details are handled by the *Control Design's* seasoned team, including editing, design, photography and distribution. Article links are also promoted via *Control Design's* LinkedIn, Twitter and Facebook social media channels.

When the event is finished, the *Control Design* team will also produce a PDF compilation of the articles written for the event and promote its availability for download. The PDF—and all articles—are also available to the sponsor organization to use for its own marketing efforts.



## Event E-Daily Options

Note that all e-daily packages can also be customized based on parameters such as number of days, total email distribution and other factors.

- **Three blast option (MOST POPULAR):** Three editors on site to create three daily e-newsletter editions delivered to *Control Design* email audience; 15+ original articles plus links to other event content. Also includes event microsite and compilation PDF. Cost: \$19,500 net (\$22,941 gross).
- **Two blast option:** Two editors on site to create two daily e-newsletter editions delivered to *Control Design* email audience; 8+ original articles plus links to other event content. Also includes event microsite and compilation PDF. Cost: \$16,500 net (\$19,412 gross).
- **One blast option:** One editor on site to create a single "Event Highlights" e-newsletter delivered to *Control Design* email audience post-event; 5+ original articles plus links to other event content. Cost: \$9,500 net (\$11,176 gross).