

JLC LIVE *Extend*

Product & Program Overview



JLC LIVE Product Portfolio

Advertising

- Audience Extension
- Custom Newsletter
- Direct Mail List Rental Services
- Email List Services
- Retargeting Advertising

Event Marketing

- Event Geo-Fencing: Location-Based Advertising

Research

- Custom Research

Content Marketing

- Explainer Videos
- FastChat Videos
- Infographics
- Short-Form Content: Ask the Expert
- Short-Form Content: Top 10 Cards
- White Papers

Lead Services

- Content Syndication
- Supplier Spotlight Newsletter Advertising

Webinar Services

- Custom & Editorial Webinars
- Webinar Key Takeaways

- ● Production Selection:
Advertising

Audience Extension

Find new customers with the Qualifi Select program.

Using our Qualifi Select program, we can put your message in front of potential customers using our authenticated, unique database of registered attendees and visitors. You'll be able to reach your ideal buyers wherever they are online via trustworthy websites in our network. The Informa Markets Construction audience will be targeted using our valuable first-party data which is captured from tradeshow attendees, website visitors, and highly engaged audiences.

DETAILS:

- Banners across the web, powered by Informa Markets first-party data
- Pre-set target audience selection
- Messaging displayed to audience before, during, and after an event



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Custom Newsletter

Engaging and educational content sent directly to your target audience.

Let Informa Markets Construction create highly relevant content that engages our audiences through a beautifully designed newsletter. Keeping your target customer/market in mind, we deliver useful information that educates and informs in a co-branded, competitive-free environment to help with your branding or lead generation.

DETAILS:

- Unique, custom content
- Series of 4-12 newsletters
- Editorial planning, template design, and analytics provided
- Build an opt-in database for targeted efforts (optional)



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Email List Services

Message directly to the inboxes of targeted decision makers.

Email remains one of the most effective methods for targeting and reaching potential customers with specific messaging. Leverage the power and scale of the Informa Markets Construction audience database. Based on your objectives and goals, we will set up and deploy targeted email campaigns that engage prospects you want to reach.

DETAILS:

- Driving traffic to your site
- Promoting a new product launch
- Generating interest in your services
- Account-based marketing campaigns
- Lead generation



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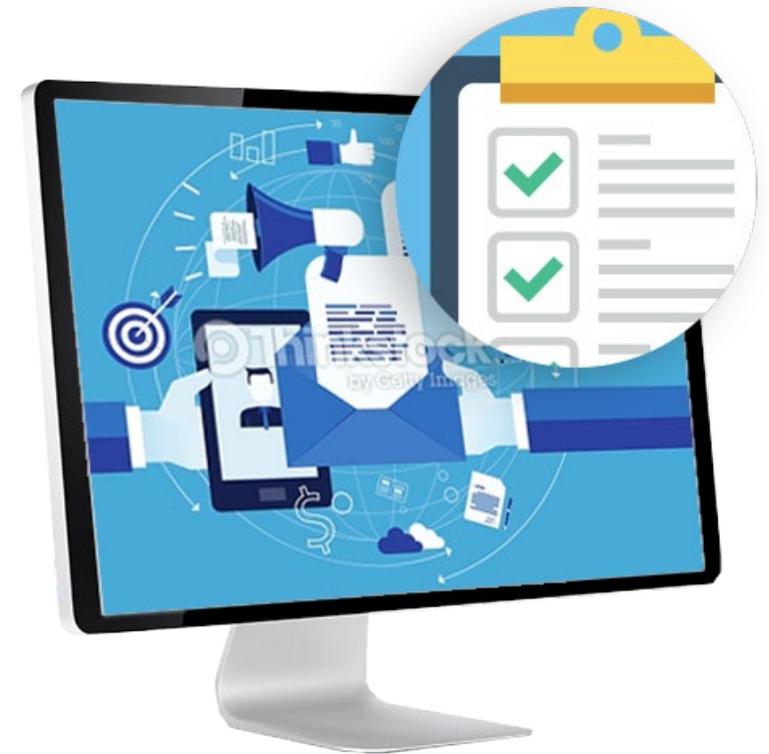
Direct Mail List Rental Services

Select targets from engaged B2B decision makers to build your campaign.

The key to any successful marketing initiative is reaching the right audience. List Rental services from JLC LIVE offer marketers, agencies, and brokers to target, engage and activate campaigns targeted to B2B decision-makers that rely on our brands.

DETAILS:

- Reaching business professionals across multiple construction sectors
- Direct mail campaigns
- Generating sales leads
- Increasing brand awareness



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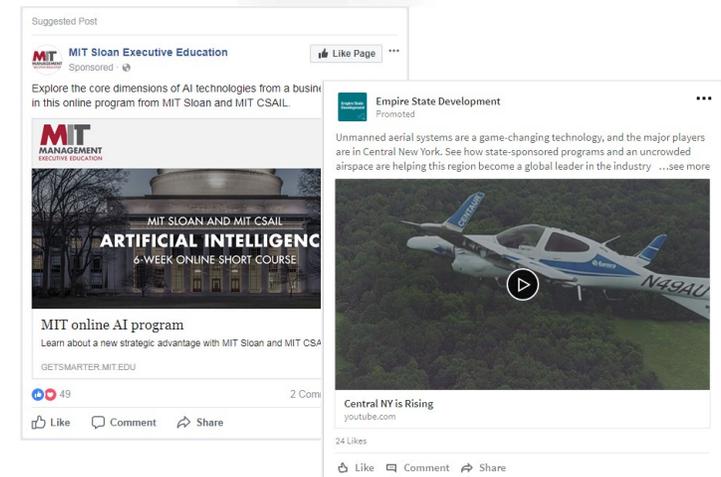
Retargeting Advertising

Extend your reach and stay in front of your most valuable prospects

Retargeting campaigns targets our audience by utilizing thousands of sites across the web. Your campaign is displayed multiple times to your targeted profile. Our retargeting platform ensures your ads are viewed on the trusted sites your targets frequent.

DETAILS:

- Branding in front of our engaged audience
- Reporting: impressions, clicks & CTR



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- ● Production Selection:
Content Marketing

Explainer Videos

Turn complex issues into easy-to-understand short videos.

Explainer Videos break down complex topics into simple and easy-to-digest short video segments. Typically, 30-90 seconds, these videos are perfect content marketing assets that can be leveraged in a variety of ways. They're especially effective for top-of-funnel prospects in the discovery and consideration phases.

DETAILS:

- Creation of one custom, 30-90 second video
- End-to-end program management, including concept development, custom storyboards, scripting, production, and editing
- Development or curation of the animated graphics, artwork/stock clips, background music, and voiceover that bring your message to life
- Exported to common video formats for use on websites and social media
- Own the video asset and use it elsewhere



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FastChat Videos

Leverage the power of video to create deeper connections with prospective customers.

FastChat video interviews strike a balance between shifting customer needs and the emerging B2B workflow norm of video-based communication. The video-based discussions provide a platform for executives to tell the story of their brand's innovation, market leadership, and expertise, creating a content marketing experience that generates an authentic connection with audiences hungry for information.

DETAILS:

- Dedicated landing page showcasing a single video or as a series of up to 2-3 videos
- Each video is up to 5-15 minutes in length
- Remote video capture with interview consists of 3-5 questions
- Client may include up to 3 related assets per video on a dedicated landing page
- Landing page includes client logo, call to action, client URL, speaker, and moderator bios
- Can be added to a sponsored Content Channel.
- Turnkey marketing promotion campaign; one month per video
- Reporting on user engagement metrics
- Clients will receive video assets and link to landing page for use in future marketing efforts



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Infographics

Bring your message to life through visual design.

Infographics are one of the most popular forms of content on the web today, driving more traffic than most traditional content due to their highly visual and easy-to-digest format that helps users translate data into insights. Infographics draw a wider viewing audience into information that might otherwise be hidden in long-form content. They also encourage social sharing of your content.

DETAILS:

- Custom design based on content
- Optimized images for sharing & social search
- Marketing and promotion (optional)
- Own the asset & use it in multiple programs



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Short-Form Content: Ask the Expert

Showcase the perspective of your experts to offer valuable experience and insights.

Tell your brand's story through a professional interview to add a powerful advantage to your content marketing campaigns. The co-branded asset will be written by JLC LIVE to provide a thought-leadership perspective to your desired target audiences. We have the experience and know-how to develop content assets that resonate with your target audience – you will receive unique, custom content that offers long-term marketing value.

DETAILS:

- 2-page PDF, typically co-branded
- Answers approximately 5 of the most frequently asked questions from your target audience
- Includes the photo/name/title of your expert as well as your logo and a call to action
- Multi-channel marketing promotion to drive audience engagement
- Content asset provided to the client for use on their website, social media, and marketing channels



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Short-Form Content: Top 10 Cards

Offer more complete and accurate answers to key questions asked by your target audience.

Top 10 cards are brief, punchy pieces that provide a series of tips or steps that help solve a problem or guide them in a buying decision. This form of content is a practical way to convey information to a wide audience.

DETAILS:

- 2 page PDF, typically co-branded
- 6-10 brief tips or steps that help readers understand a topic or guide them toward a purchase decision
- You may provide your logo and a 1/3-page vertical advertisement for the 2nd page
- Client owns the content asset and can use it across various content marketing initiatives
- Includes multi-channel marketing promotion to drive engagement



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White Papers

Establish subject-matter expertise around key industry topics.

White Papers are a great way to provide solutions to industry problems, make recommendations for using emerging technologies or expand on research results. Informa-developed white papers help you establish subject-matter expertise and thought leadership. They are also effective at generating high-quality leads when paired with a lead generation program.

DETAILS:

- End-to-end program management of a 2-page white paper, including topic discovery, content development, design, and production
- Experienced subject-matter experts work closely with you during the content creation process to ensure messaging is on target
- Can include text, images, graphs/charts, embedded links, and a sidebar with existing client content (e.g. testimonials or case history)
- Client owns the content asset and can use it across various content marketing initiatives



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- ● Production Selection:
Event Marketing

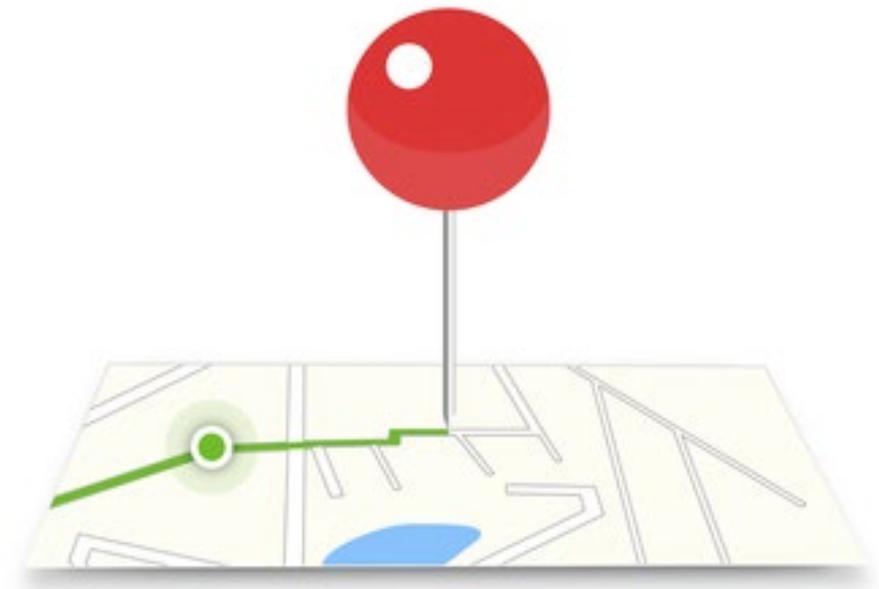
Event Geofencing: Location-Based Mobile Advertising

Reach event, trade show, and conference attendees in real-time or post-event.

Create a virtual boundary around a physical geographic area, enabling marketers to personalize their messages for trade show, expo and conference attendees. Leveraging mobile to target event attendees will help you reach key audiences with precision, to create far more effective marketing campaigns.

DETAILS:

- Location-based mobile advertising to eliminate waste
- Targeting based on geolocation or address
- Reach event attendees in real-time or post-event
- Deliver relevant media for more efficient targeting and ROI



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- ● Production Selection:
Lead Services

Content Syndication

Multi-touch strategy to nurture your high-quality leads.

We map three pieces of your thought leadership content to the needs of your prospects at key buying stages. A series of three emails are sent to 5,000 targeted contacts to generate and nurture their interest. You receive lead data for each user who registers as well as overall campaign engagement metrics.

DETAILS:

- Target identification: We work with you to carve out 5,000 contacts from our database that meet your specific needs (based on available criteria)
- Storyboard development: Once we understand who we're targeting, we'll gather 3 existing content items from you. Then, we map those assets to 3 separate touchpoints on the buyer's journey to optimize lead conversion
- Email development & deployment: Based on the content map, we develop a co-branded email driving to each piece of content. 1 email is sent each week, over a 3-week period, to the target audience. Recipients need only register once to obtain access to all content through co-branded landing page
- Content Engagement Report: Provided at end of program and offers insight into which contacts showed the most interest by content item, identifies the most engaged candidates for immediate follow-up, complete contact details



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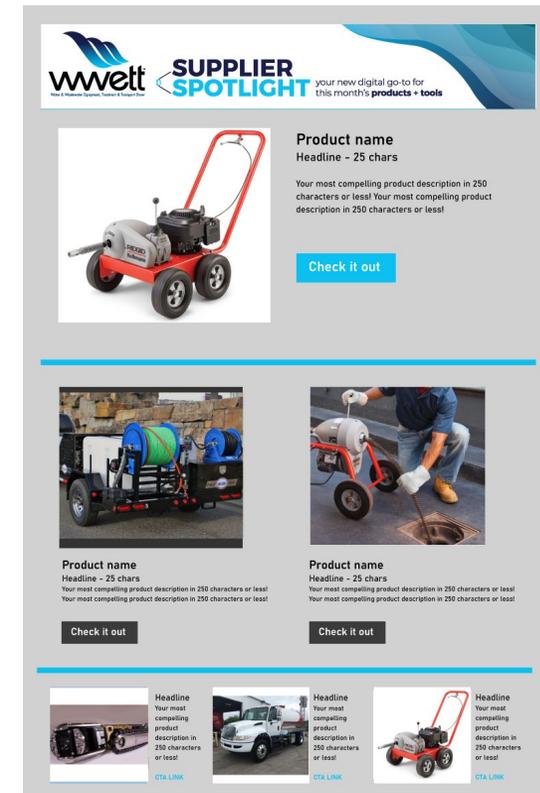
Supplier Spotlight Newsletter Advertising

Grab a decision maker's attention by placing an ad in this digital lead-generation product.

Stay top of mind with your target audience and reinforce your brand. Advertising in a well-read Supplier Spotlight newsletter places your product or service in front of industry decision-makers actively seeking new solutions.

DETAILS:

- Generating sales leads
- Driving website traffic
- Increasing brand awareness
- Reaching an engaged, highly-targeted audience
- Aligning with strong industry brand



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- ● Production Selection:
Research

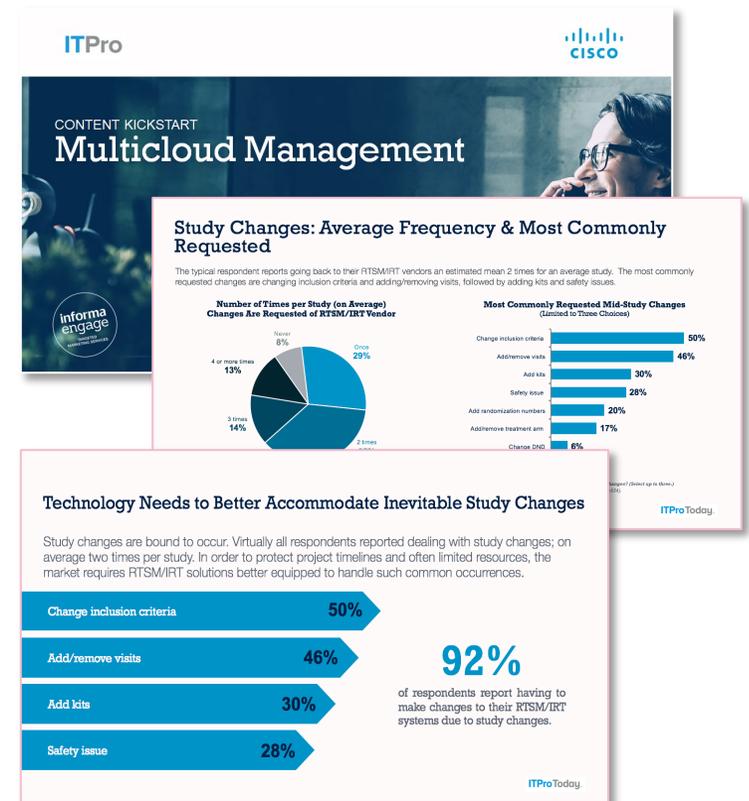
Custom Research

Gain thought-leadership, conduct market & product testing to learn industry insights.

Quantitative, authenticated research studies provide valuable insight and guidance to more deeply understand your audience, expand into new markets, test product concepts or refine your strategic plans. Often the research can be released as an industry study – establishing your brand as an innovative thought leader. Brand perception studies and new product reviews allow you to hear from the customer directly.

DETAILS:

- Team of highly accredited research experts
- Custom research study built for your needs
- While our online method is preferred, we can also provide custom quotes for using other methodology
- Management of all phases, including survey development, sampling, deployment, data collection, tabulation, statistical analysis and reporting



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- ● Production Selection:
Webinar Services

Custom & Editorial Webinars

Elevate your experts, generate qualified leads, and maximize ROI.

Position your company as an industry expert and connect with prospects who are actively looking for education on a key topic or solution to their challenge. Our webinars are a cost-effective way to create powerful, engaging content that generates a large number of leads and allows you to connect directly with prospects.

DETAILS:

- Select from a custom or editorial webinar
- Up to 1 hour in length, with live Q&A
- Industry expert moderator
- User-friendly production and recording
- Marketing and promotions included
- Attendance reporting upon completion



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Webinar Key Takeaways

Webinar content optimized for post-event amplification and digital consumption.

Given all the time, energy, and investment that goes into a webinar, it should be way more than a simple one-and-done content marketing tactic. Webinar Key Takeaways capture the central themes from a live webinar and breathes new life into your content by framing it through a visual, interactive experience. It's designed to appeal to B2B executives who want quick highlights on their schedule while in control of the user experience.

DETAILS:

- Development of a web-based guide to capture webinar key points
- Top 3-5 key takeaways from the webinar
- Option to integrate short video segments, images, stats from the webinar
- On-ramp to a full webinar (gated)
- Speaker bios with social links
- Includes up to three related customer assets
- Turnkey marketing promotion campaign for one month
- Reporting on user engagement metrics



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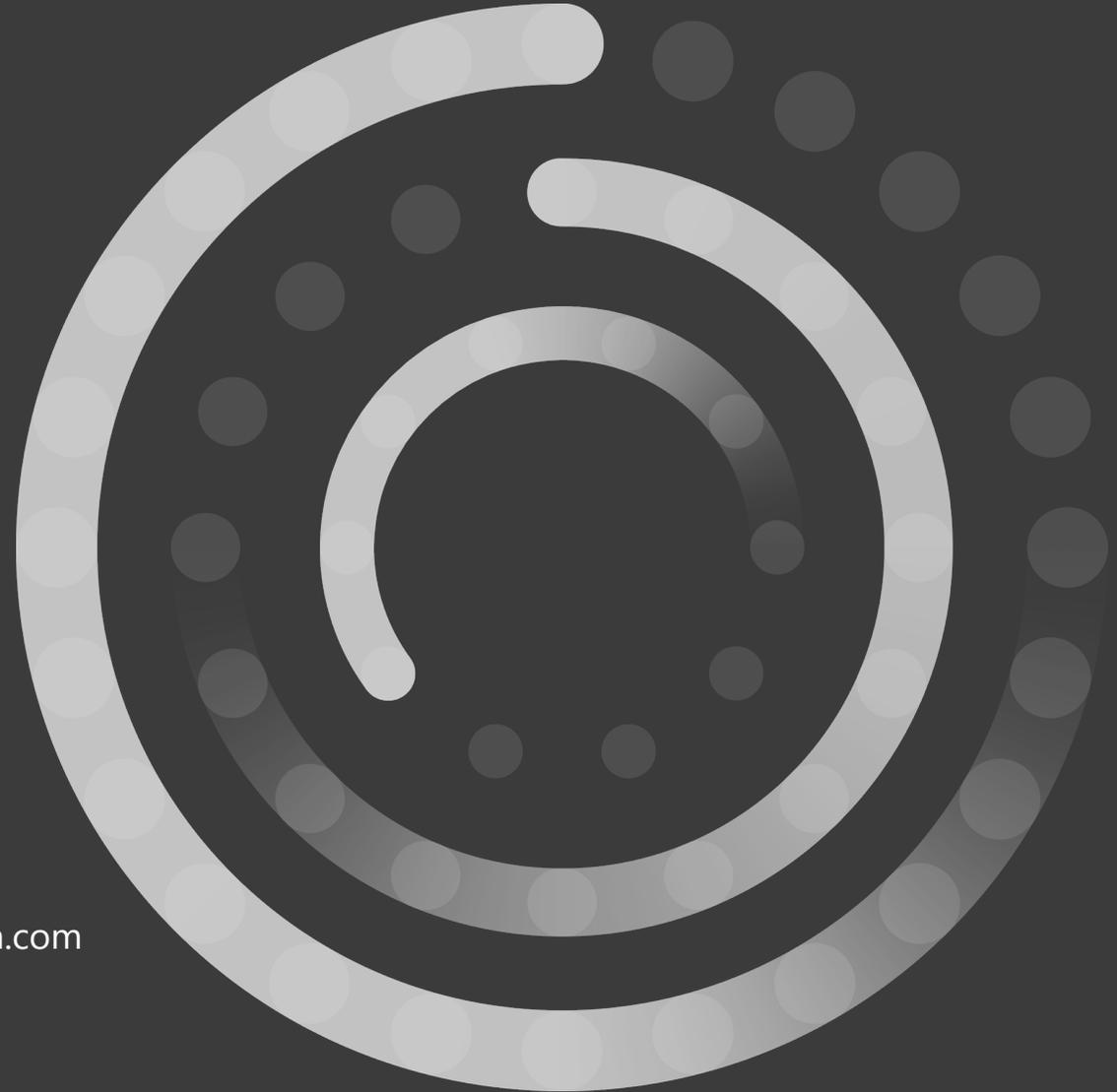
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