

## IDEAEXCHANGE

# Reach the right audience. On the right platform. Right now.

Bigger than a blog, more pertinent than a social network, IdeaXchange is a vibrant community fueled by the thoughtful industry-specific commentary, provocative ideas, experiential knowledge and candid discourse.

### SIMPLE DETAILS

- Insert your voice and content into the conversation in a complimentary way
- Uniquely showcase your content assets in interactive, rich media ad units
- Penton creates content/creative (optional)

### USEFUL FOR

- Thought leadership
- Content promotion

### ADDITIONAL SERVICES

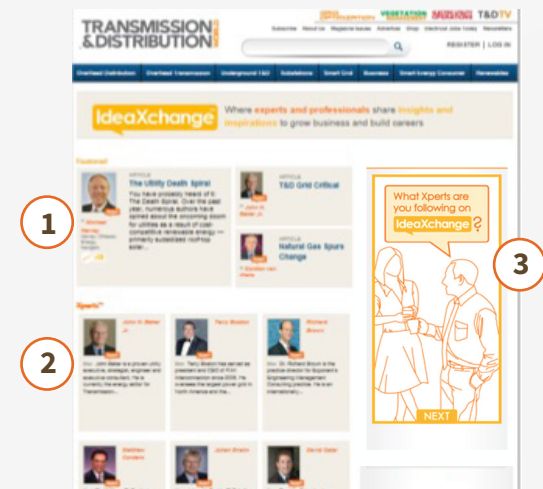
These additional marketing services compliment or work well with IdeaXchange:

#### CONTENT

Create white papers or infographics to share knowledge and gain thought leadership.

#### ENEWSLETTER

Convert content into a newsletter and email to a Penton audience, driving web traffic to your site.



## Highlights

- 1. Featured content** keeps interest high on top performing conversations
- 2. Xperts** drive traffic and spur conversation
- 3. Rich media ads** showcase your content in meaningful ways - video, roll-overs, downloads