


# COST PER LEAD (CPL) PROGRAMS

Programs are designed to deliver a specific number of market qualified leads into your company's funnel. Leveraging the show's database and your company's content assets, the event can execute lead generation programs on your behalf. The team will evaluate your content assets to recommend those that will work best.

Typical starting price point for MQL lead programs are \$60 per lead. Additional charges are added for specific lead filters including geographic and demographic selections.

## BEST PRACTICES FOR CONTENT ASSETS

- Provide content that solves a problem. Make sure you cover a key topic of interest to the audience segments being targeted
- Share a video, whitepaper, webinar, research, case studies and other content that helps improve audience's business or offer market insights
- Provide 2-3 content assets to help optimize your program for best results



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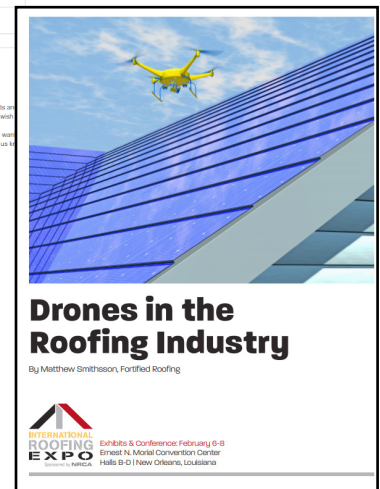
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Sample content registration page



Sample whitepaper

Our team must be able to review a client's content assets prior to finalizing a program including terms around number of leads and price per lead to ensure success.

To discuss a CPL program, please contact your Account Representative.