

# eBooks

Create highly desirable, rich content designed to engage and educate readers.



eBooks help solve problems, tackle industry topics or uncover opportunities for your prospects. Compared to white papers, ebooks are typically more visual in nature, have a more conversational tone and often tie related content pieces together into multiple chapters. When paired with an Informa Lead Generation program eBooks can be promoted all at once, or chapter-by-chapter.

## DETAILS

- 24-48 pages (standard)
- Product PDF to embed/display
- Design/layout production
- Registration capabilities (optional)
- Informa hosted (optional)

## USEFUL FOR

- Establish authority in your industry
- Bring in new traffic
- Generate leads
- Brand/product promotion
- Long-term engagement