

# ControlGlobal.com

PROMOTING EXCELLENCE IN PROCESS AUTOMATION

## Lead Generation Programs

Control's unique lead-generation programs are based on best practices in permission marketing: Offer high-value content related to a specific technology purchase decision or topic, and interested prospects will offer their contact information in exchange, giving you implicit permission to market to them.



### Program mechanics

- Your company sponsors and/or supplies an appropriate piece of high-value content. (If you can't supply an appropriate piece of content, we can create one for you.)

All fields are required

E-mail Address

First Name

Last Name

Job Title

Company

Street Address

Street Address 2

City

State/Province

Zip Code

Country

Phone

Would you like to be added to Siemens monthly process automation systems electronic newsletter distribution list?

Yes

No

Print page | Email page

Home » Need Plant Operators?

**Need Plant Operators?**

This video is sponsored by:

**SIEMENS**  
www2.siemens.com

**Need Plant Operators?**

Want trained automation workers? The National Com-to-Ethanol Research Center at Southern Illinois University Edwardsville, is the only organization in the world to offer both bootcamps classroom training and hands-on instruction. The training includes year-long internships, seminars, five-day process training sessions and training for executives who run the plants. Read the article, and watch the video and get to know this unique and innovative automation plant operator training organization.

After completing the registration form you will have access to watch the video and download the article "Team Up to Train the Next Generation of Ethanol Plant Engineers" in pdf format. <br>
<http://www2.siemens.com/AboutUs/Terms-and-Conditions.htm>
target="blank">Siemens Energy's privacy policy</a>

All fields are required

E-mail Address

First Name

Last Name

Job Title

Company

Street Address

- We create a custom registration page including up to three unique qualifying questions that must be completed in order to download the content in question.

- We promote this "gated asset" to our e-newsletter subscribers and site visitors.
- Upon download, these sales leads are yours for further qualification and follow up:

ID	E-mail Address	First Name	Last Name	Company	Job Title	Country
1	...	...	...	...	...	...
2	...	...	...	...	...	...
3	...	...	...	...	...	...
4	...	...	...	...	...	...
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8	...	...	...	...	...	...
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11	...	...	...	...	...	...
12	...	...	...	...	...	...
13	...	...	...	...	...	...
14	...	...	...	...	...	...
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16	...	...	...	...	...	...
17	...	...	...	...	...	...
18	...	...	...	...	...	...
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30	...	...	...	...	...	...

The most common type of sponsored content offered through Control's lead-generation channels is the white paper, although other content types also have proven effective lead-generation offers.

### Other types of content that can be sponsored and promoted through ControlGlobal.com

- Audio Podcasts
- Application notes
- Pre-recorded webcasts
- Downloadable software applications
- Repackaged, bundled editorial articles on a particular topic
- Sponsored Video

This video is sponsored by:

**Your Ad Here**

Better than 3-D for Batch

ControlGlobal.com

Pricing for Control's digital lead-generation programs starts at \$5,300 gross, which includes a two-month promotion period—typically kicked off by prominent placement in a ControlGlobal.com Premium Content Alert newsletter. Additional promotional efforts to be managed by a ControlGlobal.com client services specialist to ensure lead-generation quality and quantity expectations are met.