

BASICS OF DESIGN ENGINEERING

When you want to educate engineers with fundamental technical information.

Created by our editorial team, these handy PDF guides feature technical information that is the foundation of a given design and/or manufacturing discipline. This content can be saved and downloaded by the engineer for future reference. For fully customizable content, please refer to an eBook.

SIMPLE DETAILS

- 4-6 page PDFs
- Content created and design by Penton
- Includes registration page, users must fill out to download
- Promoted via an eblast to our brand list

USEFUL FOR

- Creation of “ever green” content
- Lead generation

ADDITIONAL SERVICES

These additional marketing services compliment a Basics of Design Engineering piece:

WEBINAR

Highlight or feature main content in a webinar.

LEAD LIFECYCLING

Nurture generated leads.

