

Conduct important, market-leading research with a corporate sponsor.



Sponsored Research

Opportunities may exist in your market to conduct surveys by partnering with a corporate sponsor. Sponsors pay some or all of the research fees and in turn receive visibility as well as credit for being your industry partner.

Good examples of sponsored research projects are *State of the Industry* studies, *Operations Benchmarking* and *Market Pulse* surveys. Information generated through sponsored research can be wide ranging in nature but is information of broad importance and interest.

Sponsored research is always a custom-designed survey. The Readex team will lead the design process as well as data collection and reporting. When the study is done, your sponsor will receive an exclusive “first look” at results. Thereafter, you’ll be able to use the information for articles on websites, in your publication, podcasts or webinars.

Please contact Mike Zeman, Director of Sales-Custom Surveys for more information about how Sponsored Research might work for you and your team: mzeman@readexresearch.com 651.439.8297