

Position your association as the premier information and knowledge source for the industry you serve.



## State of the Industry Research

Marketers crave information, especially information that provides insight as to how their customers think, feel and visualize the future. This is what State of the Industry research is all about: Doing a deeper dive into business and developing a picture of what things are really like and where things may be headed.

### What Does This Research Mean for You and Your Association?

- Create great conversations and executive presentations about what is going on in your industry.
- Clearly demonstrate your commitment to being the information leader.
- Generate data about the industry no else has.
- Use data from the research as feature editorial in your publication or on your website; sell sponsorships.
- Tie full access to the data to sponsorship/advertising commitments.

Please contact the Readex Sales team for more information about how State of the Industry Research might work for you and your association:

[readexsales@readexresearch.com](mailto:readexsales@readexresearch.com).