

Lead Generation Landing Page



WilliamReed.

Title

- 1 Copy: 50 characters maximum
Try to make this reflect what someone would type into a search engine – include relevant keywords

Image

- 2 Dimensions: 824 x 465 pixels (width x height)
File type: Static GIF or JPG - 1 MB max

Product Categories

- 3 Select 1-3 product categories relating to the topic of your document (see page 5)

Text

- 4 Between 200 - 600 characters (maximum)
Benefit from SEO techniques by ensuring the content is original
Do not include images, graphs, pictures, tables, links or email addresses within the text as these will not be visible to the user

Lead Form Type

- 5 Select the lead form type, for more information see page 3


PDF file

- 6 2 MB maximum – 2 pages minimum
For more information see page 4

Supplier info Centre

- 7 Make sure your [Company profile](#) is up to date

Submission deadline

-  A minimum of 5 business days before the start of the campaign
Please send the finalised material to adops@wrbm.com

For an editable version, [click here](#)

Product Brochure

PDF file | Product Brochure | Promotional Content
20-Jan-2025

Facebook Twitter LinkedIn Email

1 Title: 50 characters max. including spaces

2 Image: 824 x 465 pixels

4 Text: 600 characters max. (including spacing and punctuation)

Do not include images / graphs / pictures / tables / links / email addresses within the text as they will not be visible to the user.

5 Download Now

First Name *

Last Name *

Business Email *

Phone *

Company Activity *

Job Function *

Company *

Job Seniority *

Country *

United Kingdom

Country *

Rethink Events Ltd would like to contact you about this feature.

By email: *

☐ I agree to be contacted by email

☐ I do not agree to be contacted by email

By phone: *

☐ I agree to be contacted by phone

☐ I do not agree to be contacted by phone

DOWNLOAD NOW

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3 Related Topics

Automation, robotics, equipment | Venture capital | Digital, AI, data, cloud solutions

7 Supplier Info Centre

For more product information visit

Form type

- There are two options available to you: consent and legitimate interest
- You will need to specify which type of lead generation form you would like to have on your download page
- Please note that if you do not specify the form option alongside the material, the **Consent form will be applied by default**
- With both forms, you will have 2 years of access to the leads - after that period, they will be deleted

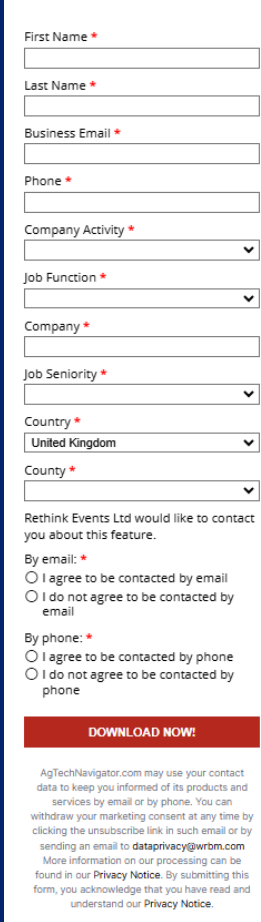
❑ Option 1: Consent form

The default form

Ask for 'gradular consent'
Email and phone consent
asked separately

On the download form, the
name of the advertiser is
stated

The advertiser will be given
password protected access
to the leads that have
accepted to be contacted
An anonymised report
captures those individuals
not agreeing to be
contacted



First Name *

Last Name *

Business Email *

Phone *

Company Activity *

Job Function *

Company *

Job Seniority *

Country *

County *

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☐ I agree to be contacted by phone

☐ I do not agree to be contacted by phone

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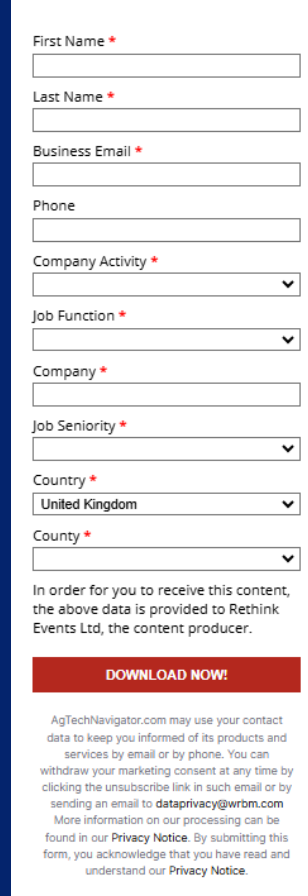
❑ Option 2: Legitimate Interest form

The advertiser must
confirm in writing that they
want to collect data on the
basis of legitimate interest

Consent is not required
(no consent tick boxes)

On the download form, the
name of the advertiser is
stated

The advertiser will be given
password protected access
to everyone who
downloads the document
and it is the client's
responsibility to make the
assessment of how to use
the leads



First Name *

Last Name *

Business Email *

Phone

Company Activity *

Job Function *

Company *

Job Seniority *

Country *

County *

In order for you to receive this content, the above data is provided to Rethink Events Ltd, the content producer.

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Document Type

Indicate which type of document you are providing from the list on the right

This is your opportunity to showcase your area of expertise

The type of document you opt for is how your content will be labelled on our website(s)

PLEASE NOTE:

This is an updated list of document types. We will only be offering the options specified here.

Note:

William Reed reserves the right to refuse publication of any documents if its content does not comply with the explanation for the label from this list

Whitepaper

A whitepaper is an unbiased, detailed, technical or scientific essay on the use of a type of solution to resolve a given challenge. It should contain a detailed scientific, technical or business case, supported by data, graphs, figures and references.

Case Study

A record of research in which detailed consideration is given to the development of a particular situation over a period of time. It must be supported by detailed data including elements such as calculations, drawings, budget, and schedule elements.

Product Brochure

A document featuring a specific product or range of products for a given company. Used mainly for advertising purposes, it gives a general description of the product and clearly states the company brand and name.

Application Note

A document that provides a description of how to use a given product in a specific situation. They provide practical guidance for the use of a product applied in an unusual or innovative manner.

Research Study

A study that outlines the results of experimentations using products on living or dead organisms. It has to demonstrate the impact of a product on the health of subjects and describe the results of a strict scientific research programme that can be reproduced. It must be supported by detailed data including graphs, schematic diagrams, data and figures to support the claim.

Infographic

A visual representation of any information or data. This being information such as pie charts and bar graphs with minimal text. This all for the purpose of a easy-to-understand overview of a topic.

Insight Guide

This is a document that gives you a clear and deep insight or understanding of information.

| | |
|-----------------|---|
| BakeryandSnacks | Filling & Packaging Equipment & Systems |
| | Ingredients |
| | Packaging & Packing Materials, Containers |
| | Processing Equipment & Systems, Automation, Control |

| | |
|---------------|---|
| BeverageDaily | Filling & Packaging Equipment & Systems |
| | Ingredients |
| | Packaging & Packing Materials, Containers |
| | Processing Equipment & Systems, Automation, Control |

| | |
|------------|----------------------|
| Restaurant | Alcohol |
| | Beverages |
| | Cleaning & Hygiene |
| | Design & Furnishings |
| | Equipment |
| | Food |
| | Hospitality Services |
| | Technology |

| | |
|------------------|--|
| AgTech Navigator | Agricultural machinery |
| | Analytical tech |
| | Animal feed |
| | Animal health |
| | Automation, robotics, equipment |
| | Crop inputs, herbicides, biologicals, pest Control |
| | Digital, AI, data, cloud solutions |
| | Not for profit, associations |
| | Probiotics / prebiotics / postbiotics |
| | Soil health, plant health |
| | Venture capital |

| | |
|-----------------|-----------------|
| CosmeticsDesign | Color Cosmetics |
| | Fragrance |
| | Hair Care |
| | Nutricosmetics |
| | Packaging |
| | Skin Care |
| | Oral Care |

| | |
|-------------------|-------------------------------------|
| ConfectioneryNews | Ingredients and additives |
| | Packaging equipment and materials |
| | Processing equipment & plant design |
| | |

| | |
|---------------|---|
| DairyReporter | Filling & Packaging Equipment & Systems |
| | Ingredients |
| | Packaging & Packing Materials, Containers |
| | Processing Equipment & Systems, Automation, Control |

| | |
|-----------------|--|
| FoodManufacture | Carbohydrates & Fibres (Sugar, Starches) |
| | Cereals & Bakery Preparations |
| | Chocolate & Confectionery Ingredients |
| | Cultures, Enzymes, Yeast |
| | Dairy-based Ingredients |
| | Emulsifiers, Stabilisers, Hydrocolloids |
| | Fats & Oils |
| | Flavours & Colours |
| | Food Safety & Labelling |
| | Fruit, Vegetable, Nut Ingredients |
| | Health And Nutritional Ingredients |
| | Meat, Fish & Savoury Ingredients |
| | Preservatives & Acidulants |
| | Proteins, Non-dairy |
| | Processing Equipment |
| | Packaging Equipment |
| | Packaging Materials |
| | |
| | Hygiene, Safety & Cleaning |
| | IT |
| | Environment |
| | Services |

| | |
|---------------|--|
| FoodNavigator | Carbohydrates & Fibres (Sugar, Starches) |
| | Cereals & Bakery Preparations |
| | Chocolate & Confectionery Ingredients |
| | Cultures, Enzymes, Yeast |
| | Dairy-based Ingredients |
| | Emulsifiers, Stabilisers, Hydrocolloids |
| | Fats & Oils |
| | Flavours & Colours |
| | Food Labelling |
| | Food Safety |
| | Fruit, Vegetable, Nut Ingredients |
| | Health & Nutritional Ingredients |
| | Preservatives & Acidulants |
| | Proteins |
| | Sweeteners |
| | Processing and packaging |

| | |
|--------------------|----------------------------|
| FoodNavigator Asia | Bakery |
| | Beverages |
| | Confectionery |
| | Convenience Foods & Snacks |
| | Dairy |
| | Desserts |
| | Functional Foods & Drinks |
| | Meat |
| | Seafood |
| | Soups & Sauces |
| | |
| | Traditional & Staple Foods |

| | |
|--------------------|----------------------------------|
| Morning Advertiser | Ale & Stout |
| | Bar & Catering Equipment |
| | Cellar, Dispense & Bar Equipment |
| | Cider |
| | Design and Refurbishment |
| | Entertainment |
| | Food |
| | Lager |
| | Legal |
| | Marketing |
| | Outdoor |
| | Professional services |
| | RTDs |
| | Security |
| | Smoking & Alternatives |
| | Soft Drinks |
| | Spirits |
| | Technology |
| | Training |
| | Wine |
| | Work Wear |

| | |
|------------------|--------------------------------------|
| NutraIngredients | Antioxidants, carotenoids |
| | Botanicals & Herbals |
| | Dairy-based ingredients |
| | Dosage forms |
| | Fibres and carbohydrates |
| | Minerals |
| | Nutricosmetics |
| | Omega-3s & Nutritional Oils |
| | Polyphenols |
| | Probiotics, Prebiotics & Postbiotics |
| | Proteins, Peptides, Amino Acids |
| | Vitamins & premixes |
| | Allergies & intolerances |
| | Blood sugar management |
| | Bone & joint health |
| | Cancer risk reduction |
| | Cardiovascular health |
| | Cognitive and mental function |
| | Energy |
| | Eye health |
| | Gut/digestive health |
| | Healthy ageing |
| | Immune support |
| | Inflammation |
| | Maternal & infant health |
| | Men's Health |
| | |
| | Oral/Gum health |
| | Respiratory health |
| | Skin health |
| | Sports nutrition |
| | Weight management |
| | Women's health |

Product Categories

Select 1-3 product categories relating to the topic of your document

[FOR THE EDITABLE VERSION CLICK HERE](#)

Best Practices

Title

Your page title is shown on search engine results pages, browser tabs and when shared across social media platforms. The title is taken into consideration by search engines when determining your page ranking.

Consider the following best practices

- Ensure the title informs the user of what is on the page in a clear and concise manner
- Choose a main keyword that is relevant to your page
- Include your keyword at the beginning of your title
- Avoid repeating, listing or using different variations of your keyword

Description

Your description should inform the user of what they are receiving in return for their data. This also gives your content more viewability in organic search rankings.

Consider the following best practices

- Include your keyword in the text
- Keep it short, sweet, and to the point
- Make your copy as relevant as possible