

# CUSTOM CONTENT DOWNLOADS — MANUFACTURING INFORMATION CENTER (MIC)

White paper and special report downloads are proven response generators in every market. The secret is to provide high-value content in an environment that potential customers visit frequently and trust. Generate quality leads from your white papers and special reports with Advanced Manufacturing Media's Manufacturing Information Center (MIC) content downloads.

## Here's How It Works:

- You supply us with your white paper or special report.
- We upload to AdvancedManufacturing.org.
- Your paper is promoted via the MIC online widget and ads placed on our website, eNewsletters, social media channels, and in *Manufacturing Engineering* magazine.
- Access is granted to your paper through registration.
- After your paper is downloaded, you immediately receive an email with that lead's contact information — ready for engagement by your sales staff.
- Option to add two questions to the MIC content download registration form.

The image is a screenshot of a registration form on the website AdvancedManufacturing.org. The page header includes the site name and navigation links for Industries, Topics, Expert Opinions, Products, and Resources. The form title is "How Additive and Traditional Manufacturing Mix". Below the title, there are social media icons for Facebook, Twitter, LinkedIn, and Google+. The main text of the form describes the importance of additive manufacturing and mentions a collaboration between SME and Kevin Norem. At the bottom, there is a "Download your copy now" section with a registration form containing fields for First Name, Last Name, Email, Phone Number, Industry (with a dropdown menu currently set to "Aerospace"), Company, and State/Province. A "SUBMIT FORM" button is located at the bottom right of the form.