

How to Participate in the Borrell AI Research Survey

Step 1: Raise Your Hand & Register Interest

- Fill out the brief, **60-second operational form** to express your organization's commitment to participate.

Step 2: Deploy the Managed Advertiser Survey

- Once you register your interest, the Borrell team takes over the technical mechanics of the research survey process. Your team will receive a customized email template containing your unique tracking link.

When advertisers click your link, they are taken to a secure survey environment managed entirely by Borrell. They answer brief questions about their AI habits and accuracy concerns, completing the process in under 5 minutes.

Completing advertisers are automatically entered to win a \$500 cash prize.

Step 3: Secure Corporate Rewards & Lead Lists

- Once the data is collected, Borrell securely segments the responses. Your organization is automatically placed at the front of the line to receive the final National AI Sales Playbook alongside your localized lead lists.

The \$1,000 Publisher Drawing: To thank you for participating, every member company that registers and secures advertiser responses is automatically entered into a drawing to win a \$1,000 corporate cash prize.



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