



# Marketing 365<sup>®</sup>

Enhance your digital presence.  
Elevate your position as a thought leader.



**Marketing Overview**

Marketing Overview: This table provides a comprehensive overview of the company's marketing performance across various product categories and time periods. The data is presented in a clear, structured format, allowing for easy comparison and analysis.

| Product Category | Units per Year |           |         |          |
|------------------|----------------|-----------|---------|----------|
|                  | 2013           | 2014      | 2015    | 2016     |
| General Tools    | 950,000        | +1.8%     | 970,000 | +750,775 |
| Health & Medical | +13.0          | +8.94     | +10.74  | 520,000  |
| All Other        | +87.94         | +505.83   | +82.94  | +238,74  |
| Kids & Baby      | +608.00        | +2,017.75 | +699.00 | +1.8     |
| Kitchenware      | -229.00        | -229.00   | +750.75 | +51.94   |
| Autos            | -287.75        | +668.00   | -1.8    | +820.82  |
| Furniture        | +239.74        | -239.74   | -239.00 | +500.00  |

**Growth Percentage**



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## ABOUT MARKETING 365

Introducing *Marketing 365* -- our complimentary, full-service marketing support program that is designed to enhance your event participation and demonstrate your expertise.

*Marketing 365* acts as an extension of your marketing team. In the build-up to our summit [of which you are a sponsor], our program will help increase your brand awareness to our attending audience, generate new inbound traffic for your company, and maximize your onsite experience as a whole.

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## HOW IT WORKS

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Once you've secured a sponsorship deal with Generis (that qualifies for our *Marketing 365* program), our marketing team will reach out and connect with you on the next steps.

*Marketing 365* is flexible and based on your company's unique business challenges. Work closely with our team to define your marketing needs, and through our countless offerings -- from original content pieces to mass content shares -- we will do everything we can to help achieve your goals.



### THE BENEFITS

Why leverage our complimentary, full-service marketing support program? Through participating in *Marketing 365*, you will be able to:

- ✓ **Strengthen** your position as an industry leader
- ✓ **Increase** engagement and visibility among our executive audience
- ✓ **Generate** new inbound traffic
- ✓ **Encourage** lead generation
- ✓ **Build** brand awareness
- ✓ **Guarantee** more mutual matches with your 1-2-1 meeting selection

# THE POSSIBILITIES

- PROMOTIONAL GRAPHICS
- CONTENT SHARES
- E-BOOKS
- INFOGRAPHICS
- BLOGS
- NEWSLETTER FEATURES
- EVENT APP BANNER ADS
- WISH LIST ACQUISITION
- VIP CLIENT PASSES

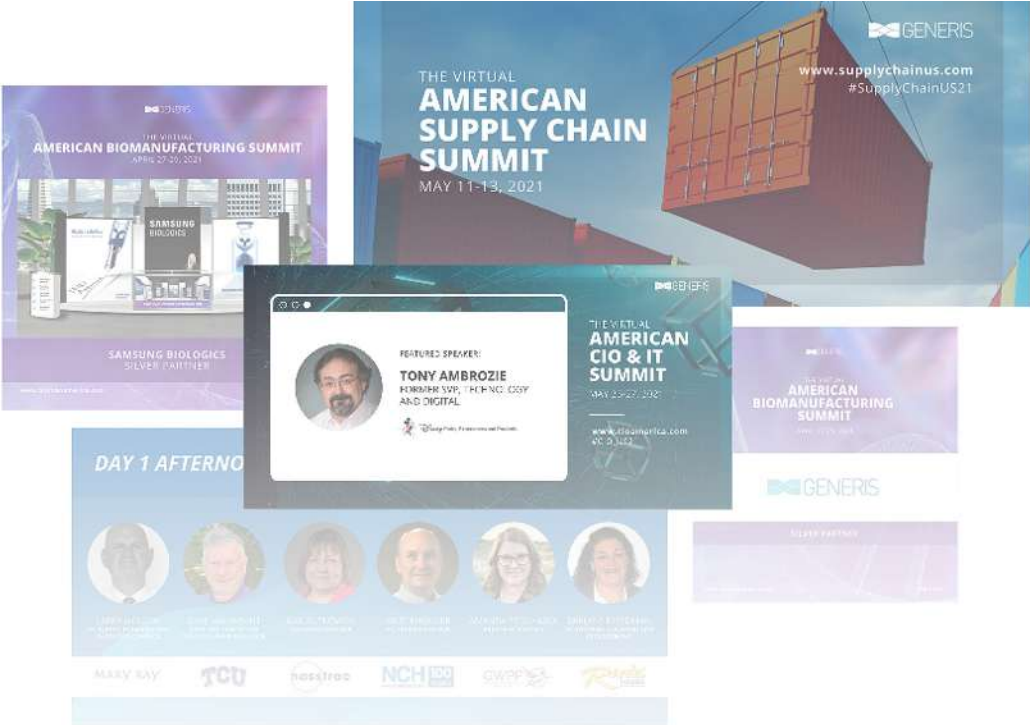
Would you like to pursue a marketing opportunity that isn't featured on this list? Share your ideas with us and we can work to make it happen.



# PROMOTIONAL GRAPHICS

**In terms of promotional graphics for the summit, we'd love to take care of the design work for you.**

These would be graphics for your team to share on LinkedIn, Twitter, and so forth to help promote your industry leadership and announce to your network that you will be sponsoring the summit. We'd be happy to create personalized graphics featuring your logo, type of partnership, booth, and even your upcoming workshop or roundtable if you will be speaking at our event!





## CONTENT SHARES

**Does your company produce thought leadership content, including blog pieces, whitepapers, webinars, and so forth? Through our content sharing initiative, you'll be able to expand your mileage out of the existing content you generate.**

We love promoting our sponsors and are proud to have you on board. In the build-up to your Generis summit, leverage this unique opportunity to share your content to a fresh new audience of executive leads, and increase brand awareness and web traffic for your company.

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## HOW IT WORKS

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Work with our marketing team to determine which of your content pieces will be most relevant and enticing to our digital audience of CEOs, VPs, and Directors. Once these content pieces are determined, our Marketing team will provide a content share Schedule for your reference. We will then execute these engaging content shares — leading up to the summit — on our LinkedIn and Twitter channels.

Will you be producing content after the event? Let's keep the sharing going! Our Marketing 365 program doesn't necessarily end after your summit. You can benefit from continued content sharing and promotions as you sign up for our summits year after year.

**Through our Content Share initiative, you will be able to expand your network, enhance engagement, and push potential leads to your site.**

# RECOMMENDED CONTENT

When it comes to promoting content to our executive audience, thought leadership pieces will always work best. This includes:

- WHITEPAPERS
- E-BOOKS
- INFOGRAPHICS
- CASE STUDIES
- WEBINARS
- HOW-TO-GUIDES
- BLOGS
- VIDEOS

# CONTENT SHARE EXAMPLES

**Generis** 14,649 followers  
3mo • 🌐

In just over one week, we'll be kicking off the Virtual American **#Packaging Summit** ([www.uspacksummit.com](http://www.uspacksummit.com)) with over 150 Packaging VPs and Directors!

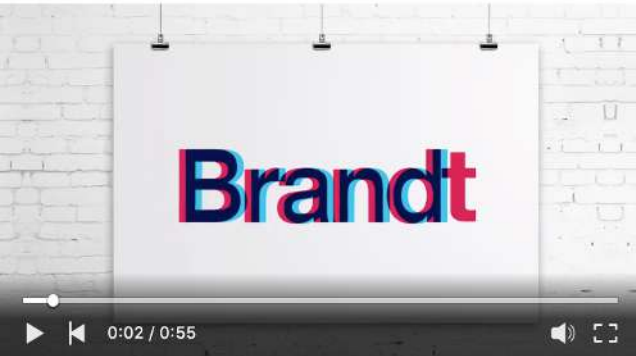
As we count down to the event, we look forward to learning best practices in **#packaginginnovation**, **#design**, materials, and **#branding** from our incredible partners including **BrandtBrand**.

Ready to elevate your **#packagingdesign** or **#brandstrategy**?

Here's your next step: [www.brandtbrand.com](http://www.brandtbrand.com)

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**#virtualconference #graphicdesign #packaging #brandidentity**



The video player shows a whiteboard with the 'Brandt' logo in red and blue letters. The video is at the 0:02 mark of a 0:55 duration.



**Generis** 14,649 followers  
1w • 🌐

In this **Thermo Fisher Scientific #webinar**, you'll learn how new and innovative technologies — and best in class **#manufacturing** capabilities — can help alleviate challenges in **#Biologics** development.

Sign up at:  
<https://lnkd.in/eXFpzQH>

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**#BioUS21 #biomanufacturing #biopharma #CDMO**



**Practical Implementation of Innovative and Scalable Technologies to Accelerate Biologics Development and Commercialization: A CDMO Perspective**

**The world leader in serving science**

**Practical Implementation of Innovative and Scalable Technologies to Accelerate Biologics Development and Commercialization: A CDMO...**  
patheon.com • 1 min read



## ORIGINAL CONTENT PIECES

### **Ready to further elevate your position as a thought leader?**

Our team would love to create a new original content piece for your business, whether it be an e-book, infographic, or blog. These original content pieces can cover any topic relevant to the summit you will be sponsoring, and even serve as a fantastic complimentary piece to your speaking session.

## HOW IT WORKS

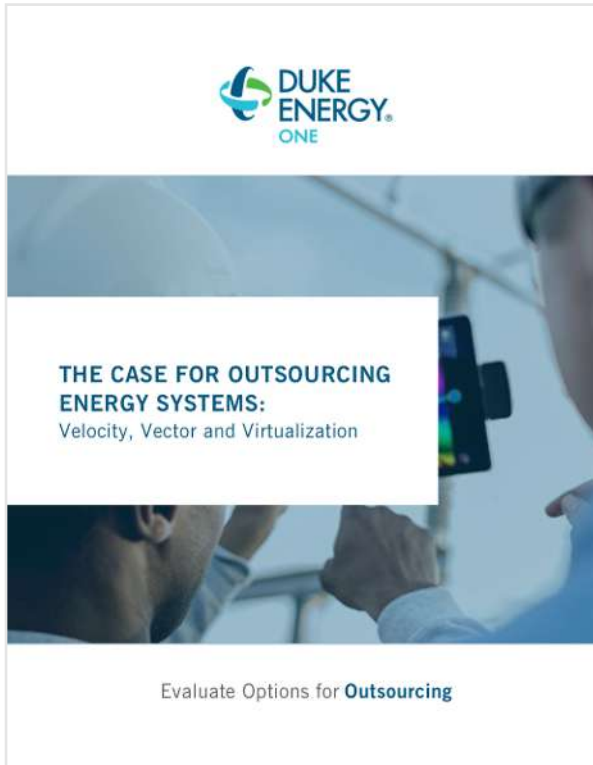
Our process often begins with a written Q&A. We'll draft a series of questions based on your topic, and your team would send over any information/responses to these questions as well as any brand guidelines. This is to ensure that all of the information in the content piece is entirely reflective of your business, thought leadership, and service offerings! From there, our team would take care of all of the copy-editing, then take on all of the design work in putting the original content piece together.

Alternatively, we can also refurbish your existing content and transform it into a fresh, new piece. For instance, we can create an infographic to complement a whitepaper or webinar your business produced in the past.

Once we complete your original content piece and have it approved by your team, we'll also promote the piece to our relevant audiences, to help increase your company's brand awareness!

# E-BOOKS

Are you hosting a workshop presentation or roundtable discussion at one of our summits? We can get the conversation started prior to the event! Participate in a Q&A so that we can transform your expertise into thought-provoking content.



# INFOGRAPHICS

Looking to turn your complex content pieces into straightforward infographics? With a visually-appealing layout and easy-to-read format, your content instantly becomes share-ready. Infographics can make a world of difference when it comes to how many people see, share, and read your content.

**ISACA**  
CMMI Performance Solutions

**5 Ways to Improve the Quality Mindset of Your Organization**

**01 PRIORITIZE A CULTURE OF QUALITY.**  
Encourage your employees to think about quality not just as a department, but as the responsibility of every member in your organization.  
No matter how small or indirect their contribution is to the product, it does have an impact, and every team member can and does make a difference.

**02 FOCUS ON IMPROVEMENTS THAT ARE SYSTEMIC AND LONG-LASTING.**  
When your organization makes a change, instead of trimming the weeds, get to the root cause and address the pain. Solutions that address the system as a whole will benefit your organization for years to come. Lasting change, not stop-gap solutions, will have the most meaningful impact in your organization.

**03 IMPROVE PREDICTABILITY.**  
Understanding the time, effort, and cost of a project, knowledge of your staff's capabilities, historical trends, and monitoring key metrics also increase the likelihood of successfully achieving your goals.  
↑ Accuracy of Valuations    ↓ Inefficiencies & Additional Costs

**04 INVOLVE STAFF AT ALL LEVELS IN THE DEVELOPMENT OF SOLUTIONS.**  
When you enable staff members to contribute to changes, individual contributors buy in to the proposal and are much more likely to become champions of the initiative, follow through with supporting activities, and own the outcome. Including staff members in solution building can often be more effective than if changes are strictly perceived as top-down.

**05 EMPOWER AND EQUIP YOUR TEAM TO ACHIEVE THEIR GOALS.**  
An effective leader must define the overall strategy, align the organizational goals and, perhaps most importantly, clearly communicate those objectives so that departmental and individual targets support the organizational plan.  
Furthermore, leaders must, in turn, support their teams through actions such as matching capacity needs, providing skill building opportunities, and even funding for new equipment to ensure that staff can complete the work that's expected of them.

These lessons were gleaned from the Case for Quality Voluntary Improvement Program (VIP), which is one-way medical device stakeholders like FDA and the industry work together to continuously improve device quality and patient safety.

**WHAT TRACEABILITY CAN DO FOR YOU**

**OPTEL**  
Traceability technology for a better world

Between 2003 and 2012, the **annual number of recalls** increased by **97%**. Major recall costs have been as high as **\$600 m** in the medical device industry.

What if you could **track medical devices** from the **manufacturing plant** to the **patient**?

For medical device manufacturers, a traceability solution can:

- Increase inventory visibility throughout the supply chain
- Increase warehouse management
- Mitigate risk of reimbursement fraud
- Increase the speed of recall of returnable devices
- Reduce risk of recalls
- Increase production efficiency by reducing setup time
- Reduce product counterfeiting and stolen products
- Provide data to improve performance

For the medical profession, a traceability solution helps:

- Optimize time to increase control of device management at the hospital
- Identify used medical devices and avoid reuse in patients

For the patient, a traceability solution guarantees:

- Increase quality assurance of the device and help set the viable production methods

**OPTEL SOLUTIONS KEY BENEFITS**

- Production benefits - reduced setup time, increased production efficiency
- Enhanced data and cost control
- Helps improve product counterfeiting and stolen products
- Increase inventory stability throughout the supply chain
- Prevents reimbursement fraud
- Increase warehouse management
- Reduction of recalls
- Allow aggregation and tracking up to the device

# BLOGS

Our Generis blog is dedicated to our exclusive senior audience and is shared across all of our social, digital, and extended networks. Interested in sharing your expertise on our blog?



## MASTERING PRODUCT COMPLAINT HANDLING IN THE MEDICAL DEVICE INDUSTRY



In medical device, Uncategorized by Trisha Armeña / November 11, 2020 / Leave a Comment

For medical device manufacturers across the globe, among their top priorities will inevitably include complaint handling. Continuous improvements in customer satisfaction, regulatory compliance, and the safety of consumers must remain top of mind.

In light of improving the complaint handling process and further emphasizing its importance, we sat down with Partha Marella (Executive Vice President of HCL Technologies), to obtain his insights and best practices.

READ MORE



## QUALITY MATURITY FOR LIFE SCIENCES: Q&A WITH IQVIA



In Life sciences, medical device, quality by Jennifer Browne / July 24, 2019 / Leave a Comment

With pressures to drive down costs, remain compliant, and improve innovation and the safety of products, manufacturers across all industries are increasing their focus on quality management. Executives are relying on a variety of resources — across people, processes, and technology — to progress forward and achieve process excellence. But before a company begins an initiative related to improving quality maturity, it's important to understand the various phases of maturity and to define objectives for how to advance maturity from one phase to the next.

Ahead of the American Medical Device Summit, we spoke with Roxane Napoli, Associate Director of Product Marketing at IQVIA Quality Compliance, to discuss how organizations within the medical device space can progress forward and improve their quality management capabilities.

READ MORE



## NEWSLETTER FEATURES

**Perhaps your content requires a larger push to reach the right audience, as you'd like to showcase your thought leadership to the key decision-makers in your industry.**

We'd be happy to share your content with our audience of industry executives, to help promote your company's thought leadership.

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### HOW IT WORKS

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Does your business have an upcoming webinar, a persuasive whitepaper, or anything in between that you would like to share? Once you let our team know what you would like featured in our newsletter, we will set a plan in motion.

Simply provide us with the link, and we will take care of the rest. We'll craft enticing newsletter copy based on the content piece's description, design an engaging newsletter, and send out your feature to our executive audience.

# EXAMPLES

## EBOOK BY PLS LOGISTICS

Key Trends That Will Affect the Transportation Industry in 2020 and Beyond



**DOWNLOAD OUR FREE EBOOK**

PLS

Throughout the past decade and into this year, shifts in the global economy, politics, and technology have transformed the transportation industry. Let's take a look at the key forces that are driving changes and innovations to the logistics and transportation industry now and in the future.

[DOWNLOAD NOW](#)

## THE Qt COMPANY'S WEBINAR INVITATION:

Top 10 User Interface Trends in 2020

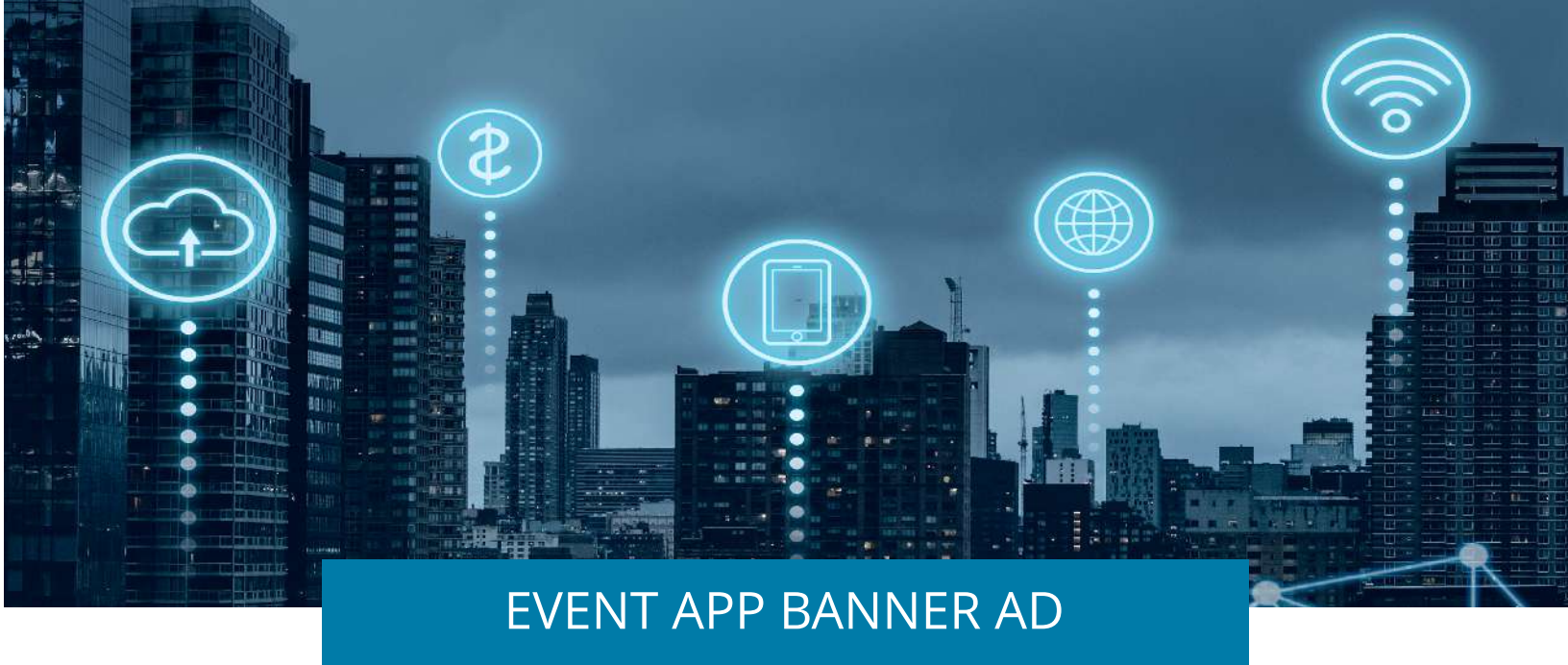


Be the first to learn about the 'Top 10 User Interface Trends of 2020' with Qt's live webinar on **September 2nd, 2020 at 10 AM PDT!**

From mobile, web, desktop, and embedded, the trends being discussed are applicable for all types of User-Interfaces. As a demonstration, Qt will guide attendees on how to apply each unique design trend, using Qt Design Studio.

[Register for free](#) for this live interactive webinar on **September 2nd at 10 AM PDT**

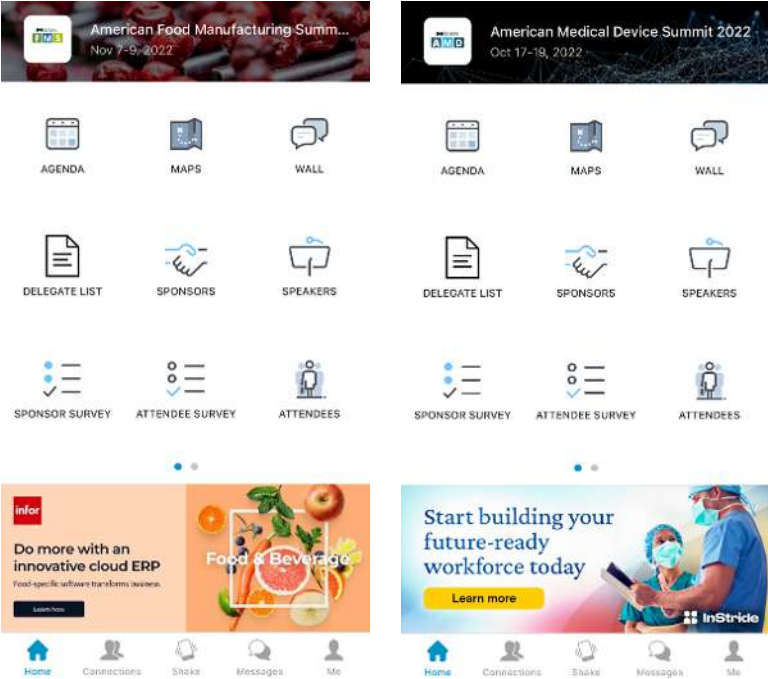
[LEARN MORE](#)



At each of our summits, our 'Generis' app is utilized by our attendees to easily access the program, maps, and lists of sponsors and speakers, received push notifications with important announcements, build connections, and more!

Right on our event app homepage, there is an incredible opportunity to be featured through a banner ad and promote your business. On average, our banner ads have historically generated over 3000 views each summit.

## HOW IT WORKS



Simply provide us with your brand guidelines and let us know what you would like to promote — whether it be your speaking session, a new thought leadership piece, or your company as a whole — and our team will create your banner ad for you!

Once approved, we will feature your banner ad on the homepage of our event app to maximize your brand exposure.



# WISH LIST ACQUISITION

**Looking to maximize your ROI at our summit, and ensure you connect with your target clients?**

Through our client wish list initiative, we'll aim to bring in more of your targets for you to engage with at the summit.

## HOW IT WORKS

If you have any specific target companies — or better yet, target individuals — that you would like to meet with onsite, we invite you to share your wish list with us. From there, our experienced delegate acquisition team will focus on bringing them onboard. The more information we receive, the better your chances of engaging with them onsite.

| COMPANY | NAME | EMAIL ADDRESS | TITLE | PHONE NUMBER |
|---------|------|---------------|-------|--------------|
|         |      |               |       |              |
|         |      |               |       |              |
|         |      |               |       |              |
|         |      |               |       |              |
|         |      |               |       |              |



## VIP CLIENT PASSES

**If you're looking to strengthen your relationships with your clients and exercise your industry leadership, why not provide them with a VIP client pass?**

As a valued sponsor, you'll also have the opportunity to extend discounted passes to your clients to attend the summit. Many of our sponsors like to notify their network about their participation, and this is an opportunity to do so while adding value through VIP passes at a discount.

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## HOW IT WORKS

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After registering for the summit, we will provide you with a personalized VIP code that your clients can leverage upon registration. Depending on whether the event will be taking place virtually or in-person, this will grant your clients a 60% or 85% discount off of the regular rate of investment.

Any of your clients who would like to attend the summit, who are end-users with Manager, Director-level, or above titles and not other service providers or consultants, can use your VIP code.

In terms of distribution, you are welcome to privately send this to your clients who fit the criteria above, or alternatively, send us their contact details and we'll extend the invitations on your behalf!



# MARKETING 365 MENU

## TIER 1

**64,995 €**

*or higher*

EVENT APP BANNER AD  
x2 ORIGINAL CONTENT PIECES  
NEWSLETTER FEATURE  
PROMOTIONAL GRAPHICS

CONTENT SHARE  
WISH LIST ACQUISITION  
DISCOUNTED CLIENT PASSES

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## TIER 2

**52,495 €**

*or higher*

EVENT APP BANNER AD  
ORIGINAL CONTENT PIECE  
NEWSLETTER FEATURE  
PROMOTIONAL GRAPHICS

CONTENT SHARE  
WISH LIST ACQUISITION  
DISCOUNTED CLIENT PASSES

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## TIER 3

**42,995 €**

*or higher*

ORIGINAL CONTENT PIECE OR  
NEWSLETTER FEATURE  
PROMOTIONAL GRAPHICS  
CONTENT SHARE

WISH LIST ACQUISITION  
DISCOUNTED CLIENT PASSES

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## TIER 4

**38,495 €**

*or higher*

NEWSLETTER FEATURE  
PROMOTIONAL GRAPHICS  
CONTENT SHARE  
WISH LIST ACQUISITION

DISCOUNTED CLIENT PASSES

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## TIER 5

**29,995 €**

*or higher*

PROMOTIONAL GRAPHICS  
CONTENT SHARE  
WISH LIST ACQUISITION  
DISCOUNTED CLIENT PASSES

A top-down view of a wooden conference table with several people's hands and arms visible. There are documents, a pen, and glasses on the table. One document is titled 'Statistical Analysis' and another 'GLOBAL MAP'.

## ■ Questions?

CONTACT US