

2023 Marketing Calendar

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec |
|--|---|--------------------|----------------|---|-------------|----------------------|-----------|-----------------------|--------------------|--|--------------------|--------------|
| Quarterly Theme | Cell Line Development | | | Cell Therapy & Infectious Disease | | | Genomics | | | Sensitive Cells & Unusual Samples | | |
| Month Topic Focus | Stem Cells | Antibody Discovery | HEK293/CHO CLD | Immuno-oncology | iPSC-CRISPR | Biohazardous Samples | RNA-Seq | Sample prep 10X | Nuclei Epigenetics | Plant Cells | Neuronal Cells | TBD |
| Tradeshows & Conferences | PAG | BPI West | | AACR | AAI CYTO | ISSCR | | Single Cell Symposium | BPI | | SITC SFN | AET |
| Webinars | | | CLD | Eye Cells | | Oncology | scRNA-seq | | Genomics | | Plant Cells | Neuroscience |
| Newsletters <small>C=Customer, G=General, D=Distributor</small> | C G D | C G D | C G D | C G D | C G D | C G D | C G D | C G D | C G D | C G D | C G D | C G D |
| Blog Posts <small>T=Technical CI=Content/Insights CS=Customer Story TL=Thought Leadership</small> | T CI | T | T | CI | CI TL | CI | | T T CS | | CI | CI | CI |
| App Notes | | | | | | Cell & Gene Therapy | | | | Plant Bio | Antibody Discovery | |
| Other Projects | <ul style="list-style-type: none"> Sorting Guide for Plant Protoplasts | | | <ul style="list-style-type: none"> Global Targeted Application Campaigns Cartridge Value Propositioning materials | | | | | | <ul style="list-style-type: none"> Application Page updates to the website Product Page updates to the website | | |

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2023 Q4 – Sensitive Cells & Unusual Samples

| Month/Focus | Oct: Plant Cells | Nov: Neuronal Cells | Dec: Year End Wrap-Up/Review |
|---|---|---|---|
| Tradeshows & Conferences | | <div>SITC in San Diego – Nov. 01</div> <div>SFN in Washington DC – Nov. 10</div> | <div>AET in San Diego – Dec. 13</div> |
| Webinars | | Topic: Cell Sorting for Plant Workflows Presenter: Dorinda Moellering, Sr. Scientist at NanoCollect | Topic: Neuroscience Presenter: Payal Patel & Julia Kaiser, Burke Institute (active WOLF users) |
| Newsletters | Customer (WOLF users) General (all NanoCollect contacts) Distributor (Distribution partners) | Customer (WOLF users) General (all NanoCollect contacts) Distributor (Distribution partners) | Customer (WOLF users) General (all NanoCollect contacts) Distributor (Distribution partners) |
| Blog Posts <small>T=Technical CI=Content/Insights CS=Customer Story TL=Thought Leadership</small> | CI: Genomics Customer Publications | CI: Plant Bio Applications with the WOLF | CI: 2023 Recap: Content & Event Highlights |
| Apps Team Content <small>WPN=White paper APN=App Note</small> | <div>APN: Plant Bio – Plant Embryogenic Microspores Regeneration</div> <div>Tech Note: Spirulina Cell Sorting</div> | <div>APN: Antibody Discovery – Partillion Collab w/ Seattle Childrens</div> | |
| Other Projects/Content | | <ul style="list-style-type: none"> Application Page updates to the website | <ul style="list-style-type: none"> Product Page updates to the website |

2023 Q3 – Genomics

| Month/Focus | Jul: RNA-Seq | Aug: Sample Prep (10x) | Sep: Nuclei Epigenetics |
|--|---|--|--|
| Tradeshows & Conferences | | Single Cell Symposium in San Diego – Aug. 28 | BPI in Boston – Sep. 17 |
| Webinars | Topic: Instrument-Free scRNA-seq Presenter: Kristina Fontanez, SVP of Product Dev. at Fluent BioSciences | | Topic: Genomics Applications Presenter: Micayla George, Lab Research Associate at NanoCollect |
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| Blog Posts <small>T=Technical CI=Content/Insights CS=Customer Story TL=Thought Leadership</small> | | T: Single Cell Deposition in Flow Cytometry T: Benefits of Cell Sorting for 10x Workflow CS: Bacteria Research with the WOLF in Antarctica | |
| Apps Team Content <small>WPN=White paper APN=App Note</small> | Tech Note: CS1 Chiller-Stirrer | | |
| Other Projects/Content | | | |



2023 Q2 – Cell Therapy & Infectious Disease

| Month/Focus | Apr: Immuno-oncology | May: iPSC - CRISPR | Jun: Biohazardous Samples |
|---|--|---|---|
| Tradeshows & Conferences | AACR in Florida – 14 Apr. | AAI in Washington D. C. – 11 May CYTO in Montreal – 20 May | ISSCR in Boston – 14 Jun |
| Webinars | Topic: Phagocytosis in Eye Cells Presenter: Emily Tom, University of CA Irvine (active WOLF user) | | Topic: Oncology Applications Presenter: Rea Dabelic, Head of Applications at NanoCollect |
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| Blog Posts <small>T=Technical CI=Content/Insights CS=Customer Story TL=Thought Leadership</small> | CI: Tumor Microenvironment Customer Publication | CI: Microfluidic Cartridge Value Prop. TL: Running a Flow Core with a WOLF | CI: Immunotherapy Customer Publications |
| Apps Team Content <small>WPN=White paper APN=App Note</small> | | Posters: Microalgae (Dorinda) at CYTO Workshop: CAR-T (Aaron) at AAI | APN: Cell & Gene Therapy – Anti-BCMA CAR-T Development |
| Other Projects/Content | <ul style="list-style-type: none">Global Targeted Application CampaignsCartridge Value Propositioning materials | | |

2023 Q1 – Cell Line Development

| Month/Focus | Jan: Stem Cells | Feb: Antibody Discovery | Mar: HEK293/CHO CLD |
|--|---|---|---|
| Tradeshows & Conferences | PAG in San Diego – Jan 13 | BPI West in San Diego – Feb 17 | |
| Webinars | | | Topic: Cell Line Development Presenter: Donna Munoz, Associate Scientist at NanoCollect |
| Newsletters | Customer (WOLF users) General (all NanoCollect contacts) Distributor (Distribution partners) | Customer (WOLF users) General (all NanoCollect contacts) Distributor (Distribution partners) | Customer (WOLF users) General (all NanoCollect contacts) Distributor (Distribution partners) |
| Blog Posts <small>T=Technical CI=Content/Insights CS=Customer Story TL=Thought Leadership</small> | T: Using the Spectra Viewer CI: High-Pressure vs Microfluidic Sorting | T: Antibody Discovery Methods | T: Cell Line Development Summary |
| Apps Team Content <small>WPN=White paper APN=App Note</small> | Poster: Plant data (Dorinda) at PAG WPN: Plant Protoplasts Sorting | Tech Note: 5 Color Panel Design for WOLF G2-SL | Tech Note: 7 Color Panel Design for WOLF G2 488nm & 637nm Configuration |
| Other Projects/Content | | | |