



# 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	Sample prep 10X	RNA-Seq QIAGEN	Nuclei Epigenetics	Plant Cells	Neuronal Cells	TBD
Tradeshows	PAG	BPI West		AACR	AAI CYTO	ISSCR			BPI		ASHG SFN	AET
External Collabs		Abterra		University of CA Irvine			10X Burke Inst.	QIAGEN	Scale Bio Mission Bio			
Webinars			CLD	Eye Cells		Oncology		Collaboration		Plant Cells		
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</small>	T CI	T	T CI	T CI	T CS	T CI	T CI	T CI	T CS	T CI	T CI	T CS
App Notes						Stem Cells		Data from Abterra collab				
Other Projects	<ul style="list-style-type: none"> <li>Sorting Guide for Plant Protoplasts</li> <li>CLD Drip Campaign</li> <li>Cartridge Value Propositioning materials</li> </ul>			<ul style="list-style-type: none"> <li>Gene &amp; Cell Therapy Drip Campaign</li> <li>Immuno-oncology/Cancer Drip Campaign</li> <li>Immunology &amp; Infectious Disease Drip Campaign</li> </ul>			<ul style="list-style-type: none"> <li>Genomics Drip Campaign</li> </ul>			<ul style="list-style-type: none"> <li>eBooks (CLD, Genomics)</li> <li>Plant Bio Drip Campaign</li> <li>Sales Deck refresh</li> </ul>		

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# 2023 Q1 – Cell Line Development

Month/Focus	Jan: Stem Cells	Feb: Antibody Discovery	Mar: HEK293/CHO CLD
Tradeshows	PAG in San Diego – Jan 13	BPI West in San Diego – Feb 17	
External Collabs		Abratech – downstream genomics for antibody discovery	
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)	
Blog Posts <small>T=Technical CI=Content/Insights CS=Customer Story</small>	T: Spectral Viewers CI: High-Pressure vs Microfluidic Sorting	T: Antibody Discovery Methods	T: Cell Line Development Summary CI: Microfluidic Cartridge Value Prop.
Apps Team Content <small>WPN=White paper APN=App Note</small>	Poster: Plant data (Dorinda) at PAG WPN: Plant Protoplasts Sorting		
Other Projects			<ul style="list-style-type: none"> <li>CLD Drip Campaign</li> <li>Cartridge Value Propositioning materials</li> </ul>



# 2023 Q2 – Cell Therapy & Infectious Disease

Month/Focus	Apr: Immuno-oncology	May: iPSC - CRISPR	Jun: Biohazardous Samples
Tradeshows	AACR in Florida – 14 Apr.	AAI in Washington D. C. – 11 May CYTO in Montreal – 20 May	ISSCR in Boston – 14 Jun
External Collabs	University of CA Irvine – active WOLF user as webinar guest speaker		
Webinars	Topic: Phagocytosis in Eye Cells Presenter: University of CA Irvine (active WOLF user)		Topic: Oncology Presenter: Rea Dabelic, Head of Applications 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</small>	T: Tumor Microenvironment Customer Pub. CI: Running a Flow Core with a WOLF	T: Immunotherapy Customer Pub. CS: Story on WOLF in Antarctica	T: Working with Biohazardous Samples CI: Conferences Recap from Q2
Apps Team Content <small>WPN=White paper APN=App Note</small>	Cells-cells interaction data	Posters: Microalgae & T Cell 5 Color Panel at CYTO Workshop: CAR-T (Aaron) at AAI	APN: Stem Cells data
Other Projects	• Immuno-oncology/Cancer Drip Campaign	• Gene & Cell Therapy Drip Campaign	• Immunology and Infectious Disease Drip Campaign