



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	PAG	BPI West		AACR	AAI CYTO	ISSCR		Single Cell Symposium	BPI		ASHG SFN	AET
Webinars			CLD	Eye Cells		Oncology	scRNA-seq		Genomics		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	T	CI CI	T	T CS	T CI	T CI	T CI	T CI	T CS
App Notes						Cell & Gene Therapy			Genomics			
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"> Sales Deck refresh Innovation award submission(s) 			<ul style="list-style-type: none"> Application eBooks 		

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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	
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</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			



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
Webinars	Topic: Phagocytosis in Eye Cells Presenter: University of CA Irvine (active WOLF user)		Topic: Oncology Applications 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 Publication	CI: Microfluidic Cartridge Value Prop. CI: Running a Flow Core with a WOLF	T: 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
Other Projects	<ul style="list-style-type: none">Global Targeted Application Campaigns	<ul style="list-style-type: none">Cartridge Value Propositioning materials	

2023 Q3 – Genomics

Month/Focus	Jul: RNA-Seq	Aug: Sample Prep (10x)	Sep: Nuclei Epigenetics
Tradeshows		Single Cell Symposium in San Diego – Aug. 28	BPI in Boston – Sep. 17
Webinars	Topic: Instrument-Free scRNA-seq Presenter: Fluent BioSciences		Topic: Genomics Applications Presenter: TBD from 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: Single Cell Deposition in Flow Cytometry CS: Story on WOLF in Antarctica	T: Benefits of Cell Sorting for 10x Workflow CI: UKB & Shopify: What They Are & How to Register	T: Genomics Customer Publications CI: Cartridge Quality Journey
Apps Team Content <small>WPN=White paper APN=App Note</small>	Tech Note: CS1 Chiller-Stirrer		APN: Genomics
Other Projects		<ul style="list-style-type: none"> Sales Deck refresh Innovation Award submission(s) 	