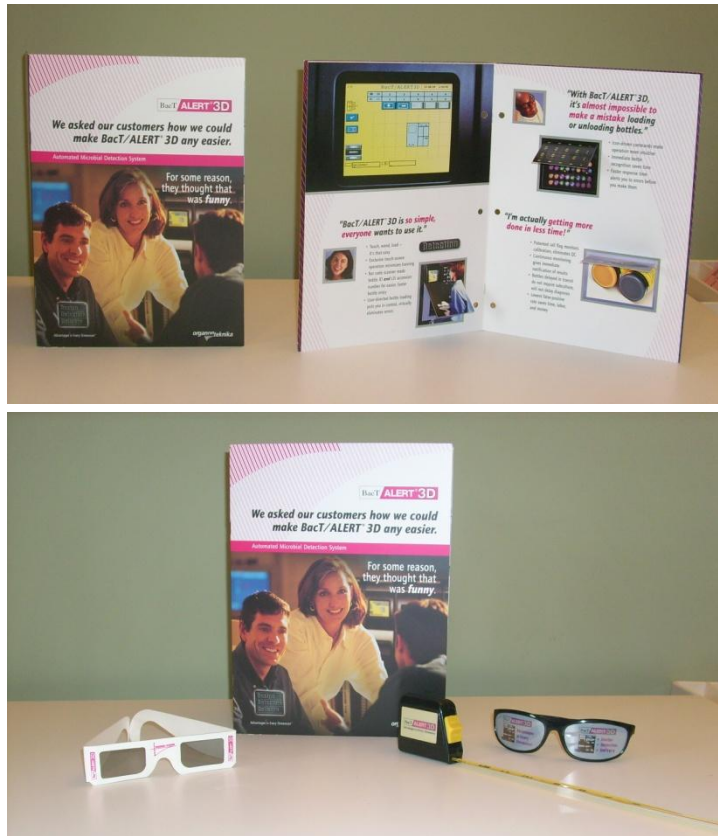


## New Product Launch



### Campaign Included:

- Tradeshow launch activities
  - Booth graphics
  - 3D Video of new system capabilities
  - Scripted, scheduled product presentations
  - Promotional giveaways
    - Tape measures, sun glasses
- Themed booth attire for employees
- Themed customer appreciation party
- Interactive product sales brochure with flip open windows

Acknowledgements: Program was created while Louise and Jo Ann were employees of Organon Teknika. BacT/ALERT is a registered trademark of bioMérieux, Inc.