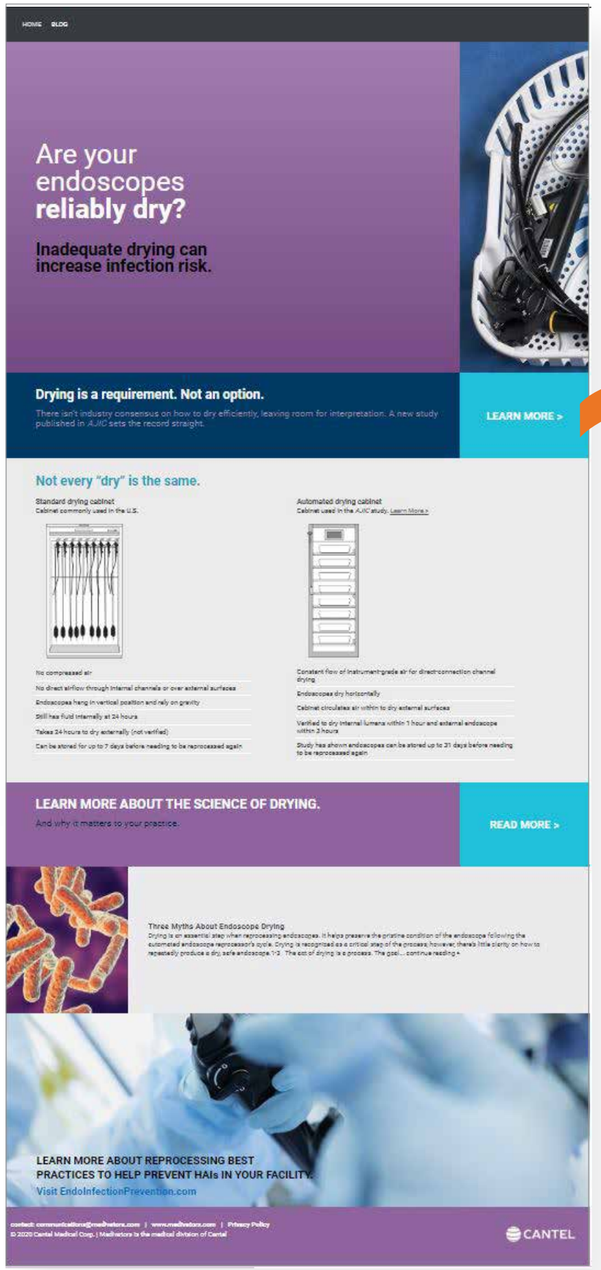
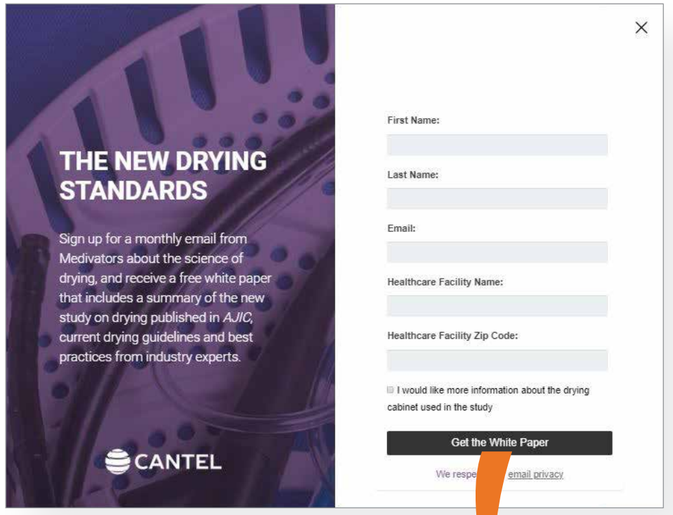


Rely on Dry Landing Page

LEARN MORE
Directs visitors to click on a link to learn more about the drying study published in *AJIC*.



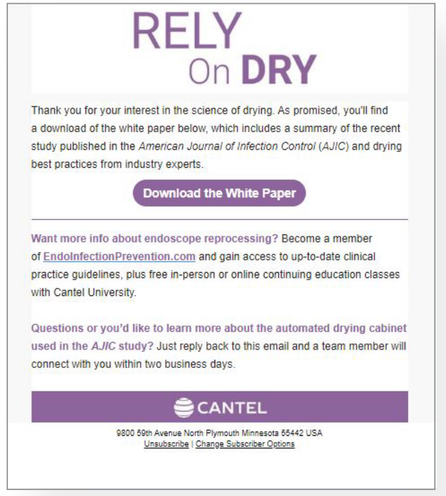
Pop-up

OFFER FOR A 12-PAGE WHITE PAPER
that includes a summary of the new study on drying published in *AJIC*, current drying guidelines and best practices from industry experts.

To get access to the gated asset, individual's must add their name, e-mail, healthcare facility and zip code.

There's also a box visitors can check to receive more information about ENDODRY™ Cabinet.

The landing page is connected to Google Analytics.



E-mail

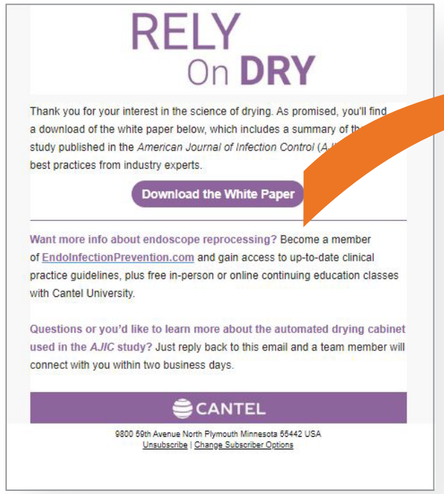
Once a visitor clicks on the **"Get the White Paper"** button, they automatically receive an e-mail with a download button for the white paper, a link to sign up for **EndoInfectionPrevention.com (EIP)** and the ability to reply back if interested in the ENDODRY™ Cabinet (which we will funnel to sales).

They're also added to a list in our email marketing tool and will receive a monthly email with a link to the latest blog on **RelyOnDry.com**.

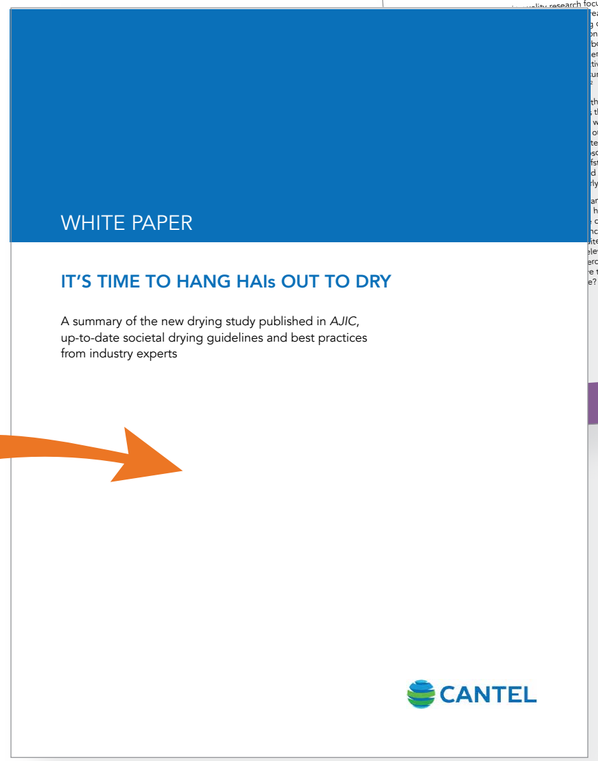
Our email marketing tool also includes analytics on opens, clicks, downloads, etc.

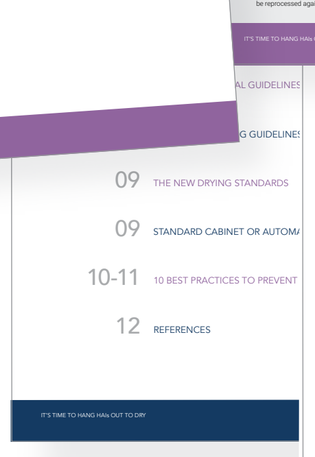
WHITE PAPER

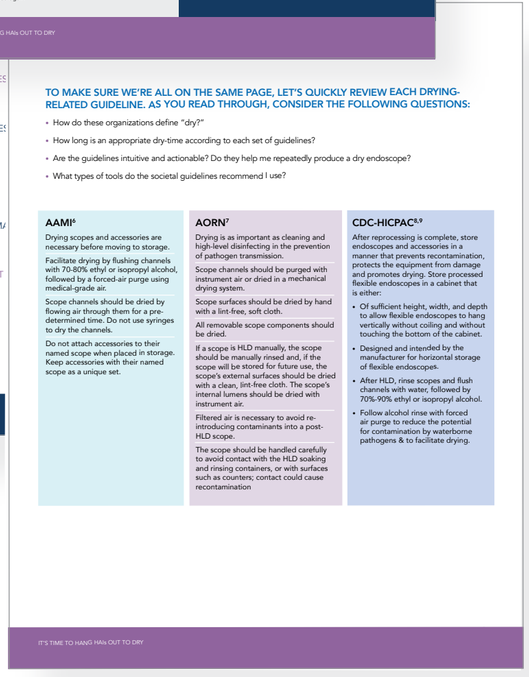
A 12-page white paper that's a summary of the drying study published in *AJIC*, up-to-date societal drying guidelines and best practices from industry experts.



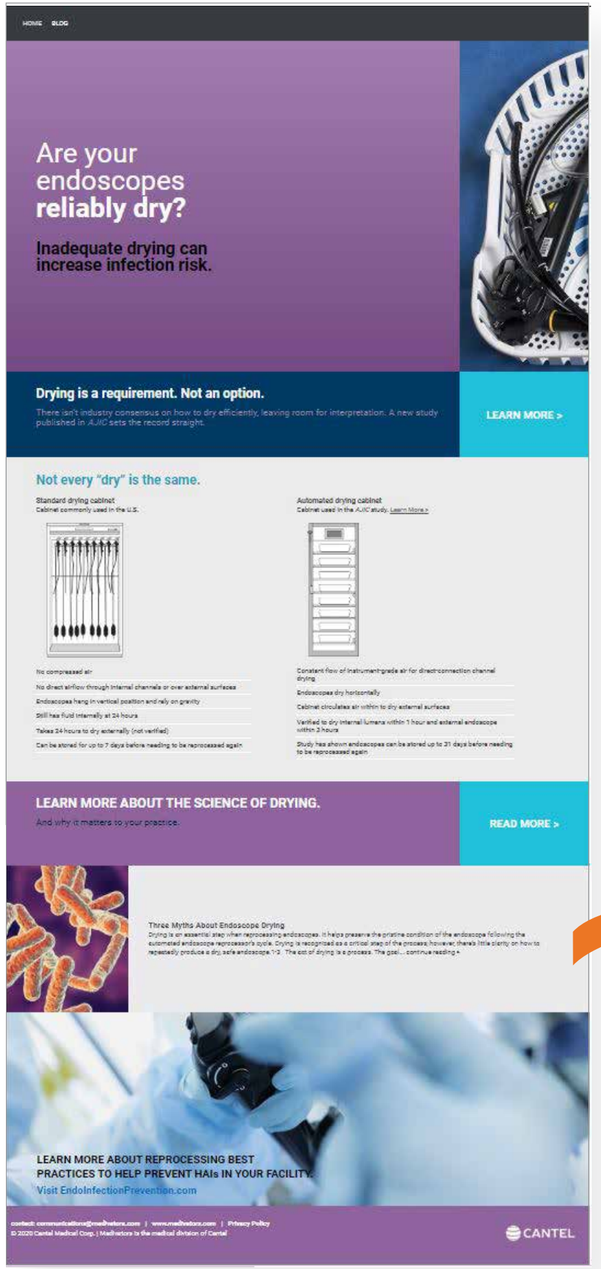
E-mail





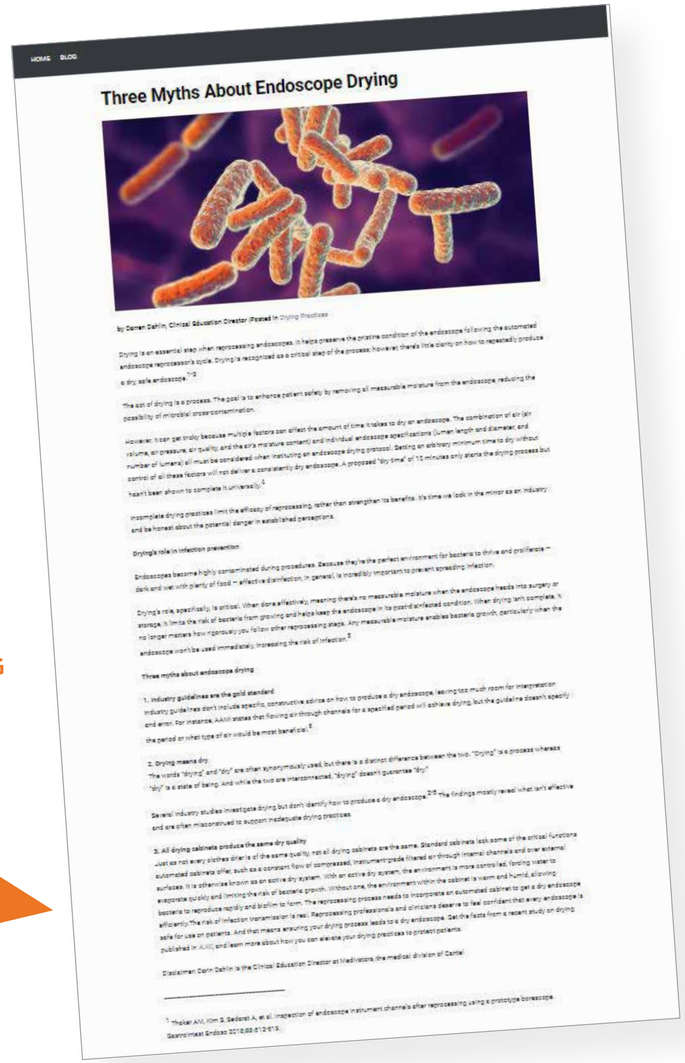


12 pg White Paper



Rely on Dry Landing Page

MONTHLY BLOG dedicated to the science of drying and sent to subscribers via e-mail and social media.



Blog

AN INFOGRAPHIC will be posted on the blog and sent to subscribers via e-mail and promoted via social media.

Infographic

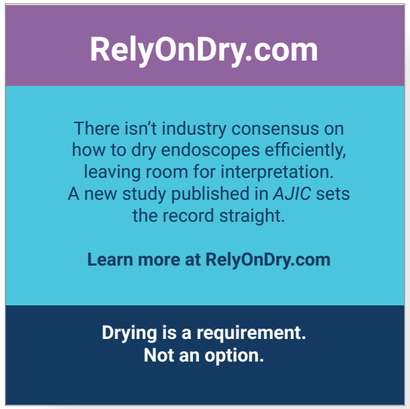
DIGITAL ADS AND SOCIAL MEDIA (PAID AND ORGANIC):

LinkedIn, Twitter, *AJIC*, IAHCHMM, Medivators website.

Starting in March we'll launch paid and organic social campaigns to promote **RelyOnDry.com** and ENDODRY™ Cabinet on LinkedIn and Twitter.

INTERNAL PROMOTION:

Magnet and study mailer with communication to the field and social media posts to share.



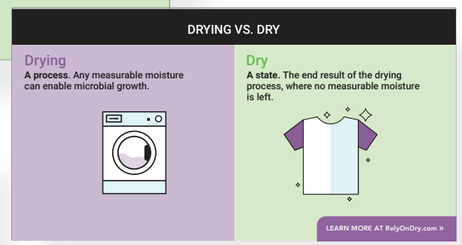
Magnet

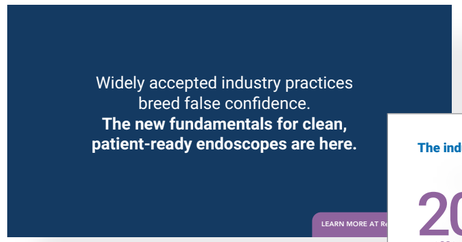
Medivators Carousel Banner

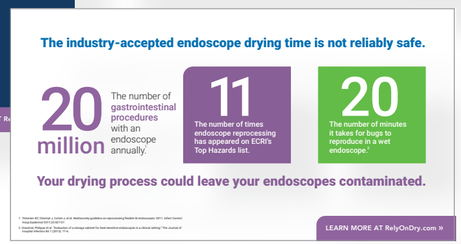
SGNA Digital Ad

IAHCSMM Digital Ad

AJIC Digital Ad







LinkedIn Ads