

## BPI Content Conversion

BPI's turn-key, integrated, multi-channel content marketing programs leverage and transform existing scientific presentations into branded, published content, allowing your company to reach, impact, and capture interest from a qualified, extended audience – all without an additional investment in time and resources.

The thought leadership you are presenting at industry conferences certainly provides an effective platform to introduce your expertise to select attendees at the event. However, you have invested so much time, effort, and resources to create the content, why just limited it to conference attendees? Let's really put your content to work. Let's custom publish your expertise in BioProcess International and extend its impact to our 80,000+ qualified print and digital audience.

BioProcess International (BPI), part of the **KNECT365** family, is a custom publisher and digital media corporation that covers the entire bioprocessing industry. BPI reaches highly qualified biopharmaceutical decision-makers, guaranteeing that you'll connect with your key audience.



### Conference Presentations

BPI's editorial staff can repurpose, transform, and publish your existing scientific and thought leadership content into digital, print, and interactive formats. Our unique delivery platforms allow you to reach all or select segments of the KNECT365 audience.

We offer turn-key publication and digital distribution options, including:

#### Custom Report / eBook

- Length ranges from 4-24 pages
- Access to BPI branding and templates
- Custom, gated landing page for lead source tracking
- Print and electronic distribution to BPI's 110,000 audience + KNECT 365's life sciences database
- Full reprint and posting rights
- Additional print copies for marketing/sales distribution

#### Ask the Expert / Digital Week Webcast

- Full preparation, hosting, production, and editing services
- Complete marketing services
- Minimum lead generation guarantee
- Content converted to article format and published in *BioProcess International* scientific issue

#### Targeted Inbound Marketing Campaign

- Turn-key conversion of your existing content into a white paper, technology or capabilities review
- Multi-step email campaign designed to engage your prospects
- Access to BPI's peer-reviewed content
- Delivery of your content to our active, pre-qualified audience
- Custom, gated landing page for lead source tracking

### Custom Publishing

**BioProcess**<sup>™</sup>  
INTERNATIONAL

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