



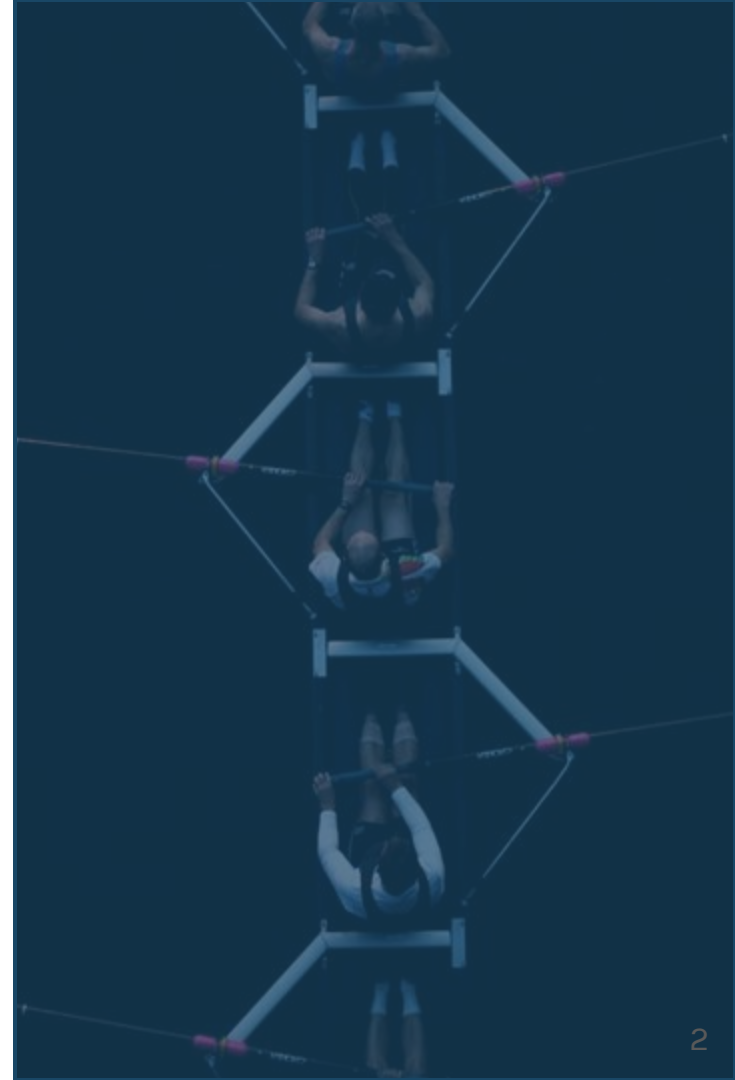
A Profitable Collaboration

with Vista Graphics



Agenda

- About AdCellerant & Vista Graphics
- Revenue Growth Tactics
 - Sales growth - tourism market
 - Off season opportunities
 - Growth in LIFESTYLE market
 - Product Diversification
- Overall digital revenue growth



About Us

Our partners

AdCellerant is an award-winning, tech-enabled services company dedicated to delivering Madison Avenue-quality digital marketing solutions to Main Street businesses.

AdCellerant's products and services are being leveraged by over **500+ local media partners and advertising agencies.**



About VistaGraphics, Inc.

A solutions-based media company. Choose your solution!

We offer Digital Marketing, Publishing Services, Destination Marketing, Ad Agency Services and Event Sponsorships.

With a wide range of services including programmatic advertising, email marketing, website development, SEO, SEM, and so much more, VistaGraphics & Vista Digital Agency take pride in paving the way to a prosperous future for our clients. We publish more than 40 titles in the hospitality, lifestyle and specialized genres and also host a variety of lifestyle events every year that connect our advertisers to their local communities.

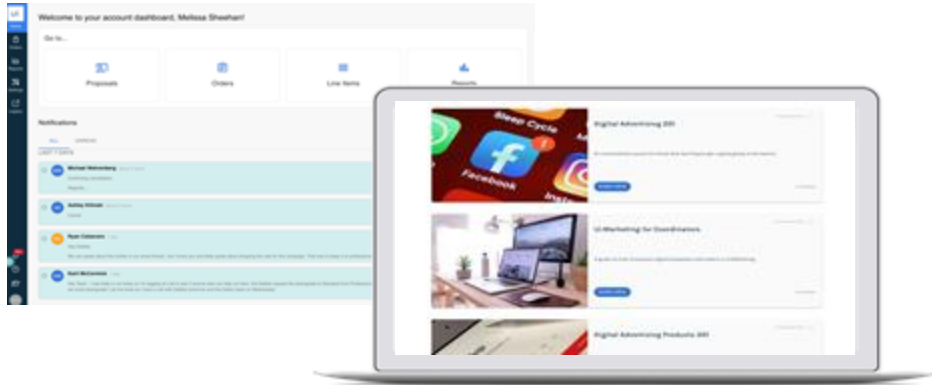


Sales Team & Product Training (ongoing, in-person)

Customer success

Ongoing support for the partner's lifetime

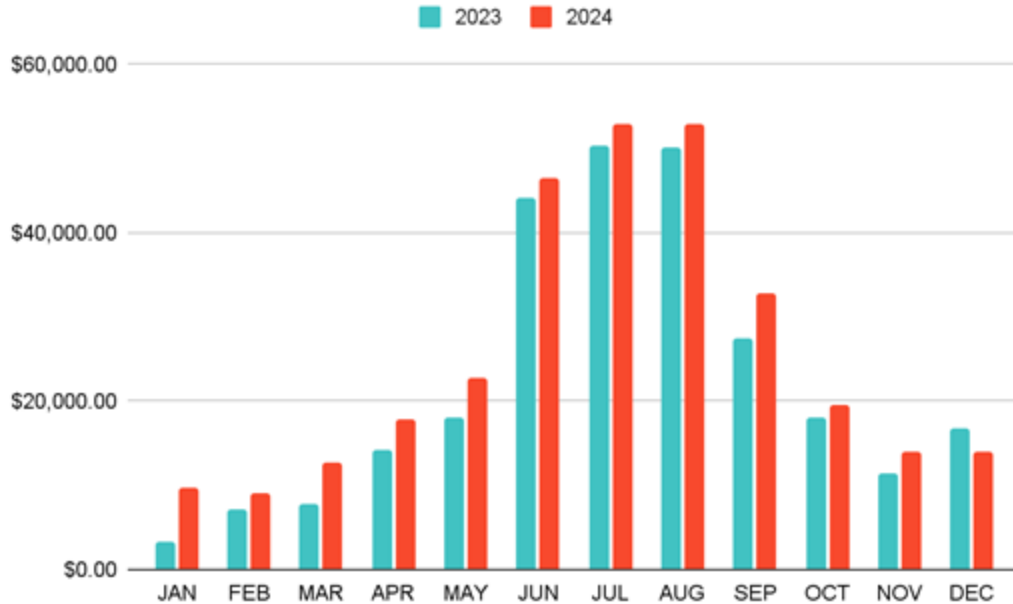
Supports partners with a focus on driving growth and retention.



- ✓ Sales growth in the Tourism industry
- ✓ Sales growth in the Off-Season market
- ✓ Sales growth in the Lifestyle market
- ✓ Product diversification (CTV / Local One SEO)

Supported by a Dedicated Success Team

Engagement & Support Drive Revenue Growth!



15%

Annual growth!

40%

Average YoY growth per month!

22%

Annual growth with the lifestyle market



Unlock **new opportunities** together in the digital advertising landscape.

How?

Constant communication.

Always available.

Do sales calls **together!**



Ad  Orbit

Thank You




SOLUTION-BASED MEDIA
VISTA GRAPHICS, INC.
& VDA
VISTA DIGITAL AGENCY

 adcellerant



ORBITAL24
Fall Forum

Event Functionality in Ad Orbit

James Zilenziger/COO

Rodman Media

ORBITAL24
Fall Forum

RODMAN | MEDIA

Event Issues Faced Prior to 2021...


- Utilized Cvent as our event management platform
 - Expensive
- Data kept in Cvent (attendee tickets and registrants) did not make it into Ad Orbit
- Goal: We wanted to create a solution in which our registrant data also lived in Ad Orbit
- Ad Orbit's event platform in 2021 needed buildout



Collaboration with Ad Orbit

- Began discussions with Ad Orbit around utilizing the eCommerce tool to sell our tickets and Tabletops
- Key Features:
 - Ability to sell tabletops and sponsorships that include free attendee tickets
 - Registration flexibility that allowed registrants to adjust their registrants after purchase
 - Tokenized links so registrants can easily make adjustments without needing to login to a portal
 - Build out of customizable required fields like Job Title

Home > Products > Contract Pharma Conference >



23rd Annual
CONTRACT PHARMA
2024 CONTRACTING AND OUTSOURCING CONFERENCE AND TABLETOP EXHIBITION

Attendee Registration for the 23rd Annual Contracting & Outsourcing
\$395.00

Ticket +
— Please Select —

Quantity +
1

Add to Cart

Description Event Information

The 23rd Annual Contracting & Outsourcing Conference & Tabletop Exhibition will be held September 26-27th, 2024 at the Hyatt Regency New Brunswick, NJ, located in the heart of New Jersey's pharmaceutical industry. The two-day conference and one-day exhibition on September 28th provides the perfect venue for easy, informal discussions for manufacturing, packaging, lab services and more! The tabletop exhibition will be held one day only on Thursday, September 26th with an additional half day of sessions held on Friday, September 27th.

Cancellation Policy: CP's Contracting & Outsourcing Conference (the event) is a professional trade event. Your badge is non-transferable. Persons under 18 years of age may not register or enter the show. The event reserves the right to use photographs of you at the show for promotional purposes. The event reserves the right to review and approve all registrations. The deadline to cancel to receive a refund for the Conference Program registration fee is August 26, 2024.

Step 2: Attendee Information

All required fields must be filled out if you choose to add attendee information.
Required fields will be indicated with an asterisk (*).

Attendee 1

First Name

Last Name

Email

Phone Number
(xxx) xxx-xxxx

Job Title

Badge Name (optional)

Badge Company (optional)

Continue

Step 3: Payment

Reporting Capabilities

- Ability to manage approval queues for registrants
- Edit Attendee Badges (names, job title, associated company) as needed on our end
- Mass email Attendees with missing information via tokenized link
- Filter by ticket types and sponsorship purchases

Event Attendee Report ✎ Edit Display Fields

Buyer Name

Attendee Name

Event

Ticket Type

Signed up thru

Company

Badge Name

Badge Company

<input type="checkbox"/>	Buyer Name	Attendee Name	Company	Badge Name	Badge Company	Attendee Job Title	Event*	Ticket Type	Checked in	Signed Up
<input type="checkbox"/>	Katy McGirr	Lisa Walsh	Solvias AG	Lisa Walsh, MSc.	Solvias USA	Site Head	23rd Annual Contracting & Outsourcing Conference	Exhibitor Badge Registration for 23rd Annual Contract & Outsourcing Conference	No	2023-11-20
<input type="checkbox"/>	Katy McGirr	Christopher Latendresse	Solvias AG	Christopher Latendresse, PhD	Solvias USA	Dir., Analytical Services	23rd Annual Contracting & Outsourcing Conference	Exhibitor Badge Registration for 23rd Annual Contract & Outsourcing Conference	No	2023-11-20
<input type="checkbox"/>	Stacy McDonald-Mickey	Stacy McDonald-Mickey	Adare Pharma Solutions	Stacy McDonald-Mickey	Adare Pharma Solutions	Head of Global Marketing	23rd Annual Contracting & Outsourcing Conference	Exhibitor Badge Registration for 23rd Annual Contract & Outsourcing Conference	No	2023-12-18
<input type="checkbox"/>	Stacy McDonald-		Adare Pharma		Adare Pharma		23rd Annual Contracting &	Exhibitor Badge Registration for 23rd Annual Contract &	No	2023-12-18

Email

From Name: Rodman Media **Created:** 2024-05-22 14:25:35

From: cpmanagement@contractpharma.com **Sent:** 2024-05-22 14:25:35

To: urana@pharm-int.com

Subject: Confirm Exhibitor Personnel Information for 23rd Annual Contracting & Outsourcing Conference

Body:

Hi Umber,

Thank you for reserving your expo space at 23rd Annual Contracting & Outsourcing Conference. As notified when you reserved, we are handling EXHIBITOR PERSONNEL REGISTRATION differently this year. You may register your personnel utilizing the UNIQUE URL/ATTENDEE CONFIRMATION LINK BELOW.

Please follow the enclosed link to update the attendee information for the 23rd Annual Contracting & Outsourcing Conference.

Event Details

Event: 23rd Annual Contracting & Outsourcing Conference
Date(s): 2024-09-26 09:00 - 2024-09-27 23:00

Please click [here](#) to confirm the event attendee information, or go to the following url:
https://rodmanmedia.apps.adorbit.com/clients/events/attendee_info/81f9e1ebcf6a760fc5be4cedc1d52c176dec3dd445295f64f69

Each exhibitor is entitled to purchase two additional staff badges, [you may do so here!](#)

Event Management Today in Ad Orbit

- We sell all of our Tabletops, Sponsorships and Tickets for our Annual Contracting and Outsourcing Conference through Ad Orbit
- All revenue, attendee information and sales is updated in real-time
- Data is kept centralized for selling and marketing purposes later on
- Less manual time spent keeping registration info up to date

Name	Venue	City	State/Province/Region	Country	Show Code	Start Date	End Date	
MPO Medtech Forum 2025	Costa Rica Convention Center	San José	SJ	CR		2025-04-24	2025-04-25	...
MPO Summit 2024	GAYLORD ROCKIES RESORT & CONVENTION CENTER	Aurora	CO	US		2024-10-31	2024-11-01	...
23rd Annual Contracting & Outsourcing Conference	Hyatt Regency New Brunswick	New Brunswick	NJ	US		2024-09-26	2024-09-27	...
Health and Longevity Conference 2024	ETC Venues	New York	NY	US		2024-09-12	2024-09-12	...
ODT Forum 2024	Fed Ex Institute of Technology	Memphis	TN	US		2024-04-24	2024-05-06	...
Wellness Conference & Tabletop Exhibition: Beauty and Beyond 2023	Convvene	New York	NY	US		2023-11-03	2023-11-03	...
MPO Summit 2023	Mariott Marquis San Diego Marina	San Diego	CA	US		2023-10-18	2023-10-23	...
22nd Annual Contracting & Outsourcing Conference	Hyatt Regency New Brunswick	New Brunswick	NJ	US		2023-09-21	2023-09-22	...
MedDevice Forum 2023	Marriott Costa Rica Hacienda Belen	Heredia	H	CR		2023-05-24	2023-05-31	...
MPO Summit 2022	Austin Marriott Downtown	Austin	TX	US		2022-10-18	2022-10-20	...
21st Annual Contracting & Outsourcing Conference	Hyatt Regency New Brunswick	New Brunswick	NJ	US		2022-09-22	2022-09-23	...
ODT Forum 2022	Fed Ex Institute of Technology	Memphis	TN	US		2022-04-27	2022-04-27	...

Questions?



ORBITAL24
Fall Forum



Because Audience Matters

Maximizing Engagement and the Value of Your Audience Investment

ORBITAL24

The Fall Forum

Tony Napoleone

VP, Client Experience

tnapoleone@omedada.com

omedada.com



Discussion Overview

- Industry Trends
- State of Audience
- Revenue Strategies
- Use Case

Media Businesses Thrive
When Audience is at the Core

Audience = Revenue

Industry Trends

- Organic Search Traffic
 - Organic search and social traffic are inconsistent
 - AI is summarizing more search traffic results
- The Email Inbox
 - Open rates
 - Security clickbots
 - Primary inbox placement
 - iOS 18 and Apple Intelligence

State of Audience Report

2024

An exclusive survey and analysis for media, publishing and content creators who generate direct and indirect revenue by serving audiences.



Because Audience Matters

The bottom line:

Media companies are investing in their audience, but 65% lack a formal audience strategy or plan

Audience engagement = revenue



Media companies recognize this: **80% of respondents said they were increasing or maintaining their audience budget in 2024.**



But despite its importance, **65% of our respondents said they didn't have a formal, documented audience strategy or development plan.**

Audience/ Database size is the top priority, but audience engagement is the real prize for media businesses

Nearly 70% of respondents named audience growth as a top priority.

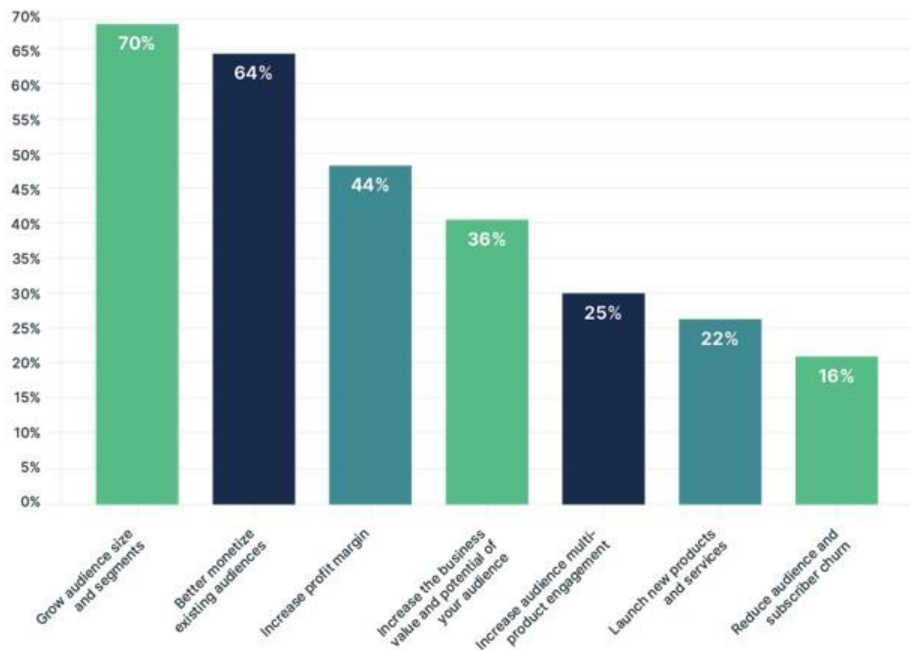
But few named engagement as a top priority — less than 25% said that increasing multi-product engagement, launching new products and services, or reducing churn were top three priorities.

Media companies want to grow their audience. They want to monetize their existing audiences. **But they're not necessarily prioritizing the strategies that will help them achieve these goals.**

The takeaway: Content was not seen as the challenge. Automation and data are essential with lean organizations. The growing focus is on using tools, streamlining workflows and connecting processes to maximize results and ROI from the content.

What are the top priorities for your company in the coming year to achieve your objectives?

Respondents could choose up to 3 answers.



Anonymous conversion is the biggest audience development challenge for media businesses

Media companies are struggling to **identify, activate and monetize** their most valuable audience members.

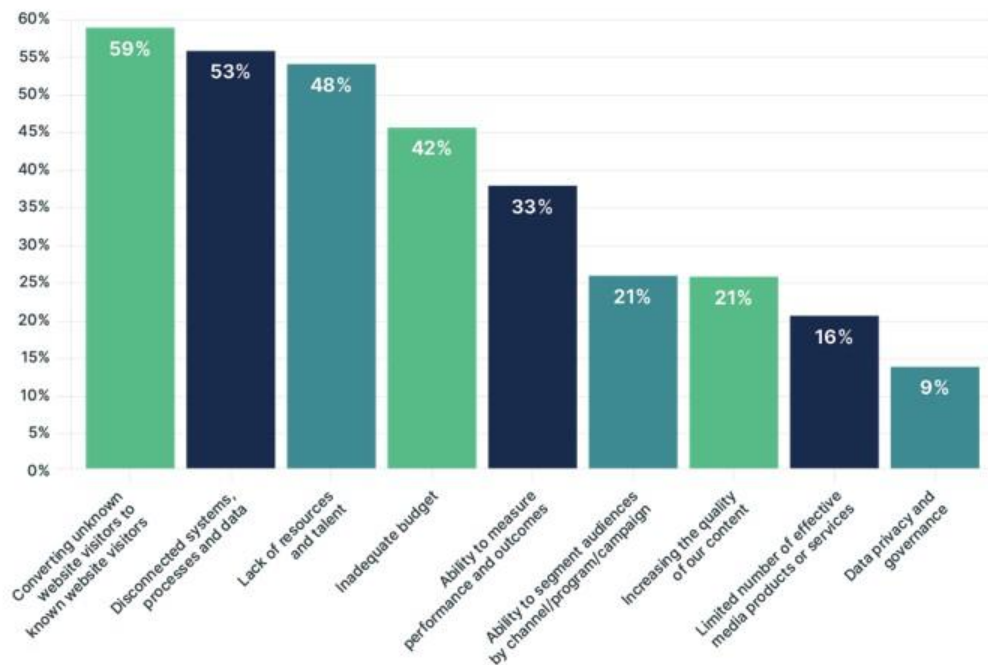
Anonymous conversion was the biggest audience development challenge for media companies. **70% of respondents** named this a top challenge.

The other most common issues all stemmed from resource constraints.

- disconnected systems and workflows (53%)
- lack of talent/resources (49%)
- lack of budget (43%)

What are the top hurdles or challenges to achieving your goals?

Respondents could choose up to 5 answers.



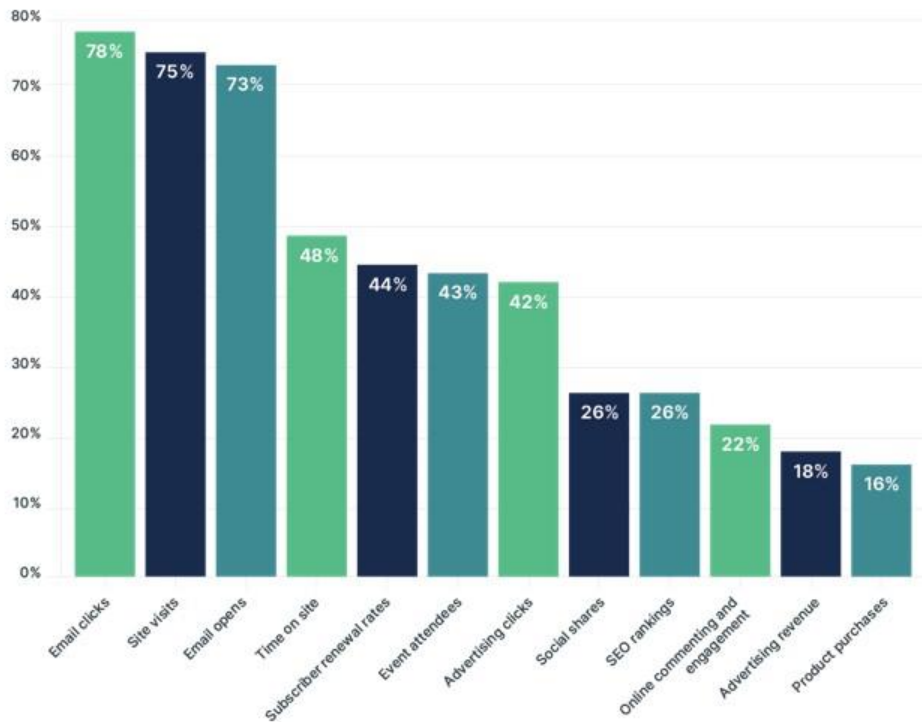
Audience engagement metrics focus on breadth, not depth

Media professionals are **still prioritizing breadth over depth** when it comes to **defining** audience engagement.

Respondents were twice as likely to track “vanity” metrics like email opens, website visits, and email clicks than depth metrics, like time on site, renewal rates, and multi-product/format consumption.

What metrics do you use to define audience engagement?

Respondents could select all that applied.



Workshop your Audience Strategy and Plan with Omeda

Audience Email Performance Performance over time and compared to industry benchmarks	Current State	Goal
Deliverability rates		
Spam complaint rates		
Unsubscribe rates		
Open rates		
Click rates		
Active list size growth (% growth of your overall list)		
Active engaged member growth (% growth of engaged audience members)		
Reactivation rate (percentage of people you're reactivating via re-engagement campaigns)		
Welcome email reply rate		
Payback period (length of time to recover cost of acquisition)		
Net Promoter Score		

Workbook

Audience Strategy & Planning Template

 omeda

Revenue Strategies

Strategy & Packaging

- Produce a proof-of-concept (don't give it away)
- Don't rely on the media kit, don't be afraid of the data
- These are unique sales, be consultative, be the expert
- Audience insights have high-value for some marketers, regardless of "outcomes"

Prospecting

- Pick the right sellers
- Targeting buyers:
 - Marketing vs Sales
 - Current spend
 - Product price
 - Tech stack
- Supporting materials
- Bring a friend (engineer)
- Upsell with content studio

Pricing

- Premium pricing
- Category exclusivity
- 3-6 month commitment
- Agree on ROI measurement
- Premium reporting as upsell

Product Ideas

INNOVATION THROUGH PRECISION:

How CFE Media scales revenue, new products and 1:1 personalization with Omeda

CFE Media and Technology serves a community of engineers with differentiated, technical content across digital, print, and social media channels. But data silos and complex workflows were preventing the team from personalizing their outreach, creating personalized campaigns across multiple channels and launching new offerings effectively.

Business Overview:

CFE Media and Technology is a B2B media company that delivers content for engineers – including publications, webcasts, and marketing services — covering the manufacturing, commercial and industrial buildings, and manufacturing control systems industries for a global audience of 1.3 million subscribers.

Strategy and Solution:

CFE Media used data from Omeda's CDP to implement Own-the-Topic, a contextual advertising campaign that gave its advertisers 100 percent ownership of key industry topics across all four CFE website domains. They also harnessed audience data and dynamic content to create a more successful welcome email series for new subscribers.

CFE Media
and Technology

\$3.1M

Revenue from Own-the-Topic Campaign



20%

YoY Increase in
Email Engagement



Average of 22 Customers per year

The Goal

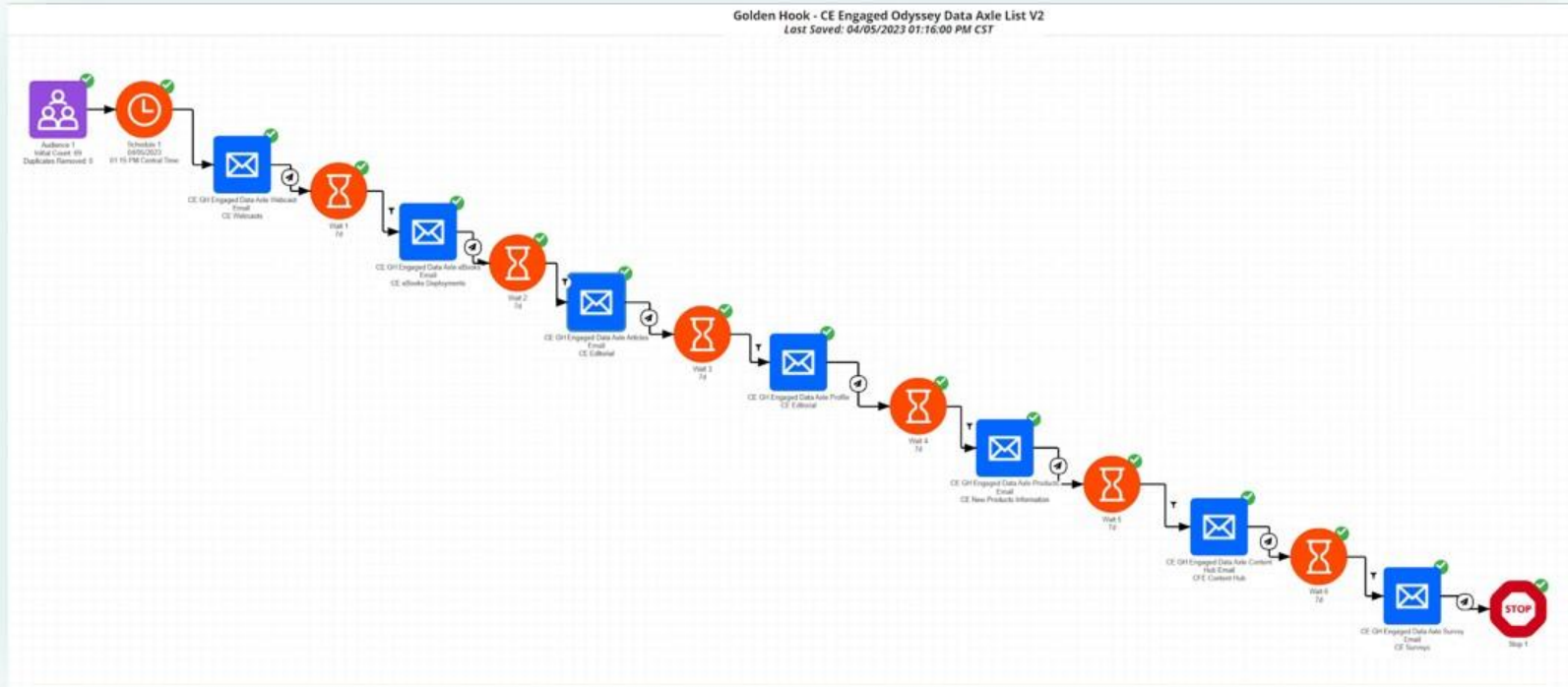
Assignment of topic affinity data and follow-up engagement messaging

- Identify and utilize topic(s) of interest for new subscribers to increase engagement


The Process



The Marketing Voyage



Dynamic emails with content based on topic affinity



CONTROL ENGINEERING

I wanted make sure I'm helping you stay up-to-date with our top performing content. Take a look at our featured eBook for this month!

McKenzie Burns
Control Engineering



Pain Points & Solutions in Discrete Manufacturing

Discrete manufacturing covers many different industries, but they do have common challenges and issues they need to overcome.



Looking for eBooks but not this eBook?
Visit our library of over 200 eBooks on top industry topics!



CONTROL ENGINEERING

I saw this resource and thought it would be a great fit for you! eBooks are some of the best ways to keep up with your industry's top trends and innovations. Take a look at what I found below!

McKenzie Burns
Control Engineering



Digital Transformation

Digital transformation is a hot buzzword in manufacturing today, but what does it mean? What does it mean for manufacturers and what effect will it have for the present and future?



Pain Points & Solutions in Discrete Manufacturing

Discrete manufacturing covers many different industries, but they do have common challenges and issues they need to overcome.



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Protecting Critical Infrastructure

Critical infrastructure is more vulnerable to cybersecurity attacks than ever. Information technology (IT) and operational technology (OT) are merging together and manufacturing systems are vulnerable.



IIoT & Cloud

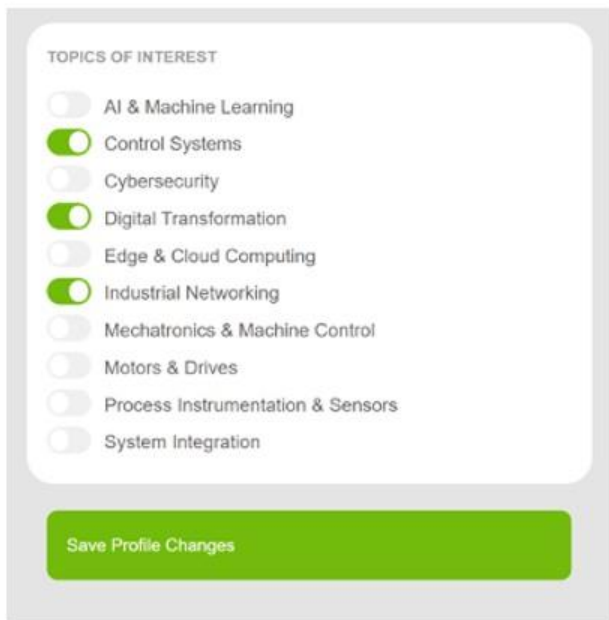
Learn how the Industrial Internet of Things (IIoT) and the cloud are changing manufacturing in this helpful eBook. Featured content includes leveraging the OT edge and the future of process control systems.



System Integration

System integration is a crucial aspect of manufacturing for control engineers and they are

Capture “Topics of Interest” On Forms



TOPICS OF INTEREST

- AI & Machine Learning
- Control Systems
- Cybersecurity
- Digital Transformation
- Edge & Cloud Computing
- Industrial Networking
- Mechatronics & Machine Control
- Motors & Drives
- Process Instrumentation & Sensors
- System Integration

Save Profile Changes

Customer Centric:

- Process was designed so that subscriber can modify topic preferences.
- Their choices will **override** any that have been “**assigned**” to them by the data processing.

Early Success

Results

- 20% higher CTR than our “standard” welcome series
- As subscribers engage, they fall into topic-specific voyages
- \$3.1 million in year-one sales across 22 customers

Next ideas:

- Keep testing on additional brands
- Build re-engagement efforts with similar logic
- Devise program for key segments of highly engaged subscribers



Patrick Lynch — CEO and Partner, CFE Media

“The services business model that we have built into our business does not exist without the Omeda platform serving as the backbone.”

Business Media





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