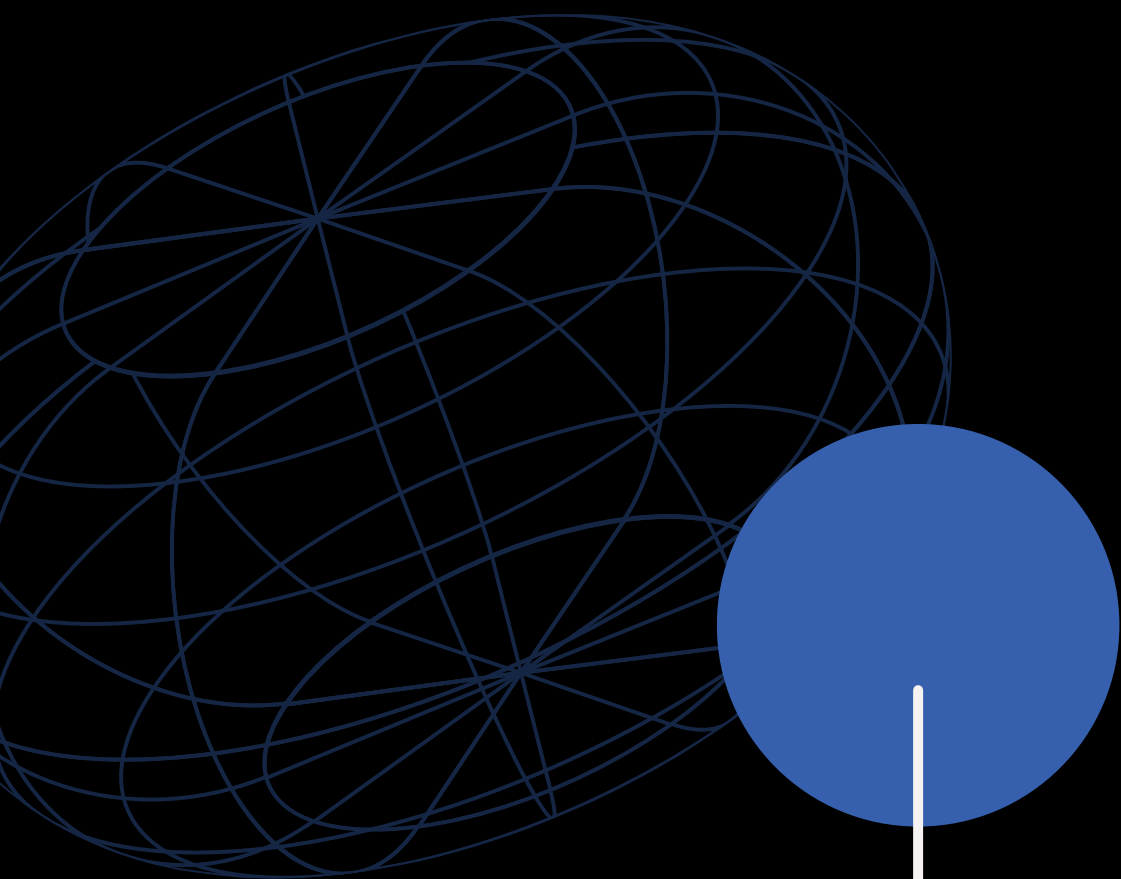


Unified Data Fabric

CONNECTED AT EVERY SEAM

by

BLU  STAQ



Unified Data Fabric

This new feature enables secure, scalable, and real-time data sharing across teams and systems, empowering organizations to break down silos and accelerate decision-making.



Pre-Show Goals & Initiatives

Goals for Pre-show Hype

Social media posting:

Teaser posts:

- 1. "One system. One view. One mission, to be *Connected at every seam*. Experience the power of the Unified Data Fabric system at Medical Event XYZ."
- 2. "Your data shouldn't live in silos. Our Unified Data Fabric stitches every source into a single secure view. See it in action at Medical Event XYZ, Booth #123."

Event set up/packing posts:

Short video clips of the Bluestaq team loading gear, setting up booth graphics, or unboxing branded swag with captions like:

"Packing the tools to weave your data together, see you at Medical Event XYZ!"



Booth Signage & Layout

Tabling and Exhibit Layout 10x15 booth with walls

The design and layout theme is focused on drawing people in using our play on words and prop spools of thread to reference fabric. Also we will use stand up banners and brochures to give information and contact information.

The large table in the back of the booth gives the representatives a place to put computers, swag, brochures, and contact information gathering materials.

The conversation table and stool light cubes are used when conversations have evolved to a point when prospective clients may need a more intimate conversation on the product and how it can fit their needs.





Show Goals & Initiatives

Script and talking points for tabling staff.

Talking Questions:

–How many systems are you juggling right now just to get the full picture?

We Have the Solutions:

–We like to think of your data as threads. Right now, they're in separate spools, valuable, but disconnected. Our Unified Data Fabric weaves them into a single, mission-ready network you can act on instantly and use spools in for props for visual connections.

–What if your analysts could spend their time making decisions instead of chasing down files? With Unified Data Fabric, you can discover, share, and secure everything in one place, no matter where it lives.





Post Show Innitatives

1. **Follow-up**: A pre-planned series of emails is sent over days/weeks, adding the emails to the list from the specific show that signed up with interest via a pop-up on the website for email collection or through information gathering at this event.
2. **Content push**: Social posts, blog posts, case studies, customer stories, educational guides, or industry news of why we need a program like this one.
3. **Soft Connections**: Encourage next steps, like scheduling a demo, exploring a product page, or signing up for an event for more details personally from sales managers or account executives to the connections from the event.
4. **Email follow-up funnel**: Email sequence after collecting their emails at this conference could be:
 - Day 1: "Thanks and Welcome to the Future StaQ Our Newsletter and resource center, here to help you on your journey to using Unified Data Fabric Program and other applications through BlueStaQ
 - Day 5: 3 ways Unified Data Fabric improves mission readiness in medical (educational section on how this software is applied specifically into the medical field)
 - Day 10: Customer spotlight: How the client, integrated across domains (case study information or talking points about pain points in currnet systems and work with them on how we are going to improve those).
 - Day 15: "Ready to explore your options?" Invite to schedule a conversation, or start an email or chat converations about how we can assist the client with implimenting this software.

