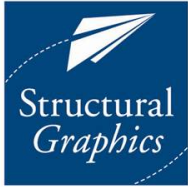




**NEW YORK CITY
COLLEGE OF
TECHNOLOGY**

November 4, 2019

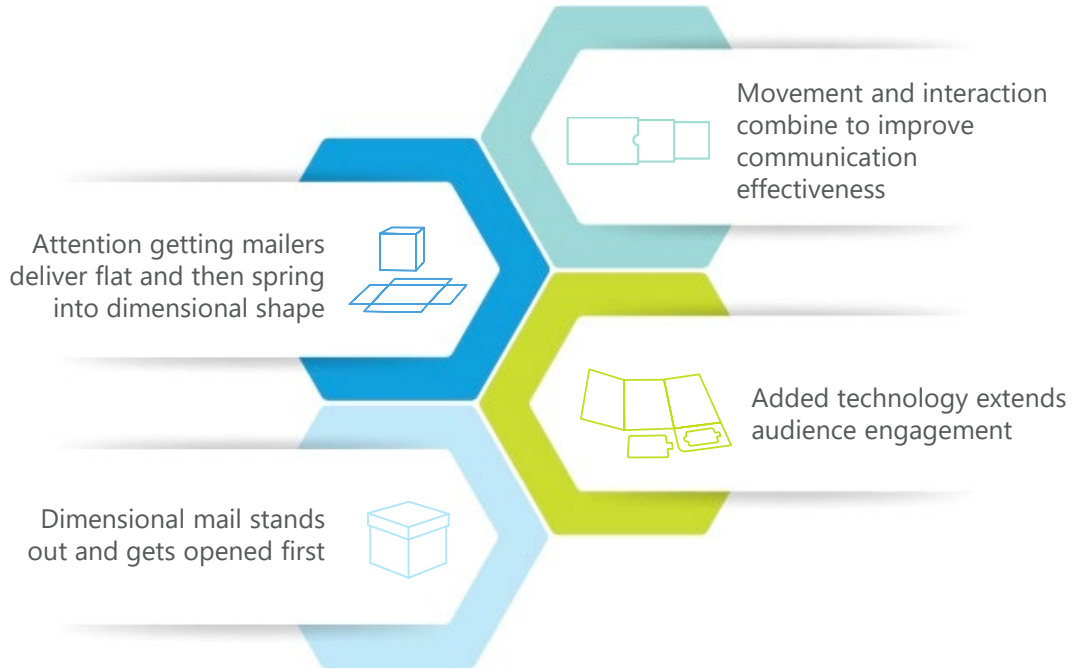


What We Do

Structural Graphics helps clients improve the effectiveness of their print communications with engaging, interactive formats.

- **We partner with agencies, designers, and marketers to bring their communications to life**
- **As pioneers of the dimensional print industry we continue to use our 4 decades of experience to innovate including integrating print and technology to effectively deliver and track your message**
- **Our experienced team brings a unique perspective and proven method of success to print and integrated marketing**

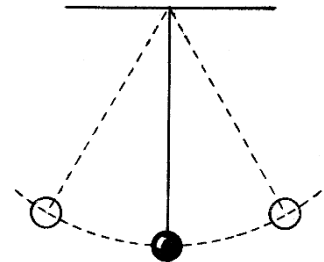
HIGH IMPACT AND DIMENSIONAL COMMUNICATIONS



64% OF MARKETERS SAY DIRECT MAIL IS THEIR HIGHEST PERFORMING CHANNEL*

With new technologies being created every day, is direct mail still relevant? According to a recent study by Lob and Comperemedia, without a doubt. The study, which includes data gleaned from more than 200 marketing industry leaders, concludes that marketers view direct mail as their strongest performing channel and actually plan to increase the amount of mail they distribute in the future.

* 2019 Study by Lob and Comperemedia ([link](#))



EFFECTIVE COMMUNICATIONS DRIVING RESULTS: DM CASE STUDY

Non-personal
promotion

Carestream
Dimensional X-
Ray

Lead generation
campaign
delivered a **12%**
response.



Of the 12%...
46% Conversion to Sale

1,400 - units mailed
x 12% - response
168 - qualified prospects
x 46% - conversion
77 - units sold



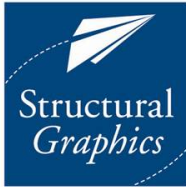
Dimensional Direct Mail





Social Influencers Google Box





Social Influencers (9,571,408 views and counting) Google Box (photos are hyperlinked)



GOOGLE GADGET UNBOXING!

SHAYTARDS ✓

2 months ago • 1,415,468 views

This vlog is brought to you by Google Store! Thanks @GoogleStore! You can't get this big box, but all the individual products are ...



THE ULTIMATE GOOGLE UNBOXING

CaptainSparklez ✓

2 months ago • 3,460,175 views

Unboxing video brought to you by Google Store! Big box isn't available for purchase via the the Google store, but all products are ...



My First Unboxing: Tech Haul w/ Google Store

Shameless Maya ✓

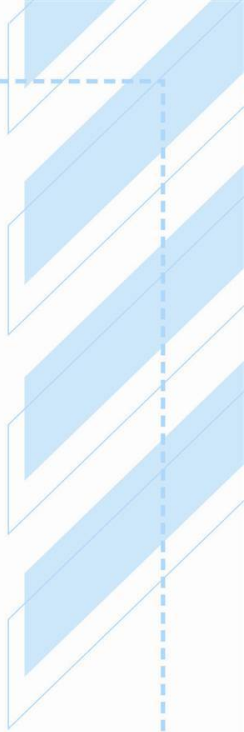
2 months ago • 969,208 views

My First Unboxing: Tech Haul w/ Google Store. @GoogleStore decided to send me a giant box of new tech products for my first ...

CC



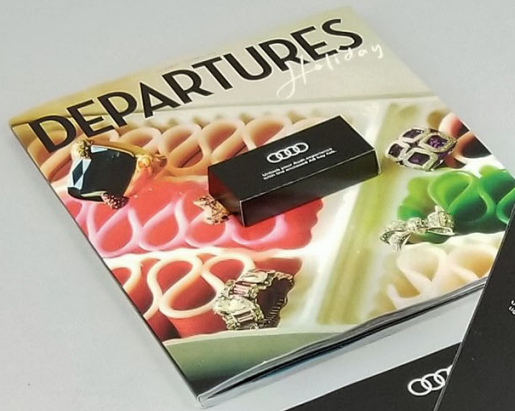
**BUZZ-WORTHY
TECHNOLOGY &
INNOVATION**



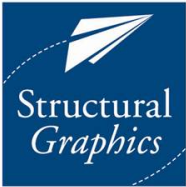
First Ever: Toyota Camry Insert March 2018 Issue of *InStyle*



The insert marks the first time an LCD heart monitor simulator has ever been put into a magazine and the first time two completely independent electronic units have been combined into a synchronized magazine insert.



First Ever: AUDI 49-LED Insert with Remote Control
Nov/Dec Issue of *DEPARTURES*.



Sound & Lights

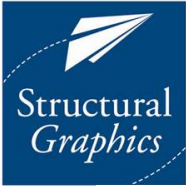


Tradeshows & Events



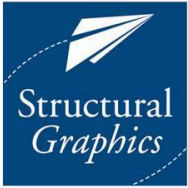
VR Viewers (immersive experience)



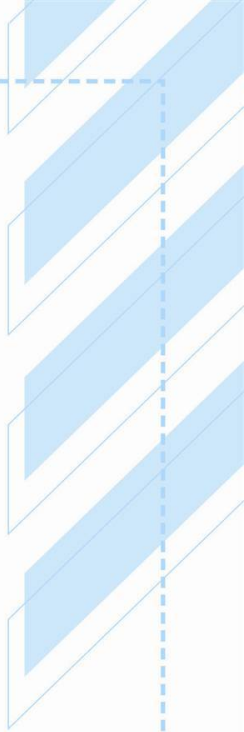


Custom Format Video in Print ([link](#))
Standard Format Video in print ([link](#))





 **Driving Online**





NFC & WEB KEY

22% RESPONSE!

Healthcare professionals gained instant access to trial results, data, information and support for Bydureon™ treatment.

Your premier showing is about to begin.

Watch it now.

Simply tap your smartphone on the NFC logo above or scan the Lincoln Star QR tag below and the 2018 Navigator video will begin playing. If your phone does not carry either of these technologies, just text NAVIGATOR to 54621 and we'll send you the link.

Test-drive the 2018 Navigator

This much-anticipated luxury SUV has arrived in Lincoln. Be the first to experience its uncompromising comfort, capability. We invite you to visit a Lincoln Dealer today or Lincoln Concierge at 1.800.821.4460 for assistance.

THE LINCOLN MOTOR COMPANY

Sunday

BYDUREON: the first and only once-weekly treatment for type 2 diabetes

Tune in for the BYDUREON Virtual Webinar

Visit www.BYDwebinar.com/key2
Or, plug this Web key into your computer

Once-weekly **BYDUREON**
extended-release for injectable suspension

Please combine Web key and insert into a USB port on your computer. Web key will automatically connect you to your session.

Indication and Usage
BYDUREON is indicated as an adjunct to diet and exercise to improve glycemic control in adults with type 2 diabetes mellitus in multiple clinical settings.
Because of the uncertain relevance of the net thyroid C-cell tumor findings to human, prescribe only to patients for whom potential benefits are considered to outweigh potential risk.
Not recommended as first-line therapy for patients who have inadequate glycemic control on diet and exercise, and not recommended for use with insulin.
Not recommended for use with insulin.

BYDUREON and BYETTA
BYDUREON and BYETTA[®] extended-release injections both contain the same active ingredient, exenatide, and should not be used together.
Exenatide has been associated with acute pancreatitis, including fatal and non-fatal hemorrhagic or necrotizing pancreatitis, based on postmarketing data. It is unknown whether patients with a history of pancreatitis are at increased risk for pancreatitis when using BYDUREON or other antidiabetic therapies for these patients.

BOXED WARNING: RISK OF THYROID C-CELL TUMORS
Exenatide extended-release causes an increased incidence in thyroid C-cell tumor in clinical trials. Thyroid C-cell tumors are rare compared to papillary thyroid carcinoma (PTC), in humans. It is unknown whether BYDUREON causes thyroid C-cell tumors. Thyroid C-cell tumors are associated with a high mortality rate. BYDUREON is contraindicated in patients with a personal or family history of thyroid C-cell tumor or medullary thyroid carcinoma (MTC). BYDUREON is contraindicated in patients with a personal or family history of MTC and in patients with Multiple Endocrine Neoplasia syndrome Type 2 (MEN 2). Routine serum calcitonin or other laboratory monitoring is of uncertain value in patients treated with BYDUREON. Patients should be counseled regarding the risk and symptoms of thyroid tumors.

Please see additional Important Safety Information throughout and the accompanying Prescribing Information and Medication Guide.

INTRODUCING SG's VOICE RECOGNITION BROCHURE™



DRIVING TRAFFIC FOR DYNAMIC CONTENT: SKILLS & ACTIONS

Structural Graphics Voice Recognition Brochure™

EXAMPLE: Get HCP's attention, drive them online and track and measure the engagement



Dimensional print that drives superior results.

Our unique direct mail and promotional pieces include pop ups, motion and even video. Choose your format. Download your template. Place your art. It's that simple.



Welcome to our new website!

Virtual Reality Viewers

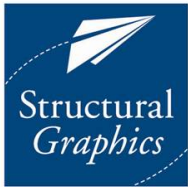


Exploding Page



Video in Print





Useful Links

Structural Graphics Website: www.structuralgraphics.com

Quick-turn, web-to-print (Red Paper Plane): www.redpaperplane.com

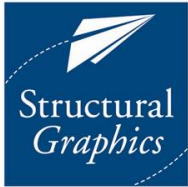
YouTube Channel: <http://www.youtube.com/user/structuralgraphics/videos>

Facebook Page: <https://www.facebook.com/StructuralGraphics1976>

Instagram: <https://www.instagram.com/structuralgraphics/>

Manufacturing Facilities Video Tour: <http://sgassemblies.com/about-us/#Tour>

Mannequin Challenge (studio tour): <https://bit.ly/2PE8Yl6>



Thank you!

Ethan Goller
President

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M [860.227.0686](tel:860.227.0686)

ethan@structuralgraphics.com

