

# Emulate Community Ambassador Program

## Rewarding Your Organ-Chip Journey



### Overview

The Emulate Community Ambassador Program is designed to reward our customers for engaging with Emulate—whether that’s by giving us feedback, publicly promoting your Organ-Chip research, or referring colleagues to us. With multiple ways to earn points, it’s easy to unlock exclusive discounts and rewards for you and your lab members!

### Benefits

Benefits that can be unlocked include:



Exclusive discounts for your lab



Promotion of your research on social media



Chances to win free consumables



Sponsorship to attend a conference of your choice

## How It Works

### Earning points

- 1** Customers are automatically enrolled into the Emulate Community Ambassador Program at a laboratory level.
- 2** Points will be assigned following completion of a qualifying activity (see table below for a full list of qualifying activities).
- 3** When you have unlocked a new tier, your lab's members will receive an email alerting them of the new tier and its associated benefits.
- 4** Once you unlock a tier, you will have access to those benefits for the rest of the calendar year.
- 5** Points will reset at the start of each calendar year.

### Redeeming rewards

- 1** **Discounts:** Discounts will be automatically applied to your quotes.
- 2** **Free product drawings:** Winners will be notified by email.
- 3** **Conference sponsorship:** Contact your Scientific Liaison or Business Development Executive to make arrangements for conference registration. Emulate will sponsor one person per lab to attend a conference of their choice to present their Organ-Chip work.
- 4** **Social Media Promotion:** When you have unlocked a tier that qualifies you to receive a promotional benefit, you will automatically receive an email that prompts you to specify how we should promote your lab on LinkedIn.

## Tracking progress

Your progress will be automatically tracked in our records system. Feel free to reach out to [customer support](#) at any time to check your progress.

Category	Qualifying Activity	Points
<b>Customer Success</b>	Complete a Refresher Training/Orientation Course	10 each
<b>Feedback</b>	Submit model parameters to database	15
	Provide formal Voice of Customer (VOC) feedback to product management	10
	Participate in beta studies	25
	Complete a survey (satisfaction/intake/training/installation)	5 each
<b>Promotion</b>	Provide a testimonial that can be used for marketing purposes	10
	Give a presentation through Emulate's webinar series	20
	Give a talk at a conference that includes Emulate data	20
	Tell us when a publication using Emulate Organ-Chip data is submitted to bioRxiv or published	10
	Present at an Emulate User Group Meeting	20
	Participate in a blog post or case study	15
<b>Referrals</b>	Embed an Emulate-provided QR code on conference posters	10
	Host an on-site Emulate presentation within your institution	25
	Refer a new lab to us (never purchased before)	10
	Referred lab becomes an opportunity	20
	Referred lab purchases products or services	45

## Program Benefits

There are three tiers of benefits that can be unlocked: Reference, Collaborator, and Ambassador. Please refer to the chart below for the list of benefits at each tier.

Category	Benefits	Reference (20 points)	Collaborator (45 points)	Ambassador (75 points)
Lab Promotion	Be featured in a post on Emulate's LinkedIn channel	✓	✓	✓
	Receive sponsored conference registration			✓
Free Product	Entered into a quarterly drawing for a 12-pack Basic Research Kit of your choice		✓	✓
	Entered into a yearly drawing for a 12-pack BioKit of your choice			✓
Discount	10% off all product-related purchases	✓		
	20% off all product-related purchases		✓	
	25% off all product-related purchases			✓

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