

2020

IDEA BOOK

ameri**ikp**TM

Multi-Sensory Audio & Video with Print Experts

ikp HEALTH

Medical Education through Audio, Video & Print

ALL NEW PRODUCTS

About IKYP Health

IKYP Health has been the leading pioneer, developer and manufacturer of “**Technology-in-Print Media & Direct Mail**” EDUCATIONAL marketing solutions for healthcare & pharma companies since 2007.

Our products uniquely engage patients and prescribers and facilitate educational marketing initiatives while providing ROI data unlike conventional print media products.

IKYP was first to introduce the print-to-digital **IKYP Webkey** tactic, with full reporting metrics, in 2008 for AstraZeneca’s ZOMIG brand.

Since then, over a million IKYP Webkeys have successfully been delivered to top pharma brands across the globe.



IKYP was one of the first manufacturers to offer high quality **Video-with-Print** products in 2009 and today remains the leading quality source for these dynamic educational products.

In 2008, IKYP successfully produced **InfoBuds Personal Audio Booklet** for MERCK’S Gardasil brand and in 2020, introduced the Infobuds Expandable Content Version.



For over a decade, **IKYP** has been the leading source for trackable **Paper Webkeys** and other custom trackable Webkey deliverables.

IKYP Health has been under new ownership and leadership since 2013. In 2019, IKYP merged and formed amerIKYP Marketing Group, LLC

Today, IKYP continues to focus on healthcare and pharma, by creating innovative solutions that facilitate educational marketing initiatives, resulting in improved patient outcomes for BOTH traditional & cannabis medicines.

We work with commercial print distributors, Pharmaceutical Companies, Advanced Medical Device companies, Advertising Agencies, and emerging Medical Cannabis Companies.

Thank you for your interest in **IKYP Health**.

We welcome the chance to explore business opportunities and assist with educational marketing needs for your brands.

Sincerely,

Rich Butler, Managing Director

Tel: 561-966-3366

email: richB@IKYP.com

www.IKYP.com

amerIKYP Marketing Group, LLC

In 2008, the Pharmaceutical Research and Manufacturers of American (PhRMA), the primary trade organization of pharmaceutical companies, substantially revised its governing code. Among other changes, PhRMA banned the use of promotional products intended for healthcare professionals, with the exception of items purely educational in purpose.

Soon thereafter, the Advanced Medical Technology Association (AdvaMed), adopted similar measures which also banned promotional items, and put special emphasis on educational marketing solutions. As a result of these changes in how companies could reach out to health and medical professionals, new options that focused on educational material were needed.



Educational Content through Technology-in-Print

Healthcare is a complex and critical industry with no end to the educational messages that need to be shared between clinicians and drug or medical device manufacturers. Today, IKYP Health offers the broadest range of innovative, affordable, technology infused print media and direct mail deliverables, from Paper Webkeys to Audio in Print, to Video with Print and more, all designed for one sole purpose: **To provide effective and distinctive health and medical information via easy to use, attention-getting, trackable platforms.**

IKYP HEALTH is a dynamic way to educate across multi-channels and a great way to differentiate your message from the thousands of compelling messages clinicians, prescribers and patients receive each day. IKYP Health products offers a unique approach with technologies and messaging all wrapped up into many print media product solutions.

As you go through the pages of our 2020 IDEA BOOK, look for the symbol  **PhRMA COMPLIANT** for educational products that work for pharma, medical device and broader healthcare market!

To learn more about how you can educate healthcare stakeholders with products that stands out from all others, contact richB@IKYP.com

IKYP HEALTH Medical Education through Audio, Video & Print

WHY AMERIKYP™ VIDEO WITH PRINT FOR MARKETING & PROMOTIONS?

UNLEASH THE POWER OF VIDEO!

Video with Print™ merges the best of online & offline marketing strategies into one single, impactful, dynamic print & paper deliverable!

As brand managers know, the highest return on investment in the digital world is achieved with video based promotions.

In the print world, the highest ROI is achieved with direct mail. With ameriKYP™ Video with Print, your campaign is power packed with both and more!

AmeriKYP™ produces and delivers highest quality dynamic marketing products such as:



- High Definition LCD Screens
- The finest IPS Screens for All Angle Viewing
- Crystal Clear Sound
- Stunning Colorful Printed Media
- Your Custom Video Content
- Many Optional Upgrades

Our marketing solutions help clients drive sales, and break through the clutter while generating greater ROI.

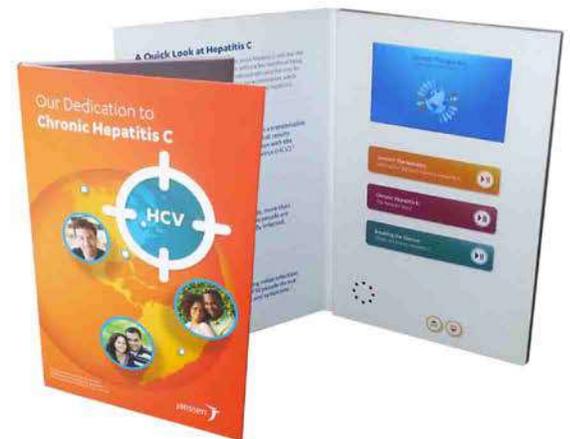
We're a factory direct manufacturer & importer with a USA based digital studio and design lab.

We have an experienced and talented team with all of the skills necessary to make each facet of your branding, marketing, advertising, and digital media initiatives relevant, engaging, effective, and uniquely creative.

How does Video with Print Achieve Success for your Brand?

Video with Print from ameriKYP™ is ideal for new product launches introducing a new service, new products, corporate brochure, training tool, educational marketing or re-connecting with your prospects.

Suitable across a broad spectrum of businesses, we offer innovative Video with Print in the form of video brochures, video postcards mailers, video business cards, video tablets, video books, video shelf talkers, presentation boxes, video magazine inserts, specialty video packaging, and so much more. The options are endless!



VIDEO BROCHURES Dynamic, Impactful, Memorable Marketing!



Features:

- * 3, 4, 5, 7 or 10 inch High Definition LCD and IPS Screens
- * Crystal clear audio
- * Beautiful full color graphics
- * Custom or standard templates
- * Multiple button options
- * Rechargeable with USB cord included
- * Various memory capabilities
- * Insert page with content
- * Optional printed mailer box



TRADEMARK NOTICE: The artwork, designs and trademarks imprinted on the products displayed herein are reproduced only as samples of the type and quality of imprinted products available. They are not intended to represent that the products are either endorsed by or produced for the owners of the artwork, designs, or trademarks.

VIDEO POSTCARDS & VIDEO BUSINESS CARDS



4"

6"



- Features:**
- * High Definition 2.8", 3" or 4" LCD Screens
 - * Crystal Clear Sound
 - * Full-color Graphics
 - * Perfect for Direct Mail, Tradeshows, Meetings, Giveaways



- Features:**
- * High Definition 2.4", or 2.8" LCD Screens
 - * Crystal Clear Sound
 - * Full-color Graphics
 - * 1 Fold or Slide Open Construction



TRADEMARK NOTICE: The artwork, designs and trademarks imprinted on the products displayed herein are reproduced only as samples of the type and quality of imprinted products available. They are not intended to represent that the products are either endorsed by or produced for the owners of the artwork, designs, or trademarks.

NEW

Customizable DIE-CUT VIDEO POSTCARDS

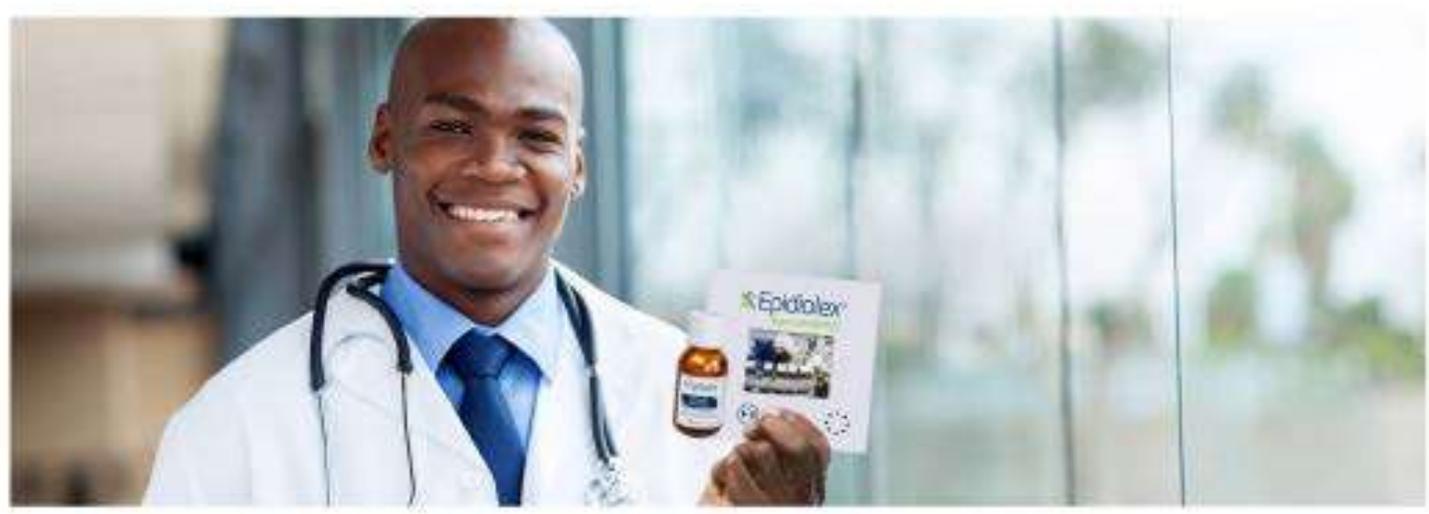


Customizable Shapes



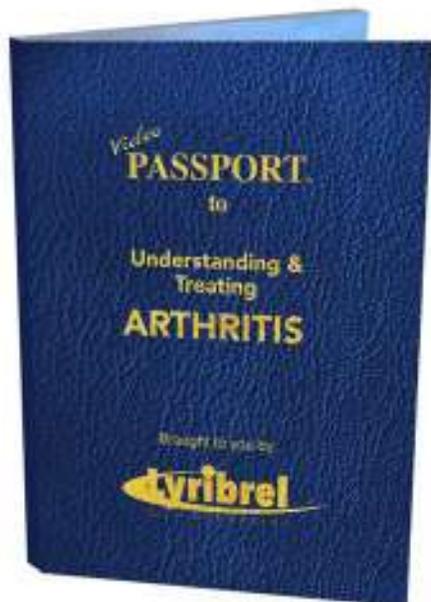
Features:

- * 3 or 4 inch High Definition LCD Screens
- * Custom or standard templates
- * Crystal clear audio
- * Play/Pause button
- * Beautiful full color graphics
- * Rechargeable with USB cord included
- * Optional volume buttons
- * Optional earphones
- * Optional printed mailer box



TRADEMARK NOTICE: The artwork, designs and trademarks imprinted on the products displayed herein are reproduced only as samples of the type and quality of imprinted products available. They are not intended to represent that the products are either endorsed by or produced for the owners of the artwork, designs, or trademarks.

Approx. 4.25" x 6.26"



3" High Definition LCD Screen



Crystal clear audio

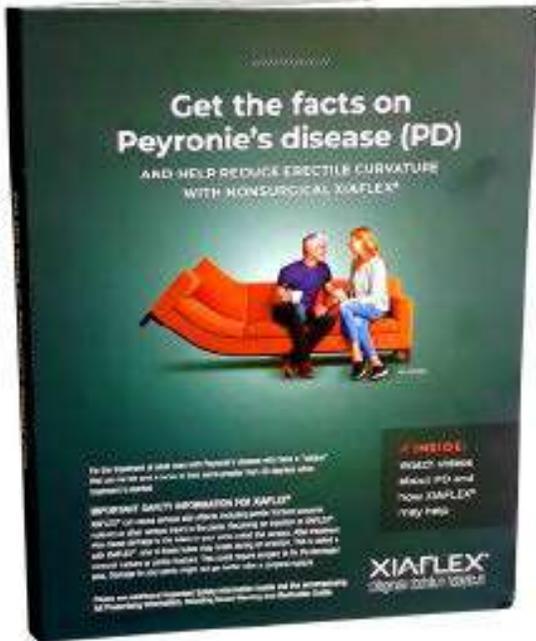
Features:

- * 3 or 4 inch High Definition LCD Screens
- * Leatherette Soft or Hard Cover
- * Gold foil accents
- * Auto-play or Pause/Play button
- * Crystal clear audio
- * Beautiful full color graphics
- * Rechargeable with USB cord included
- * Optional content page
- * Optional earphones
- * Optional printed mailer box



DELUXE VIDEO PRESENTATION BOOK

NEW

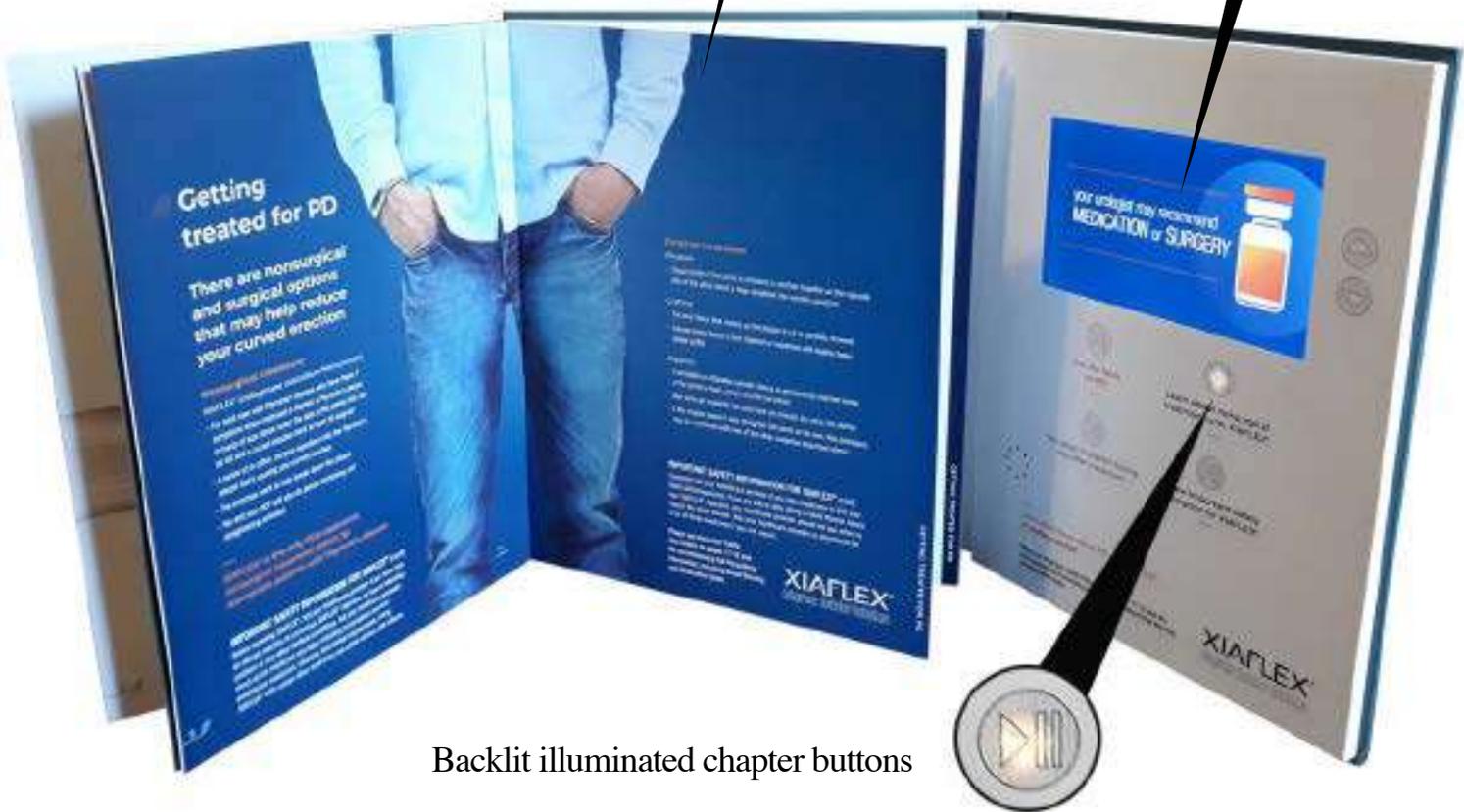


Features:

- * Hard cover featuring stunning full-color graphics
- * 2 - 12 page fold-out booklet
- * 7" High Definition IPS LCD Screen
- * High quality audio
- * Backlit illuminated chapter button

Beautiful, full-color saddle-stitch printed booklet

Stunning 7" High-definition IPS LCD Screen



Backlit illuminated chapter buttons

Custom Video EDUCATIONAL PRESENTATION DISPLAYS

NEW



Features:

- * High-definition 7" or 10" LCD IPS Screen
- * Crystal clear audio sound
- * Optional earbuds
- * Ringed flip-chart or saddle-stitch book
- * Full color graphics
- * Multiple video chapter buttons (corresponds to chart pages)
- * Volume buttons
- * Volume buttons
- * Battery (rechargeable) or AC operation



Siz approx: 15.5" 10.5"

DELUXE VIDEO TABLET



Promotes Doctor to Patient Engagement

Features:

- * High Definition 5, 7 or 10" IPS LCD Screens
- * Crystal Clear Sound
- * Full-color Graphics
- * Function Buttons: Chapter Buttons, Volume Up/Down, Play/Pause
- * Continuous Play Through AC Powered MOlded Stand

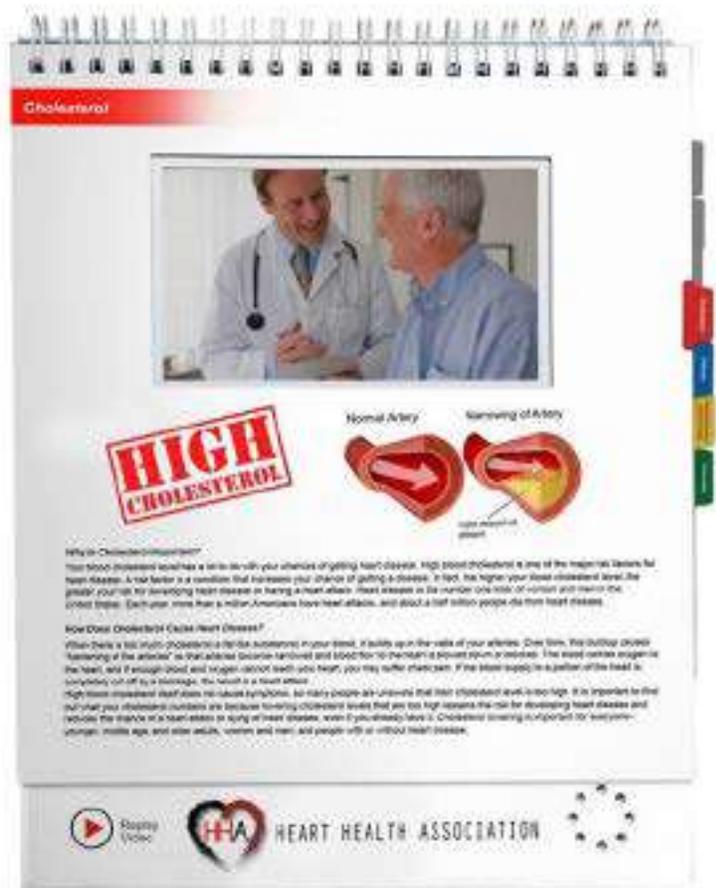


VIDEO HEALTHCARE FLIP-BOOK



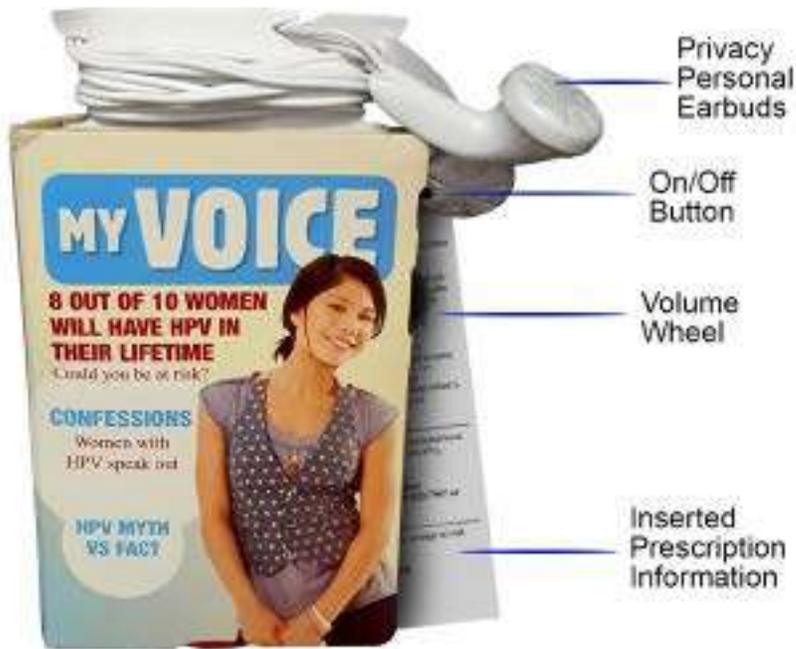
Multiple Videos - Flip-Chart Format

Promotes Doctor to Patient Engagement



FEATURES:

- * Unique Design
- * Plays Multiple Videos
- * 5", 7", or 10" High Definition IPS LCD Screen
- * Rechargeable with Continuous Play Option Using AC Adapter
- * Crystal Clear Sound with Volume Wheel



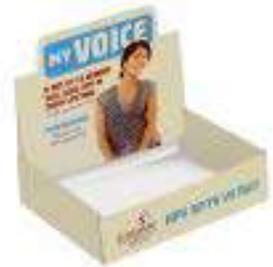
Privacy
Personal
Earbuds

On/Off
Button

Volume
Wheel

Inserted
Prescription
Information

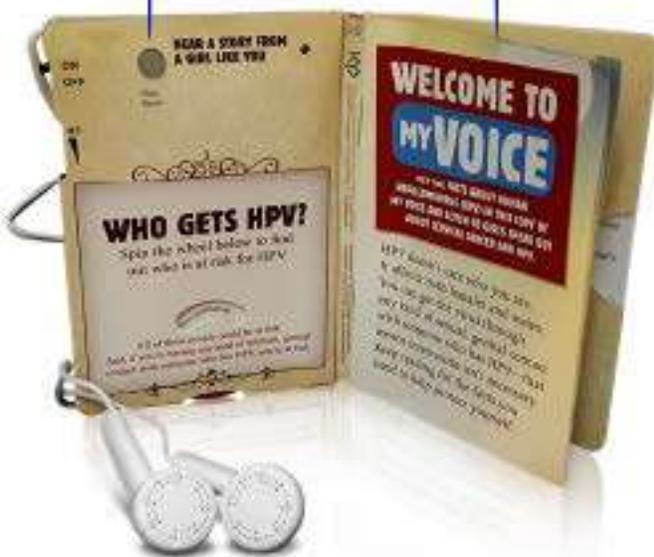
Ask about this
CASE STUDY



Printed Countertop
Displays Available

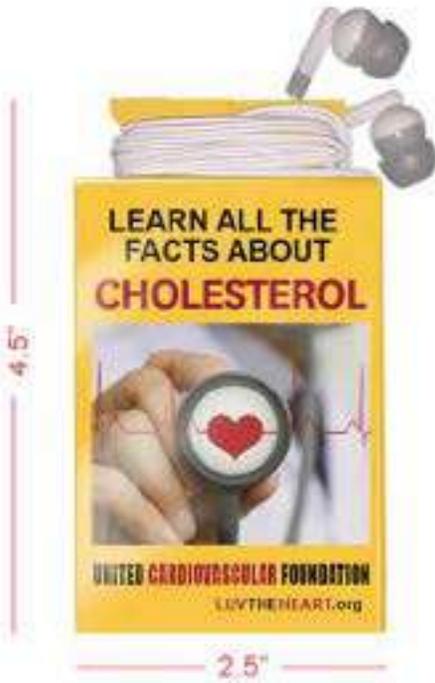
Prerecorded Audio
Content

10-12 Page
Educational Content

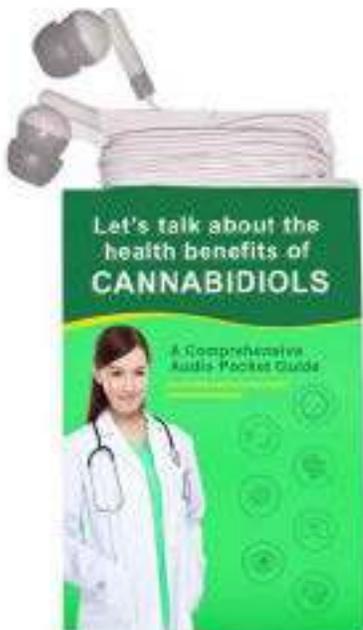


**BOOKLET
VERSION**





EXPANDABLE CONTENT VERSION



Ideal for Emerging Cannabis Markets

AUDIO POSTCARD



Embedded Speaker



Audio Postcard



Audio Postcard
with Webkey



Effective and Affordable
Audio Marketing!



Optional Mailer Boxes Available



TRACKABLE WEBKEYS

Print-to-Digital Marketing



Features:

- * Instantly routes user to website, microsite or landing page.
- * Contains no memory
- * MacAfee secure, virus free
- * Trackable
- * Paper or molded plastic
- * Full-color quality printing
- * High response rates
- * PC & Mac compatible
- * Ideal for direct mail

Webkey chips also available for Commercial Printers

Webkey chips with Memory are available in 1GB, 2GB, 4GB, 8GB, 16GB, 64GB, 128GB or more.



Plug in and Connect!

**Educational
Print-to-Digital
Marketing!**



PLASTIC WEBKEYS



Plug in and Connect!



FEATURES:

- * Instantly Routes User to Website, Microsite, or Landing Page
- * Contains NO Memory
- * Virus Free
- * PC & Mac Compatible
- * Standard or Custom Molded Shapes
- * Ideal for Tradeshows, Direct Mail, Patient Starter Kits



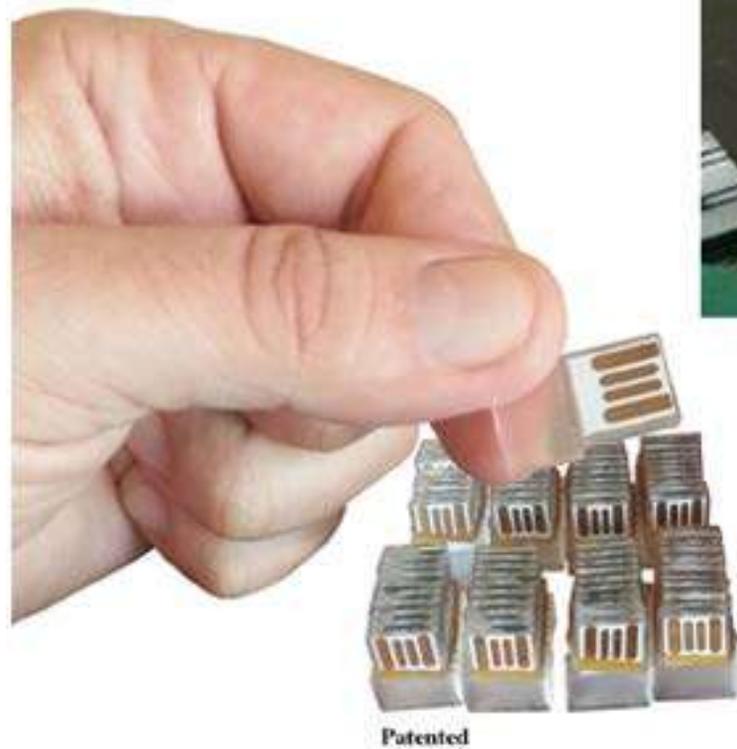
Educational
Print-to-Digital
Marketing



WEBKEY CHIPS



Plug in and Connect!



Bulk chips are available for Commercial Printers!



Custom VIDEO PATIENT KITS

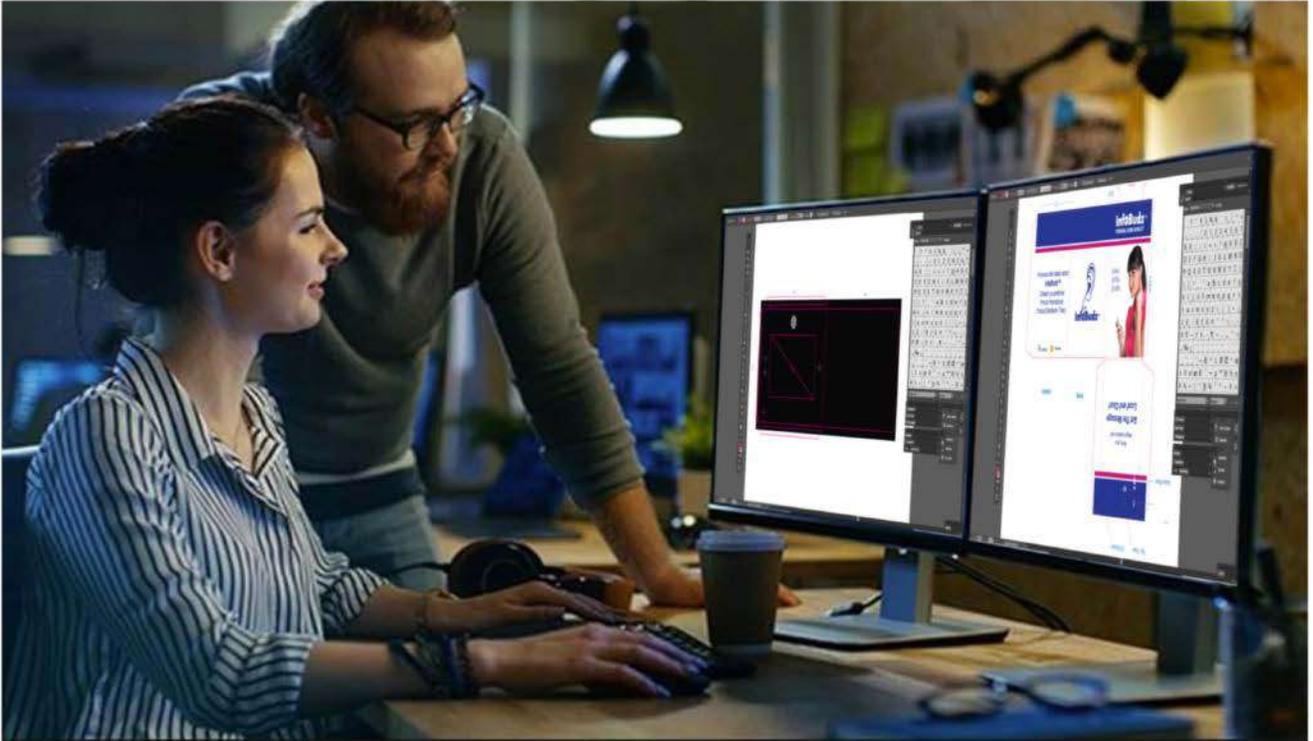


- * 100% Customizable
- * Sturdy display box with full-color graphics
- * ABS secures content and devices
- * Video brochure or postcard or tablet
- * Optional Webkey
- * Printed shipping box



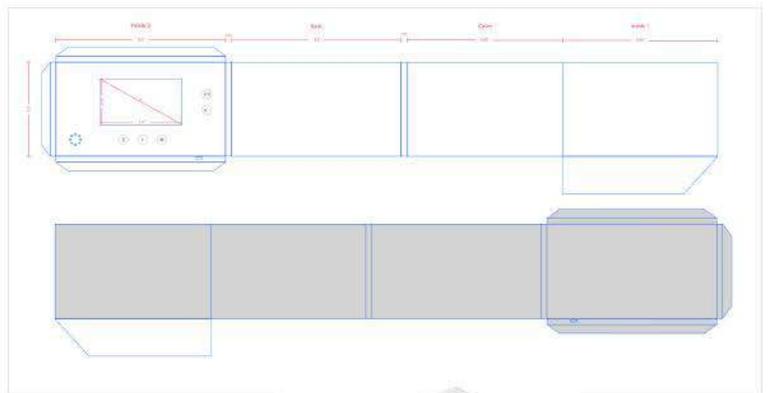
DESIGN & PRODUCTION

All projects start in our state-of-the-art graphic art studio & design lab in South Florida.



From initial concept to the projects' completion, we are here to guide and assist our clients.

- * Consultation
- * Conceptual renderings
- * Graphic assistance or complete design
- * Stock or custom templates
- * Video production assistance
- * Script writing
- * Voice-overs
- * Website



CANNABIS EDUCATION

New medical breakthroughs with Cannabidiols are now a reality. IKYP is on the forefront with the latest in audio, video, and print educational marketing solutions for this fast-growing industry.





South Florida ~ Las Vegas ~ Hong Kong ~ Shenzhen

AmeriKYP Marketing Group DBA **iKYP HEALTH** is a leading pioneer & forward thinking manufacturer, innovator and supplier of promotional, wholesale, and educational marketing products for companies and brands across all industry verticals, with a particular focus on traditional pharmaceutical, medical device and rapidly growing legal medical cannabis brands.

We have the capability to cater towards any company, big or small, offering nothing but the most innovative multi-sensory audio & video with print marketing solutions.

Call today to learn more about:
AmeriKYP Marketing Group
iKYP Health

Rich Butler, Managing Director
richB@iKYP.com
O: 561-966-3366 M: 561-818-9105
Overseas Sales Team - Serving Markets Worldwide
SINOWISE Manufacturing Group
Shenzhen, Guangdong Bao'an District
Jian Road 15 B2 Street, Building 3, 5 Floor

EMAIL: info@sinowisegroup.com
WeChat: + 1 561 818 9105
SKYPE: SINOWISEGROUP

PPAI 537995 **SAGE** 69655