

HealthTech Easy as 1-2-3 Guide



FierceMarketplace
HealthTech

 **Jaz'd!**
SEO Boost

Powered by:
Jaz'd!



Table of Contents

Welcome to the Supplier Portal	3
Enter Your Company Information	4
Brand Your Microsite	7
Feature Your Products	8

Get Started Now! Contact Sales at (978) 474-6672 or email healthtech@jzd.net

<http://www.jzdhealthcare.com/healthtech/suppliers>

Updated August 2009 | 2



Welcome to the Supplier Portal

It takes just a few minutes.

By participating in **FierceMarkets' HealthTech powered by JAZD**, you can quickly and easily get your message out to serious buyers when they are making important purchasing decisions. Build your company & product microsite for **FREE**.

Get Started Now!

We make uploading your products and services easy! We know time is your most scarce resource. Simply update your company's information, upload creative and content, manage your products specs and images, and track your results with reports. Using a powerful combination of contextual content placement and JAZD SEO with over 100,000+ keywords under active management, the Directory provides highly targeted, motivated leads.

It's as Easy as 1-2-3!

Create Your Company's Microsite:

1. Enter company info

- Enter basic info
- Add contacts & Locations
- Assign specific categories
-

2. Brand your company's microsite

- Load your display ads
- Load your whitepapers & content
- Link your RSS feeds to categories

3. Feature your products

- Load & edit your products
- Import product images & specs
- Assign categories to your products

Get Started Now! Contact Sales at (978) 474-6672 or email healthtech@jazd.net



1. Enter Company Information

Edit your company's details

- Add your logo with link to your website
- Provide company information that buyers need
- Include a detailed company description to set you apart from your competition
- Take advantage of JAZD SEO Boost Description to drive traffic

Edit your Company Info

Upload your Company logo
Best Size: 100 x 200 pixels
Best file Types: JPEG & GIF

Add your Company description

Jaz'd! SEO Boost

- Leverage your current SEO keywords
- JAZD's related terms engine drives traffic
- 20-word SEO summary maximizes exposure

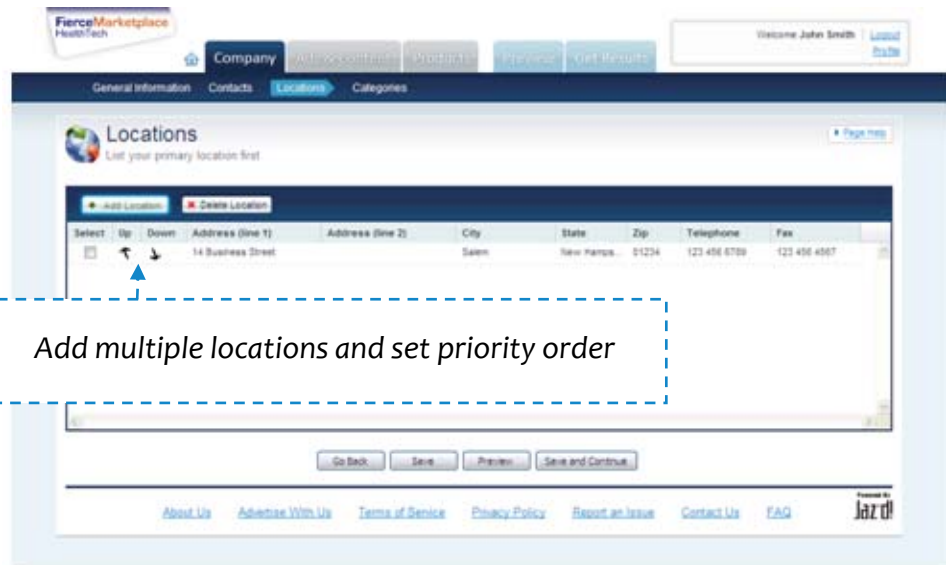
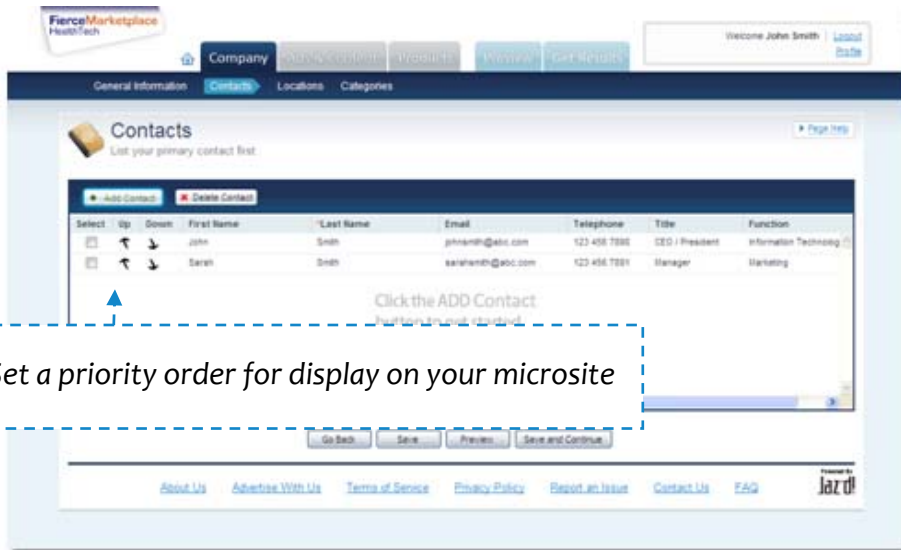
Get Started Now! Contact Sales at (978) 474-6672 or email healthtech@jazd.net



1. Enter Company Information

Add your company's contact and locations

- Add key contacts for buyers – make it easy for them to find you
- Add your locations to assist in geographic searches



Get Started Now! Contact Sales at (978) 474-6672 or email healthtech@jazd.net



1. Enter Company Information

Assign specific categories to your company & products and get the JAZD SEO Boost!

- Select ALL specific categories that your company targets
- JAZD SEO Boost drives qualified traffic right to each category page

FierceMarketplace HealthTech

Welcome **John Smith** [Logout](#) [Profile](#)

Company | Ads & Content | Products | Preview | Get Results

General Information | Contacts | Locations | **Categories**

Categories

Drill down and drag categories to assign them

- Business & Consulting Services
- Chemicals & Raw Materials
- Education, Reference & Professional Development
- Engineering, Construction & Maintenance
- Environmental & Safety
- Information Technology
- Laboratory & Measurement
 - Biotechnology**
 - Control Technology Review
 - Dispersion Modeling
 - Emission Spectroscopy
 - Gas Chromatography
 - Laboratory Glassware
 - Research
- Tests/Testing
- Manufacturing & Processing
- Packaging, Transportation & Storage

Your Assigned Categories

[Delete Category](#)

- Select/Unselect All to Delete
- Backup and Disaster Recovery
- Computer Aided Design and Dra...
- Software/Programming Service...
- Security
- Biotechnology

Laboratory & Measurement... Biotechnology

Drag & drop your selections here

Rollover category for more information

- JAZD's SEO Boost drive traffic to every product category page
- 100,000 keywords under active management ensures traffic
- JAZD optimizes your company microsite with relevant terms, title tags, description tags & cloud tags

[Contact Us](#) | [FAQ](#) | **Powered by Jazd!**

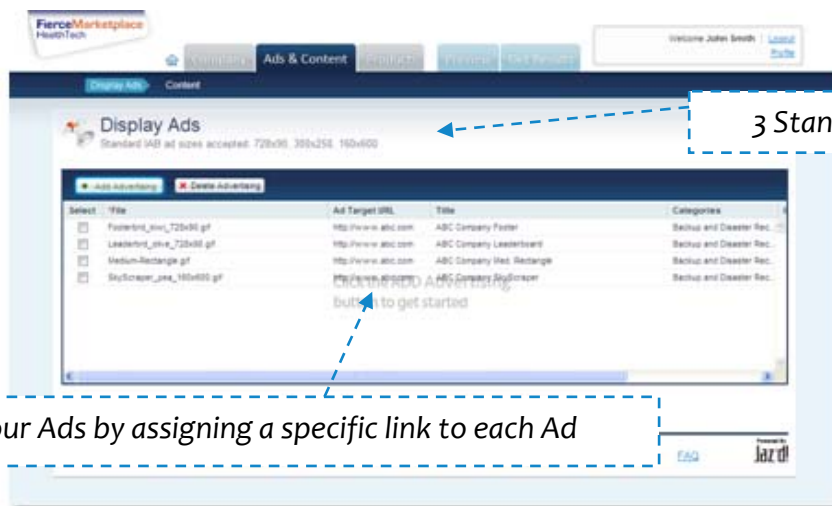
Get Started Now! Contact Sales at (978) 474-6672 or email healthtech@jazd.net



2. Brand your Microsite

Upload your display ads

- Assure that your brand message is in front of qualified buyers
- Leverage multiple formats with Leaderboard, Medium Rectangle Skyscraper and Footer ads

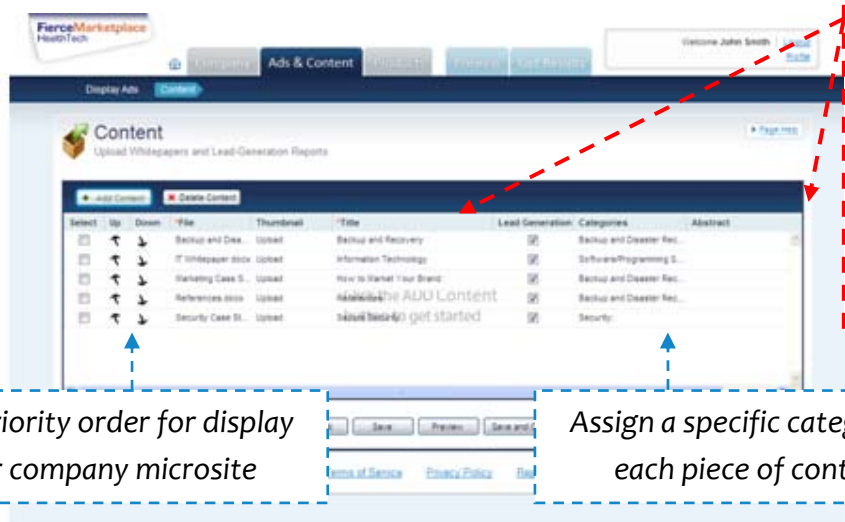


3 Standard IAB sizes are accepted

Target your Ads by assigning a specific link to each Ad

Upload your content

- Educate qualified buyers while filling your pipeline
- Opt-in registration based leads are targeted by category



- Use keywords in your title to add relevance
- Create a 20-word summary to maximize exposure & drive click-thrus
- JAZD links related terms

Select a priority order for display on your company microsite

Assign a specific category to each piece of content

Get Started Now! Contact Sales at (978) 474-6672 or email healthtech@jazd.net



3. Feature your products

Load and edit your products

- Add unlimited products
- Each product is featured on its own microsite – with specs, images and descriptions

FierceMarketplace HealthTech

Welcome John Smith | [Logout](#) | [Profile](#)

Content | **Products** | Preview | Get Results

Product Info | **Product** | Page Help

Select	Name	Categories	Description	Short Description	Manufacturer	Image	Product Spec	Product UR
<input type="checkbox"/>	Recovery Database	Backup and Disaster Rec...	This product	Recovers lost data	ABC Company	Upload	Upload	
<input type="checkbox"/>	Fingerprint Security	Security;	Use a scan of	Fingerprint will allow/deny ...	ABC Company	Upload	Upload	

Click the ADD Product button to get started

[About Us](#) | [Advertise With Us](#) | [Terms of Service](#) | [Privacy Policy](#) | [Report an Issue](#) | [Contact Us](#) | [FAQ](#)

Powered By **Jazd!**

Jazd!
SEO Boost

- Use keywords in your title and description to drive traffic
- Create a 20-word summary to maximize exposure
- 100,000 keywords under active management
- Targeted category-based traffic generation ensures qualified leads

Get Started Now! Contact Sales at (978) 474-6672 or email healthtech@jazd.net



Review your completed Microsite!

Powered by the



FierceMarketplace
HealthTech

Where else can you compare
products and services
from leading vendors...

...in one time-saving,
easy-to-use Directory?
(Hint: click 'Go')

[Home](#) | [Fierce](#) | [Ratings & Reviews](#) | [Buyer Discussions](#)

[LOGIN](#) | [REGISTRATION](#)

Categories

Market Research
Six Sigma Consulting
Strategic & Project Planning
Training/Learning
Management Systems

RECENT RESULTS

Strategic & Project Planning
Consulting Services
Services
[Home](#)

Andover Consulting Company

3 Dundee Park
Andover
Massachusetts United
States 02141
978-474-6611

Andover Consulting Company (ACC) provides innovative and economically sound consulting advice in the healthcare, pharmaceutical and chemicals industries. Founded in 2008 in Andover, MA, ACC employees over 50 world-class professionals.

Marketing - General
Shannon DiGregorio
sdgregorio@jazd.net
978-474-6611

[Company Website](#)

Multimedia Center

[Telemedicine - ...](#) | [FLUID Installat ...](#) | [Single Database ...](#)

Featured Research

Case Study: MedAssist Reaches Out to the Uninsured: MedAssist's Medicaid eligibility services solution ...

Case Study - Hospital Relies On Avaya For Critical Patient Care: Boca Raton Community Hospital deployed an enterpris ...

Dictating for Productivity and Efficiency: Talk to anyone related to the healthcare industry ...

Save time.
Save clicks.
Save money.

where
trusted vendors
meet
qualified buyers

[Go](#)

Research Library

- [Continuum of Care](#)
- [DocuSys National Patient Safety Initiatives](#)
- [Successful Risk Management for the Entire Messaging Infrastructure](#)
As a mission critical sys...
- [Management of the Patient with Chronic Complaints of Dizziness](#)
- [A Site of Service Strategy That Delivers](#)

Fierce Features - Biotech Research

Researchers use: Bill Gates may have been kidding when he decided to release...

Nanoparticles used: Brain cancer is one of the most difficult-to-treat cancers; imaging is...

Mice, human skin: Harvard Medical School researchers have succeeded in converting mouse and...

Study: Origin of: U.S. researchers searching for clues to help develop a better malaria vaccine...

Novartis explores: Two years ago the FDA rejected Novartis' Cox-2 inhibitor Prexige on...

Lack of volunteers: There are more cancer treatments hitting market than ever before. But...

3P Partners News

A Potential Widely: The Problem of Resolving Enantiomers of Chiral Basic Compounds does not have a...

Understanding: One of the non-obvious outcomes of structural identification using spectroscopy...

Hangzhou Sage: Hangzhou Sage Chemical Co., Ltd., is a new, well-established and continuously...

Market Discussions

[Ratings and Reviews \(More\)](#)

[Discussions \(More\)](#)

Spend more time doing what you enjoy...
...and less time searching for products!

[Companies are ready to help you](#) [Go](#)

[Subscriptions](#) | [List Your Company](#) | [Advertise](#) | [About Us](#) | [Terms of Service](#) | [Privacy Policy](#) | [Contact Us](#)

Powered By

Get Started Now! Contact Sales at (978) 474-6672 or email healthtech@jazd.net

<http://www.jazdhealthcare.com/healthtech/suppliers>

Updated August 2009 | 9