

BRAND AWARENESS CAMPAIGN: 1ST PLACE SIMPSON GUMPERTZ & HEGER

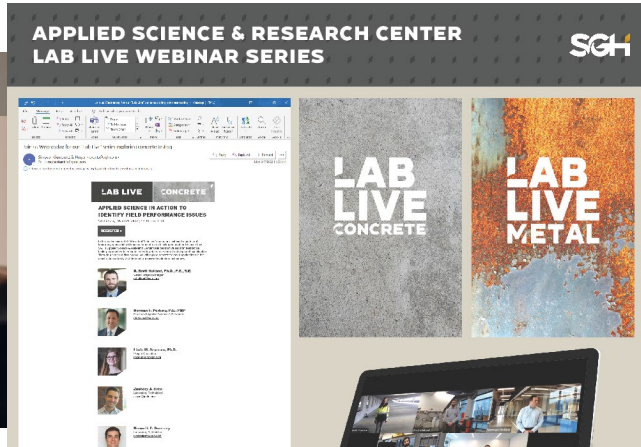


APPLIED SCIENCE & RESEARCH CENTER CAMPAIGN PROMOTIONAL PLAN

Simpson Gumpertz & Heger
SMPS 2022 Marketing Communications Awards
April 2022



APPLIED SCIENCE & RESEARCH CENTER LAB LIVE WEBINAR SERIES



APPLIED SCIENCE & RESEARCH CENTER PROFESSIONAL PHOTOGRAPHY



APPLIED SCIENCE & RESEARCH CENTER VIDEO SERIES

SGH APPLIED SCIENCE & RESEARCH CENTER

Strong Floor Testing

Applied Science & Research Center Overview

Applied Science & Research Center Flythrough Tour

ZACH SVEC
LABORATORY TECHNICIAN

Client Solutions: Petrography

Client Solutions: Weathering the Storm



APPLIED SCIENCE & RESEARCH CENTER SGH.COM AND PRINT COLLATERAL



CORPORATE IDENTITY: 2ND PLACE

LAM PARTNERS



Lam Labs

Wordmark
The Lam Labs wordmark is derived from the Aktiv Grotesk Extended typeface. The mark is intended to be distinct yet related to the larger Lam visual system, allowing the icons to shine. Using a consistent mark will help draw recognition to Lam Labs.

Typography
Similar to the mark, Aktiv Grotesk Extended is the main font used for Lam Labs. Use the Extra Bold weight for headlines and Regular weight for body copy.

Icons
This is an example icon style for the Lam Labs system. They are line and point-based abstract representations of the way light moves, contained in a consistent circle shape. The icons were created in Illustrator and can be recreated using a 3pt line weight and 100px-sized circle as the base. When the shape is determined, apply a mask of the brand's Expressive Gradient using 2-3 adjacent colors.

Color
Aside from the Expressive Gradient of the icons, lean into Lam Blue, Lam Grey, and Daylight as the Lam Labs colors. To create a consistent experience, use the Lam Blue as a background color whenever possible.

Horizontal and Vertical Wordmarks

Lam Labs (horizontal)

Lam Labs (vertical)

Typography

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Aktiv Grotesk Extended Extra Bold

Aktiv Grotesk Extended Regular

Color

Lam Blue PMS 295 C / 295 U CMYK 100-07-39-40 RGB 19-78-79 HEX 00734F	Lam Grey PMS 5516 C / 5516 U CMYK 4-5-50 RGB 240-241-241 HEX F0F1F1	Daylight PMS 647 C / 647 U CMYK 18-0-0 RGB 227-228 HEX D9E8
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Icons

New Branding Elements

Glow Library

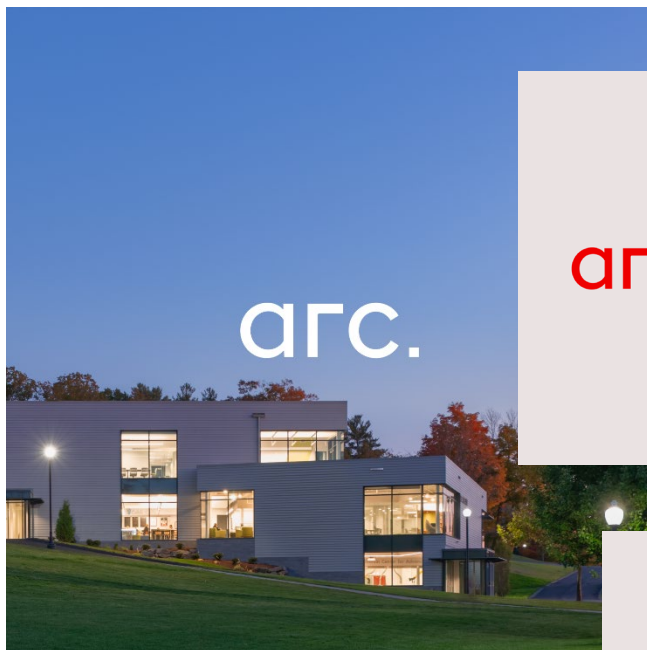
On Dark Backgrounds

This set of three icons designed to be used on top of Lam Blue. When placed on a dark background, the icons will glow. The glow effect is achieved by using a combination of the brand's colors and a white-to-transparent gradient.

OT Flexa Bold

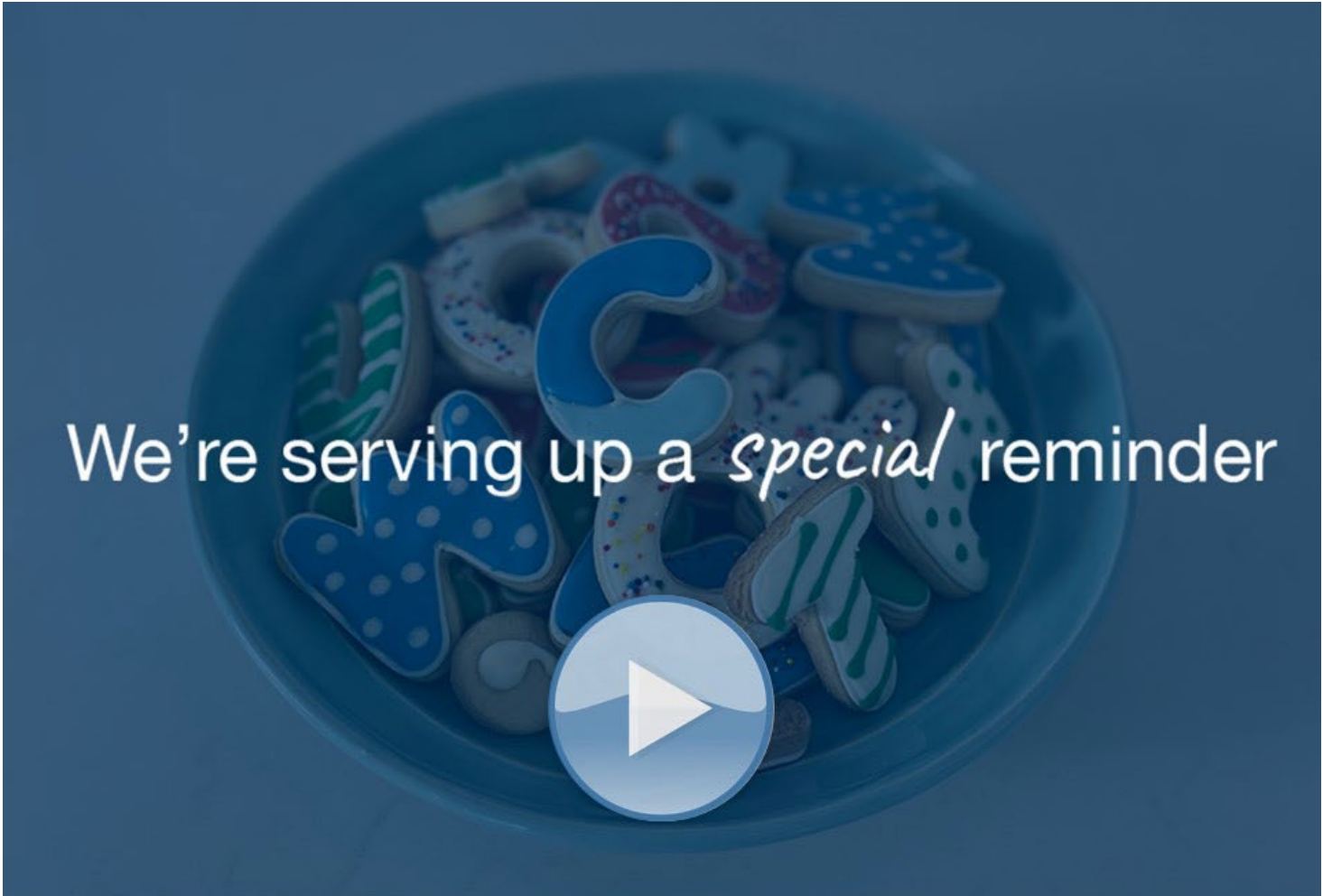
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

CORPORATE IDENTITY: 1ST PLACE ARCHITECTURAL RESOURCES CAMBRIDGE



HOLIDAY PIECE: 2ND PLACE

COLUMBIA – CELEBRATING MOMENTS BIG & SMALL



We're serving up a *special* reminder

HOLIDAY PIECE: 1ST PLACE

MARGULIES PERRUZZI – OFFICE OLYMPICS



INTERNAL COMMUNICATIONS: 1ST PLACE GREEN INTERNATIONAL AFFILIATES



YAMMER

SMPS BOSTON 2022 Internal Communications

GREEN INTERNATIONAL AFFILIATES, INC.

INTRANET SITE

MONTHLY NEWSLETTER

NECTAR (APP VERSION)

MARKETING COLLATERAL: 2ND PLACE

ERLAND CONSTRUCTION – EMD SERONO



MARKETING COLLATERAL: 1ST PLACE

REILLY COMMUNICATIONS – ROBINS & MORTON



INDUSTRY NEWS

State of Healthcare Construction Report Highlights Trends, Challenges + Insights

The State of Healthcare Construction report combines healthcare construction trends, challenges and insights from industry experts. Healthcare construction specialist Robins & Morton served as the editor for this report, sourcing more than a dozen contributors in architecture, engineering, construction, program management and healthcare administration. The contributors shared personal experiences, discussions with their peers and how they're planning for the future. Three main trends comprise the majority of the report: infrastructure upgrades, offsite construction and prefabrication and changes in project delivery.

U.S. healthcare systems spend \$5.8 billion annually on energy and, as budgets tightened in 2020, more conversation surrounding energy savings emerged. Although the evolution of technology and campus expansion have been driving forces behind infrastructure improvement, healthcare systems have also taken a more active role in uncovering ways to improve energy performance and the report details these findings.

However, with expansions and infrastructure improvements on the rise, workforce continues to decline. This reality is forcing construction teams to amplify their creativity, and many are finding their stride in offsite construction and prefabrication. Prefabrication has been a growing trend for more than a decade, but clients, design teams and construction professionals are asking: is there a better way to prefabricate? For many of the experts consulted for the report, the answer was a resounding yes, sharing their outlooks.

It's common knowledge the construction industry is changing, and many of the emerging innovations are in response to those changes. One of the most significant is the easier, more collaborative approaches to project delivery. The report details the various roles of the project delivery team in this new environment.

[Click here to view The State of Healthcare Construction Report.](#)

Tags: [Construction](#)

POSTED: JUNE 16, 2021



From: Sam Burnette <samb@esarch.com>
Sent: Friday, April 1, 2022 10:41 AM
To: Michael Reilly <mreilly@reillycommunications.com>
Cc: Cary Street <carys@esarch.com>; Amira Ahmetovic <amiraa@esarch.com>; McLean Pillon <mcleamp@esarch.com>
Subject: RE: Your Quotes for 2022 State of Healthcare Construction Report - Review and Bio/Photo Request

Good morning Michael,
I wanted to follow-up with you after reading The State of Healthcare Construction report recently. You did a tremendous job weaving in the various contributors' quotes into a common theme for the Resilient Building Envelopes section. This should be a very influential article to encourage your clients to invest wisely in their HC facilities for the long-term payback benefits.

Thank you for sharing the finished report with me. I have passed this along to our marketing team at ESa and other colleagues to enjoy the content of the full report.

Best regards,
Sam

Sam W. Burnette, AIA, NCARB, EDAC
Principal

ESa
architecture | interior architecture | master planning | space planning
1033 Demonbreun Street, Suite 800, Nashville, TN 37203
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www.esarch.com

5/18/2020

Prefabric

Modern Healthcare

© Crain Communications Inc.

May 16, 2020 01:00 AM

Pandemic prompts flexible healthcare design

ALEX KACIK

To be better prepared, hospitals will invest in flexibility with convertible and expandable rooms, and advanced air-filtration systems.

Adaptable and modular spaces will now be top of mind as healthcare providers retrofit and design their facilities, construction and design experts said.

The COVID-19 pandemic has given health system leaders a new perspective as hospitals have adapted to accommodate an influx of patients. To be better prepared, hospitals will invest in flexibility: convertible and expandable rooms, advanced air-filtration systems, built-in storage spaces, wider hallways and virtual compatibility, among other improvements, experts said.

"I don't think we would've given as much attention to how flexibly we could use waiting rooms for patient care six months ago," said David Huey, president of architecture firm Dewberry, noting that many emergency department waiting rooms are negative pressure rooms. "Before this, I don't think any would say, 'Go ahead and spend another quarter of a million dollars to upgrade those waiting rooms.' That is prime real estate for treating infectious patients."

COVID-19 has exposed the vulnerability of the healthcare industry's emergency preparedness and infection-control infrastructure.

Healthcare workers, architects and engineers have assembled triage testing tents in their parking lots; set up entire intensive-care units and negative-pressure rooms for COVID-19

<https://www.modernhealthcare.com/construction-design/pandemic-prompts-flexible-healthcare-design>

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ROBINS & MORTON

Building With Purpose

SOCIAL MEDIA: 2ND PLACE

DPS GROUP – NOVEL THERAPY FACILITIES



Social Media Video Campaign
Novel Therapy Facilities
LinkedIn: Click on each graphic to view the original post in LI

SEGMENT 1: NOVEL THERAPIES (9/20/21 - 9/29/21)

- [Click Off Graphic](#): Novel Therapies By the Numbers: This post sets the stage for DPS Group Global's involvement in the Novel Therapies manufacturing market.
- [Video](#): "Novel Therapies are Revolutionizing Disease Treatment," a general overview of novel therapeutic facilities
- [Article](#): "Sustainability vs. Schedule - The Unapparent Opportunity in Novel Therapies Facilities," authored by DPS Group
- [Article](#): "Expediting EPCMV to Fast Track Facilities," authored by DPS Group



DPS Better Engineered Solutions

"The importance of optimizing a facility's energy performance requires alignment of the entire design team, not only when each is informed by the other, but the resources impacted."

— Ian Sharp, PE, Mechanical Engineer Manager
Responsible for Global Facility Optimization

Projects that have a **high-intensity lean focus** are **3x** more likely to finish ahead of schedule and **2x** as likely to finish under budget than traditional projects

SEGMENT 2: MRNA VACCINES (10/4/21 - 10/14/21)

- [mRNA Vaccine Introduction Video Presentation](#): a general understanding of mRNA vaccine production and delivery
- [Video](#): "mRNA Vaccines are Revolutionizing Disease Treatment," a general overview of mRNA vaccine facilities
- [Article](#): "Four Considerations when Planning for an RNA manufacturing Facility," authored by DPS Group
- [Third Party Article - Contract Pharma](#): "Can mRNA Facilities Really Be Flexible?"

DPS Better Engineered Solutions

mRNA Vaccine Introduction
Presented by: William Whitford

mRNA Vaccines
are **REVOLUTIONIZING** Disease Treatment

DPS Better Engineered Solutions

When evaluating an existing facility or planning how to fit an empty building shell, **additional considerations** should be given for:

1. Process user risk, laboratory and generally
2. Requirements for specialized controls including air vs. traditional flow
3. Space for future terms, including HVAC considerations for heat transfer
4. Location of high hazard areas requiring outdoor walk to relief code

DPS Better Engineered Solutions

"Flexibility" can be a slightly misleading term in setting expectations and design philosophies.

Giving the facility the **ability to pivot**, be improved or expanded without significant, unnecessary infrastructure changes or interruptions to ongoing operations is the objective.

— Jeff Hill, PE, Novel Therapy SME, DPS Group
Contract Pharma Analyst/Architect

SEGMENT 3: CELL THERAPY (10/25/21 - 10/27/21)

- [Video](#): "Cell Therapies are Revolutionizing Disease Treatment," a general overview of cell therapy facilities
- [White Paper](#): "Cell Therapy and Closed Process Manufacturing," authored by DPS Group

Cell Therapies
are **REVOLUTIONIZING** Disease Treatment

DPS Better Engineered Solutions

White Paper
Cell Therapy and Closed Process Manufacturing

Stephen Add, CE/Eng MChemE, Process SME

SEGMENT 4: GENE THERAPIES AND MICROBIOME THERAPY (11/8 - 12/16)

- [Video](#): "Gene Therapies are Revolutionizing Disease Treatment," a general overview of gene therapy facilities
- [Video](#): "Microbiome Facilities are Revolutionizing Disease Treatment," a general overview of microbiome facilities
- [Third Party Article - Pharma's Almanac](#): "Design Considerations for Live Biotherapeutic Product Facilities Working with Spore-Forming Bacteria"
- [Third Party Article - Pharma Manufacturing](#): "Four Trends to Watch in Pharma Facility Design for 2022"

Gene Therapies
are **REVOLUTIONIZING** Disease Treatment

Microbiome Therapies
are **REVOLUTIONIZING** Disease Treatment

DPS Better Engineered Solutions

Approximately **10-20%** of the bacterial strains being developed at USPs are spore-forming bacteria. With the significant presence of USPs to provide patients with the need for manufacturing facilities designed to safely handle spore-formers has increased.

DPS Better Engineered Solutions

Article
4 Trends to Watch in Pharma Facility Design for 2022

Emily Thompson, PE, U.S. Director, New Process Technologies

SEGMENT 5: EXOSOME THERAPEUTICS AND OLIGONUCLEOTIDES (1/18/22 - 1/27/22)

- [Video](#): "Exosome Therapeutics are Revolutionizing Disease Treatment," a general overview of exosome therapeutic facilities
- [Video](#): "Oligonucleotides are Revolutionizing Disease Treatment," a general overview of oligonucleotide facilities
- [Article](#): "Oligonucleotide Synthesis - Overcoming Production Scale Limitation," authored by DPS Group

Exosome Therapeutics
are **REVOLUTIONIZING** Disease Treatment

Oligonucleotides
are **REVOLUTIONIZING** Patient Therapeutics

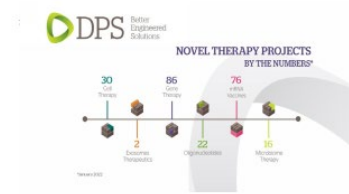
DPS Better Engineered Solutions

Article
Oligonucleotide Synthesis - Overcoming Production Scale Limitations

Joseph Laviano, PE, Sr. Process Engineer

SEGMENT 6: NOVEL THERAPIES CAMPAIGN CLOSE (2/2/2022 - 2/17/2022)

- [Novel Therapies 2022 Kick-Off Graphic](#): 2022 Update
- [Video Series Wrap-Up](#): CTA to visit the DPS Group YouTube Channel to watch the Novel Therapy Facility videos



Video Series
Novel Therapy Facilities
Helping to **REVOLUTIONIZE** Disease Treatment

STAGING A COMEBACK WHEN THE CURTAIN GOES APP

1. RESERVE TICKETS, ENTRY TIME AND DOOR

2. DINE AND GET A RIDE

3. CHECK IN AT DESIGNATED TIME

4. CAN'T ATTEND? STREAM INSTEAD

5. VIRTUAL Q&A WITH THE CAST

Wilson Butler Architects

STAGING A COMEBACK TRANSFORMING THE VESTIBULE

HANDS FREE DOORS

SANITIZER & PPE

TEMPERATURE SCAN

TEMPERATURE SCAN RESULTS SENT TO STAFF

Wilson Butler Architects

STAGING A COMEBACK LOCALIZED RETURN AIR

SUPPLY AIR

RETURN AIR VENT BEHIND EVERY SEAT

NEGATIVE PRESSURIZED RETURN AIR

Wilson Butler Architects

STAGING A COMEBACK FLOATING STAGE

Wilson Butler Architects

STAGING-A-COMEBACK WILSONBUTLER.COM



"For centuries theater has brought us together and now together we will find a way to bring theater back."

CREATIVE SOLUTIONS FOR THEATERS AND PERFORMING ARTS CENTERS AS THEY REOPEN

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Wilson Butler Architects

SPECIAL EVENT MARKETING: 1ST PLACE

CDM SMITH – BREAKING DOWN PFAS WORKSHOP



Event Email Invite

YOU'RE INVITED

TUESDAY, JAN. 18TH

CDM Smith presents

Breaking Down PFAS Workshop:

A One Water Approach to PFAS in California

with:

Join regulators, scientists, and practitioners for a virtual workshop on **Tuesday, January 18 from 11:00 a.m. to 1:30 p.m. PST**, as they share the latest on regulations, risk communications, technologies, success stories and developments in destruction and disposal. [Download the workshop program here](#) to see the experts and topics we'll cover throughout this 2.5 hour workshop.

If you haven't registered yet, [sign up to attend the event here](#).

This event will be hosted within a virtual conference platform called Socio and does not require you to download any platforms. If you do not see a confirmation email upon registering, please check your junk folder and add Socio to your safe senders list. Please reach out to Kelly at broinkf@cdmsmith.com with any questions.

[SEE FULL PROGRAM](#)

Event Program

11:00AM	OPENING REMARKS & PLENARY SESSION: ONE WATER APPROACH TO PFAS REGULATIONS
11:40AM	DRINKING WATER TRACK
	PFAS TESTING & RESEARCH PFAS TREATMENT TECHNOLOGIES
	CLEAN WATER TRACK
	SOURCE IDENTIFICATION BIOSOLIDS HANDLING
	COMMUNICATIONS & LIABILITIES TRACK
	PFAS LITIGATION RISK COMMUNICATIONS
12:30PM	PLENARY SESSION: DESTRUCTIVE TECHNOLOGIES
	HOW DO WE TAKE THE "FOREVER" OUT OF PFAS?
12:55PM	CLOSING: DESIGN, CONSTRUCTION, STARTUP & OPERATIONS
	WHAT HAVE WE LEARNED SO FAR?

Event Platform

Overview

Breaking Down PFAS

How is California confronting PFAS from a One Water perspective?

We're glad you're here for the Breaking Down PFAS virtual workshop to hear from regulators, scientists, and practitioners about the latest regulations, funding resources, successful case studies, and recent developments in destruction and disposal surrounding PFAS. You'll also get a chance to ask experts questions that have been keeping you up at night and connect with other utilities facing similar challenges.

Please join all live events through the Agenda module on the left sidebar and click the session you'd like to attend.

If you have any issues or questions, please reach out to Kelly at broinkf@cdmsmith.com.

Session

Lessons Learned Panel Discussion

Tom Visovsky, CDM Smith | Michael Zafra, CDM Smith | Al LeBlanc, CDM Smith

Lessons Learned Panel Discussion

DETAILS PARTICIPANTS

OVERVIEW

Tuesday, January 18

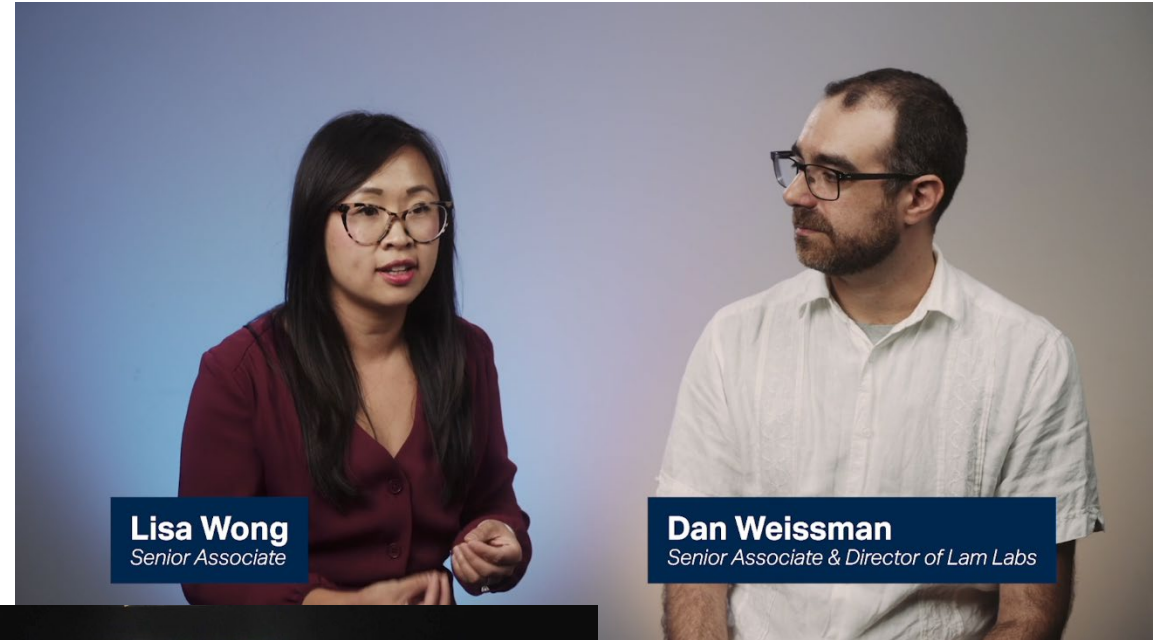
12:55 PM - 1:30 PM

Your Time 3:55 PM

Video Stream

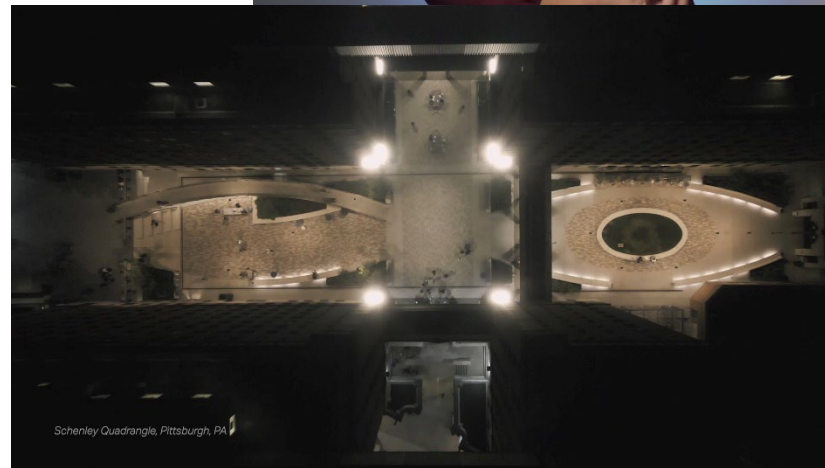
VIDEO: 2ND PLACE

LAM PARTNERS – “WE ARE LAM PARTNERS”



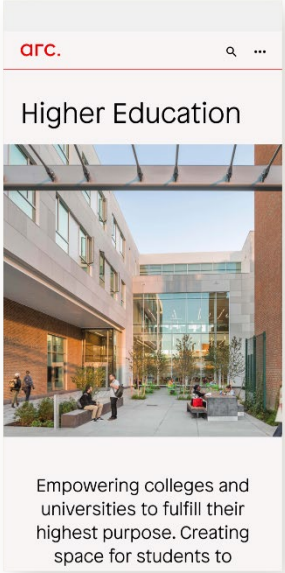
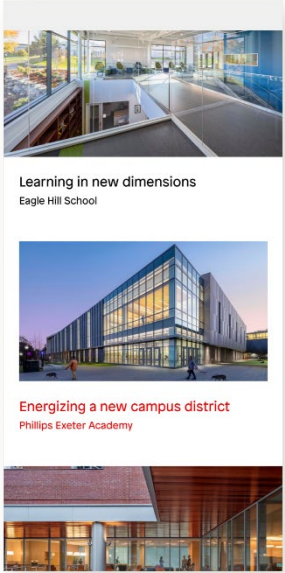
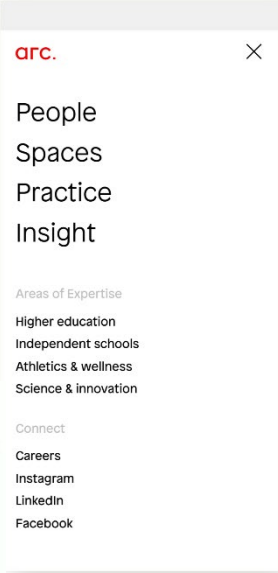
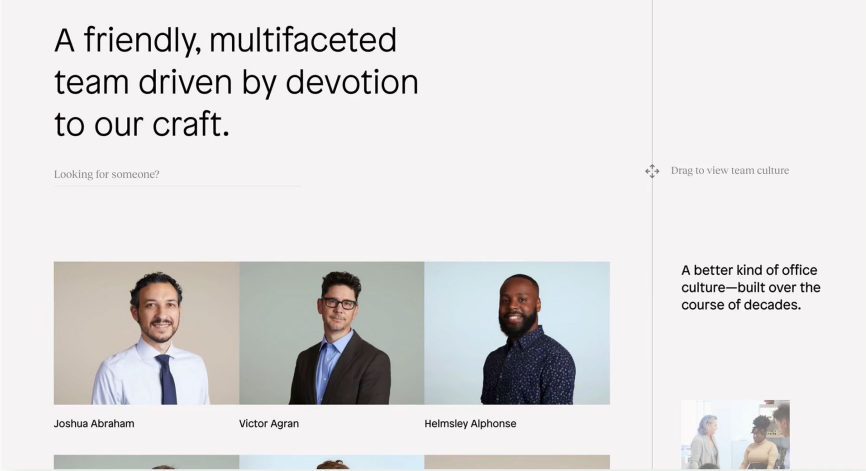
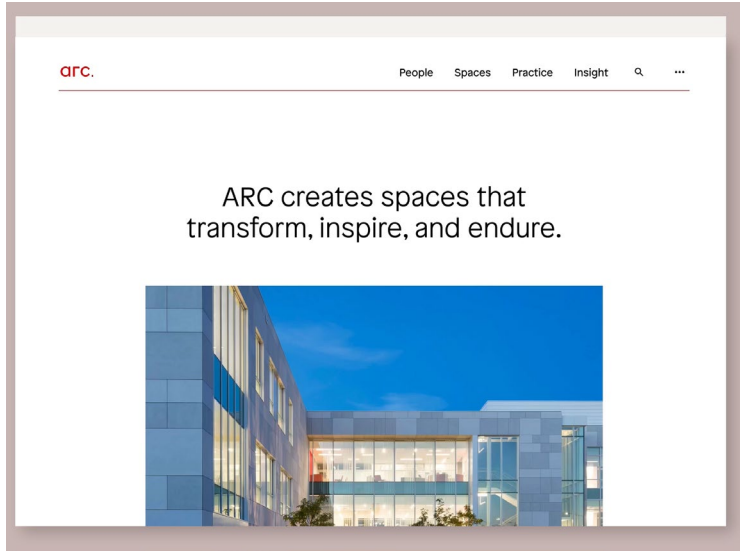
Lisa Wong
Senior Associate

Dan Weissman
Senior Associate & Director of Lam Labs

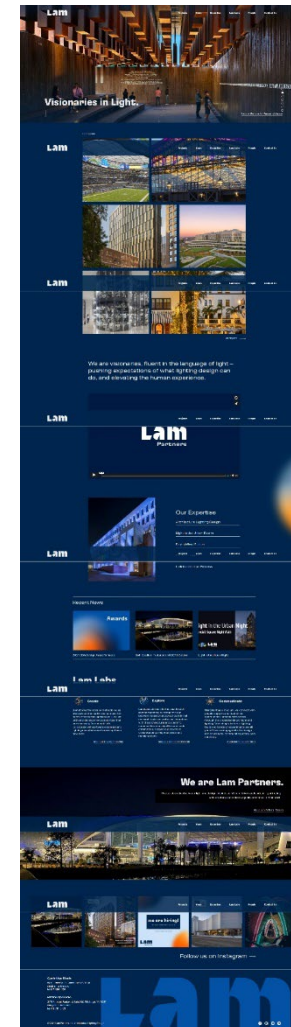
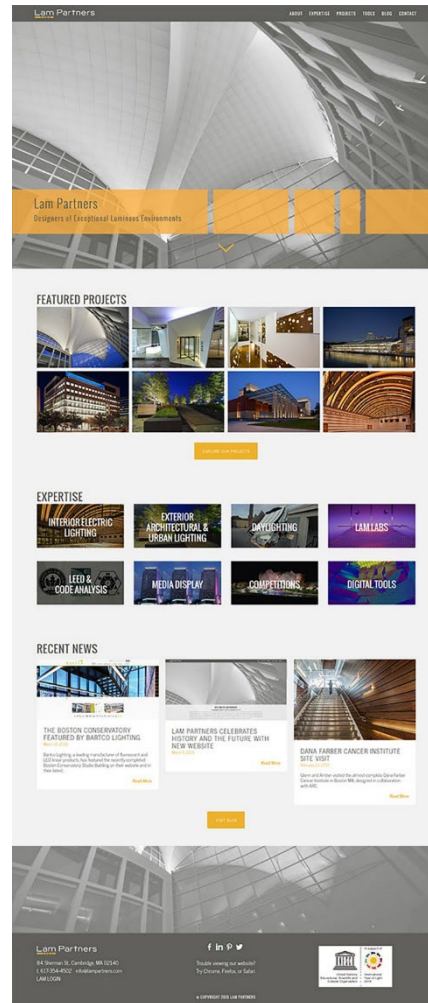
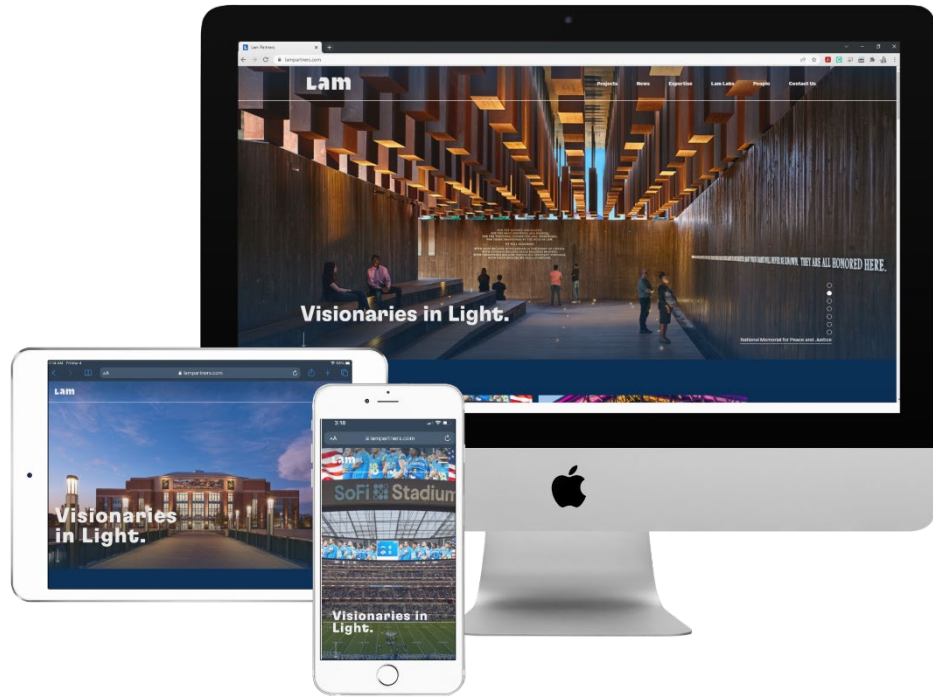


WEBSITE: 2ND PLACE

ARCHITECTURAL RESOURCES CAMBRIDGE



WEBSITE: 1ST PLACE LAM PARTNERS



**BEST IN-HOUSE DESIGN:
CDM SMITH**

smps
Boston

**CDM
Smith**

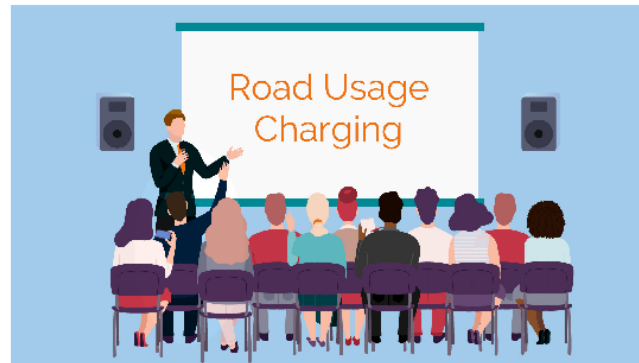
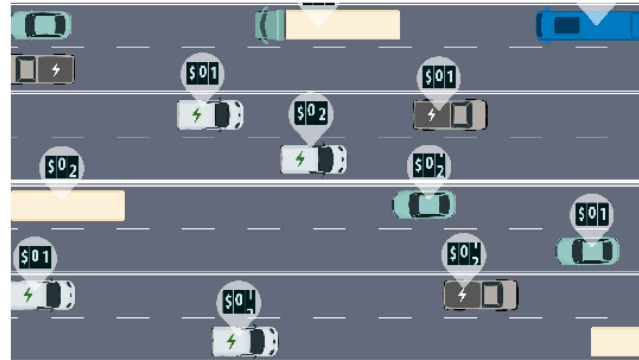
BEST IN-HOUSE DESIGN – SMALL FIRM:
WILSON BUTLER ARCHITECTS

smps[®]
Boston

Wilson Butler Architects

BEST IN SHOW:

CDM SMITH - KEY TO PAYING FOR ROADS W/O GAS TAX



EMPLOYER OF THE YEAR:
GPI

smps[®]
Boston

GPI

**VOLUNTEER OF THE YEAR:
JENNIFER TULIPANI - CMTA**



MARKETING PROFESSIONAL OF THE YEAR:

BENJAMIN SAWA, CPSM – GEI CONSULTANTS

smps
Boston

