



JGdesign

Creating Visual Impact

Executive Summary

In the fast-paced environment of a pharmaceutical expo, data and insights are shared at a high volume. JGdesign acts as your dedicated media partner, bridging the gap between live clinical discussions and digital engagement. We offer a "boots-on-the-ground" team capable of producing broadcast-quality video and daily print/digital publications in real-time.

jgdesignmedia.com

Our Identity & Process: The JGdesign Advantage

A high-stakes pharmaceutical expo requires more than just a vendor; it requires a media partner who understands the pace of clinical breakthroughs and the professional standards of Key Opinion Leaders (KOLs).

Who We Are

JGdesign is a specialized creative collective led by Julio Guerrero, a professional videographer and media strategist. We bridge the gap between complex medical information and compelling visual storytelling.

With a dedicated "team of players," we provide a mobile, on-site newsroom capable of transforming the energy of a live convention into polished, high-end assets. We don't just film; we manage the staging, the logistics, and the editorial flow to ensure your brand remains the focal point of the event.

The 4-Step "Newsroom" Process

We operate on a rapid-turnaround cycle designed to keep your audience engaged throughout the 3-4 days of the expo.

I. Pre-Event Strategy & Logistics

Before we touch down in the host city, we align with your marketing team on the "hit list." We coordinate the scheduling of doctors and KOLs, map out the booth layout for optimal filming, and prepare design templates to ensure brand consistency from day one.

II. On-Site Capture & Staging

Our team arrives fully equipped to handle any environment. Whether it's an intimate interview in a quiet suite or high-energy b-roll on the expo floor, we manage the technical heavy lifting—lighting, audio, and staging—so your experts can focus on the message.



III. Real-Time Production & Editorial

This is where the "Daily News" comes to life. While our video team edits reels and interviews, our design team is simultaneously laying out infographics, daily reports, and newsletters. We work through the night to ensure content captured today is ready for distribution tomorrow morning.

IV. Multi-Channel Delivery

By the time the expo doors open each morning, you have a fresh suite of assets:

Digital: Video reels for LinkedIn, X, and internal stakeholder updates.

Print: Daily newspapers or session reports ready for booth distribution.

Archive: High-resolution masters for long-term marketing use.



Our Commitment

We understand that in the pharmaceutical industry, accuracy and professionalism are non-negotiable. Our process is built on a foundation of reliability, mobility, and a deep respect for the clinical expertise we are documenting.



Core Service Offerings

I. High-End Video Production

Our team specializes in capturing the intellectual capital of your event. We handle the entire lifecycle from staging to final delivery.

- **KOL & Expert Interviews:** Professional setups to capture insights from Key Opinion Leaders on-site.
- **Patient & Client Testimonials:** Authentic storytelling that highlights the human impact of your products.
- **Product/Service Showcases:** Cinematic b-roll and feature videos of new medical technologies or service launches.
- **Social Media Reels:** Rapid-edit highlights (30–60 seconds) for immediate distribution on LinkedIn, X, and Instagram.

II. Professional Graphic Design & Editorial

We provide a full-scale design suite to ensure your data is accessible and visually compelling.

- **The "Daily Convention Report":** A custom-branded daily newsletter or newspaper layout (3–4 days) featuring highlights from the previous day's sessions.
- **Technical Design:** High-impact infographics, clinical trial report layouts, and magazine-style spreads.
- **On-Site Collateral:** Daily updates, agendas, and digital signage adjusted in real-time as the event evolves.

III. The Media Partner Model: On-Site "Newsroom"

Unlike traditional agencies that work remotely, we embed our "team of players" directly into your event logistics.

Phase	Activity	Deliverable
Morning	Strategy briefing & morning session filming	Raw footage & interview captures
Afternoon	Video editing & layout design	First drafts of "Daily News" & Reel clips
Evening	Final Review & QA	Distribution-ready video & print files
Next Day	Publication	Printed reports & Social Media launch

IV. Logistical Capabilities & Travel

We provide a turnkey solution that minimizes the burden on your internal marketing team:

- **Full Mobility:** Our team is equipped to travel to any global host city.
- **End-to-End Logistics:** We manage our own staging, equipment transport, and on-site footprint.
- **Scalable Team:** From a solo shooter for intimate interviews to a full production crew for multi-day coverage.



Why Partner with JGdesign?

- **Speed to Market:** We turn complex medical discussions into polished media within 24 hours.
- **Pharma Sensitivity:** We understand the professional staging and high-stakes environment required for KOL and Doctor interactions.
- **Integrated Branding:** We ensure your video content and print layouts share a unified, professional aesthetic.

Master Service & Investment Guide:

I. Professional Video Production

Field-to-finish production including staging, filming, and rapid-edit delivery.

Project Tier	Scope & Volume	Investment
Boutique	Single-subject focus: 1 high-impact interview or product highlight.	Starting at \$1,700
Campaign	4–7 Videos. Ideal for multi-channel distribution and KOL interview series.	Starting at \$4,700
Enterprise	10+ Videos. Comprehensive 3–4 day on-site coverage, reels, and long-form highlights.	Starting at \$10,000

II. Graphic Design & Editorial Services

From technical data visualization to daily on-site publications.

Project Tier	Scope & Deliverables	Investment
Small Scale	Single-page infographics, newsletter updates, or social assets.	Starting at \$500
Medium Scale	Multi-page report layouts, magazine spreads, or 1–2 day projects.	\$800 – \$1500
Large Scale	Daily Convention Production: 3–4 days of on-site newspapers, daily reports, and full-event layouts.	\$8,500 – \$25,000

Next Steps & Engagement

To begin a media partnership for your upcoming expo, we follow a streamlined onboarding process to ensure we are fully integrated with your marketing goals:

- 1. Discovery Call:** We schedule a 30-minute discovery call to review your convention calendar, booth footprint, and key KOLs you wish to feature.
- 2. Custom Proposal:** Based on your needs, we provide a formal Statement of Work (SOW) selecting from our Boutique, Campaign, or Enterprise tiers.
- 3. Deposit & Logistics:** Upon a 50% commencement deposit, our "Team of Players" begins the travel, equipment shipping, and pre-production logistics.
- 4. On-Site Execution:** We arrive 24 hours prior to the expo start to set up the on-site newsroom and finalize the filming schedule.



Professional Standards: Confidentiality & Compliance

In the pharmaceutical and life sciences sector, we recognize that data integrity and intellectual property are paramount. Every engagement with JGdesign includes the following standard protections:

Mutual Confidentiality Clause

Non-Disclosure: JGdesign and its production team agree to hold in strictest confidence all "Confidential Information," including but not limited to unreleased clinical data, product prototypes, and KOL contact information.

Data Security: All raw footage and draft layouts are stored on encrypted, offline drives during the event. No footage or graphics will be published, shared, or used for JGdesign's promotional purposes without explicit, written "Final Approval" from the Client's marketing or legal department.

Compliance Alignment: Our on-site team is trained to follow "fair balance" and regulatory guidelines during the interview process, ensuring that all captured content maintains the professional standards required for medical communications.



Contact Information

Lead Producer: Julio Guerrero

Business Name: JGdesign Media

Specialty: On-Site Media Partnerships & Newsroom Production

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Let's capture the momentum of your next show. Reach out today to secure your dates on our 2026/2027 calendar.



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