

# EVERYTHING R744



## Partnership Options

### Leading B2B Platform for R744 Technology

- \* 3 levels: Gold, Silver, Bronze
- \* Already 56 international companies have joined R744.com (March 2009)
- \* Get regular stories about your company, products or events
- \* Place your logo, pictures, videos and more
- \* Sales Request button

## Value Proposition



R744.com aims to support the worldwide development of R744 Technology within MAC, Refrigeration and Heating. It is more than a platform to advertise R744 Products. Rather it is an interactive tool for your Engineers and Marketers with the added benefit of helping drive the market in 'Your Direction'.

### Technical Discussion Platform: Online Tool for the Engineers

- Lead technical discussion groups.
- Choose technical subjects important to you, comparing R744 with other Refrigerants.
- Share 'Best Practice' within your engineering community.
- Continue technical discussions in between key conferences and meetings.

### Marketing Intelligence: Tool for the marketers

- Latest news, product developments and policies.
- Cutting edge Policy Monitoring Reports (exclusive to Gold Partners).
- Launch Product Announcements to worldwide R744 Community.
- Conduct online polls to improve customer relations.

### Political Input to Policy-Makers worldwide

- Public Authorities worldwide visit R744.com every day.
- Share your latest product and company updates.

All of the above increase your **Brand Visibility**.

## Main Services

1. Daily news on R744 Products, Companies & Policies across key markets.
2. Products and Services database dedicated to R744 Technology
3. MyR744.com: Networking tool for experts worldwide to work and share
4. Papers section collecting leading research and presentations on R744
5. Technical Forum for R744 Engineering Community
6. Wiki: User generated content to share Best Practice and Knowledge ( upcoming)
7. Extensive Monitoring Reports, covering key issues and policy initiatives across key markets, tailored to individual company needs (Gold Partnership only)

## Partnership Benefits



We offer you three options to become a partner of R744.com:

MAIN BENEFITS AND OPTIONS	Gold Partner	Silver Partner	Bronze Partner
Brand Visibility (1 million page views in 2009 est).	approx. 300,000 page views with your logo	approx. 200,000 page views with your logo	approx. 100,000 page views with your logo
Product / Service visibility (Product database and Feature Story)	Unlimited Products/ Services online	Limited to 6 Products/ Services (not ranges)	Limited to 1 Product/ Services (not ranges)
Email Marketing	All R744.com email alerts include Company logo	-	-
Banner Ad	1 Ad included	-	-
Directory	included	included	included
Policy Monitoring Reports	quarterly reports	-	-
Patents	50% discount	50% discount	50% discount
Jobs	2 included	-	-
User statistics	quarterly customised reports	quarterly customised reports	quarterly customised reports
Price / Annum	contact <a href="mailto:sales@r744.com">sales@r744.com</a> , or +32 2 280 2037	contact <a href="mailto:sales@r744.com">sales@r744.com</a> , or +32 2 280 2037	contact <a href="mailto:sales@r744.com">sales@r744.com</a> , or +32 2 280 2037

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