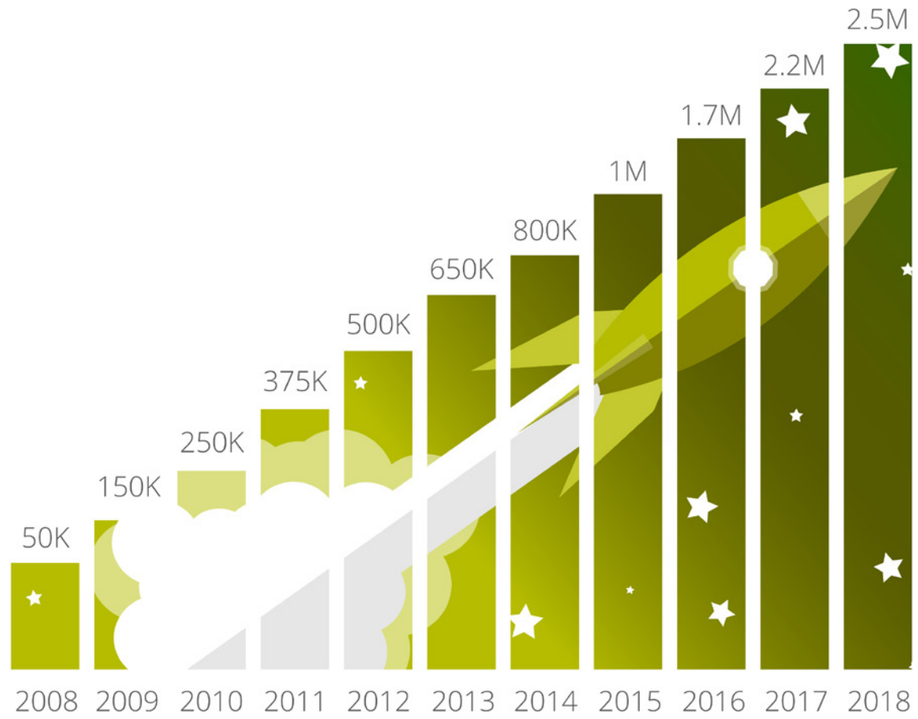
labroots

2018 Media Kit

Let's talk science. Let's talk medicine.

2.2 MILLION MEMBERS & GROWING



User Growth History

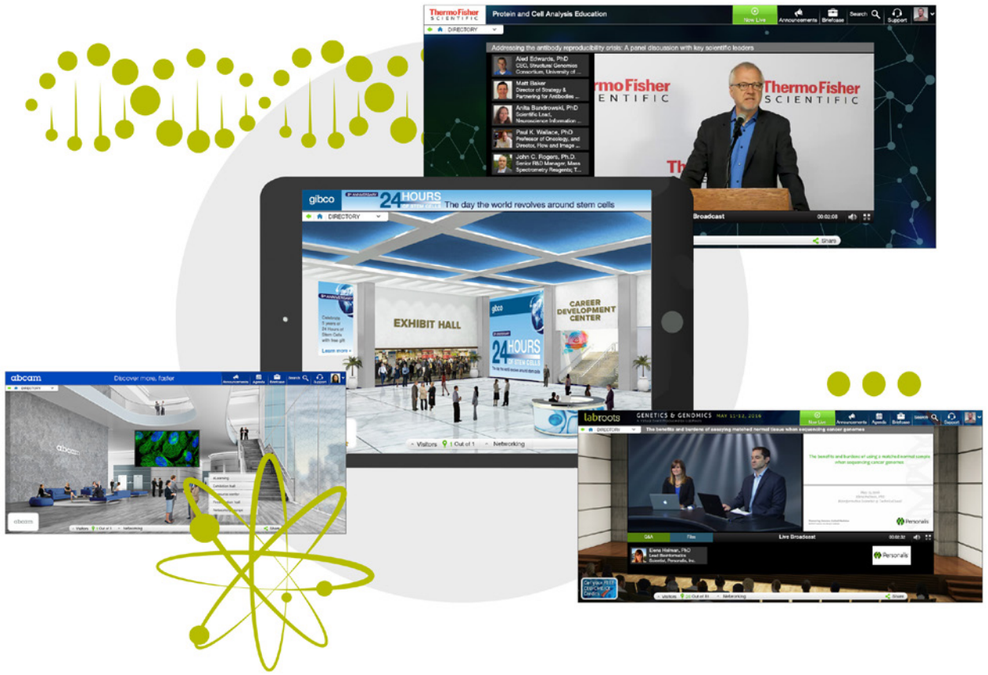
Contents

About LabRoots 3-4
Demographics & Traffic 5
Target Your Audience 6
Third Party Emails 7
Social Media 8
Custom Rich Content Campaigns 9
Banner Advertising 10
Newsletters 11-12
Webinars 13-14
LabRoots Virtual Events 15-16
Virtual Events Schedule 17-23
- Laboratory Animal Sciences 17
- Drug Discovery 17
- Neuroscience 18
- Cannabis Sciences 18
- Molecular Diagnostics 19
- Genetics & Genomics 19
- Lab Automation 20
- Precision Medicine 20
- Microbiology & Immunology 21
- Cell Biology 21
- CRISPR 22
- Cancer Research & Oncology 22
- Analytical Chemistry 23
- Clinical Diagnostics & Research 23

Labroots Virtual Event Rate Card 24
Custom Virtual Events 25-28
Rate Card 29-30
Contact Us 31

About LabRoots

Welcome to LabRoots,
your scientific network and virtual education provider. LabRoots is the leading scientific social networking website, offering top scientific trending news and premier educational virtual events and webinars.



As an 'Open Science' educator, LabRoots produces hundreds of free webinars and virtual conferences to our nearly 2.2 million users, fostering an environment of collaboration, virtual learning, and professional development of individuals in our global scientific community.

LabRoots has grown into the world's largest producer of virtual events within the Life Sciences and Clinical Diagnostics community, bringing you the best online experience with an improved mobile-friendly design that allows members to easily connect and learn from their peers and leaders in the industry.

Demographics & Traffic

Registered Members
2.2 Million

Monthly User Sessions
586,000

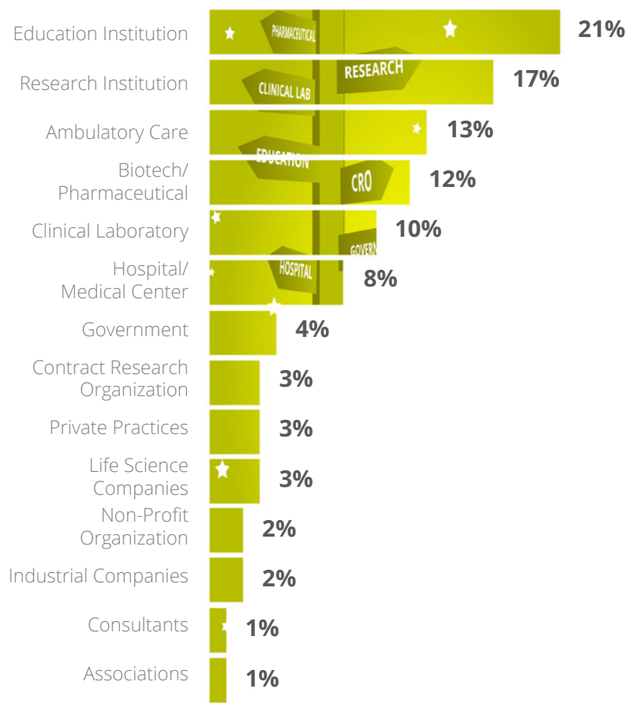
Monthly Page Impressions
5,150,000

Avg. Website Session
14:38 Minutes

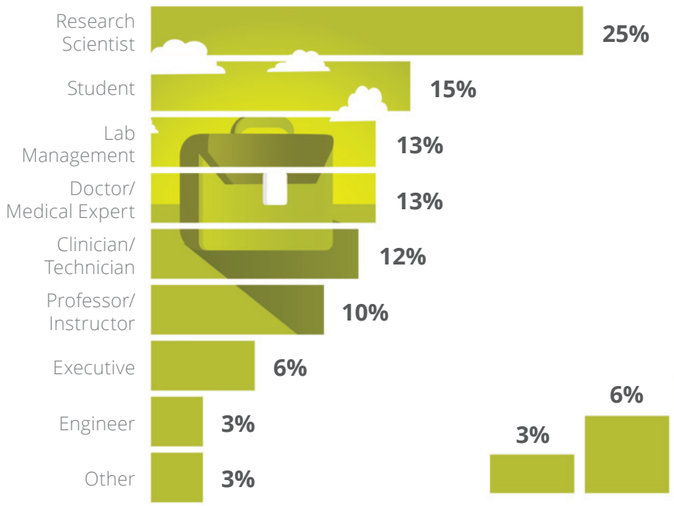
Avg. Webinar Session
38:27 Minutes

Avg. Virtual Event Session
126:16 Minutes

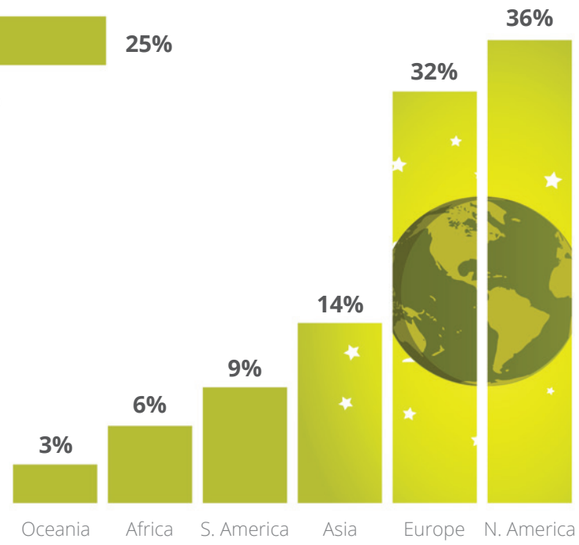
Work Segment



Job Function



Global Distribution



Target Your Audience

List Selection
Below is a sample

Agricultural Sciences	68,913
Analytical Chemistry	81,608
Animal Sciences	44,552
Antibodies	70,496
Assay Development	51,869
Biochemistry	92,043
Bioinformatics	41,662
Biotechnology	85,124
Cancer/Oncology	67,630
Cell Biology	63,722
Chromatography	54,119
Clinical Research	51,765
CRISPR-Cas9	35,883
Diagnostics	50,684
DNA Sequencing	39,169
Drug Discovery	48,148
ELISA	72,633
Flow Cytometry	46,772
Genetics/Genomics	68,190
Gene Expression	68,190
Immunology	45,085
Immuno-Oncology	26,477
Infectious Disease	42,614
Lab Automation	35,491
Laboratory Testing	47,572
Mass Spectrometry	56,818
Microbiology	68,356
Molecular Biology	104,166
Molecular Diagnostics	41,995
Neuroscience	65,109
Next-Gen Sequencing	36,227
Nucleic Acid Analysis	52,934
Pathology	36,008
PCR/RT-PCR/Real-time PCR	69,952
Pharmaceuticals	71,838
Plant Sciences	73,559
Precision Medicine	39,141
Protein Expression	40,490

Find Your Market with List Selects

Choose from hundreds of additional keywords via the List Selections...

2017 List Selections — labroots

With over **1.5 million** opt-in digital subscribers whose jobs span all levels of decision making across all science verticals, LabRoots can customize a cost-effective email strategy that delivers your marketing program to target specific job functions, degree, work sector, geography, and/or types of organizations.

AND (Count users who selected ALL the keywords checked)
OR (Count users who selected each checked keyword INDEPENDENTLY)

GEOGRAPHY (ALL) ☐ AND ☐ OR CLEAR

☐ North America ☐ Europe ☐ Asia
☐ South America ☐ Africa ☐ Oceania

DEGREE (ALL) ☐ AND ☐ OR CLEAR

☐ ABCL ☐ FACC ☐ MLS
☐ BA ☐ FCPath ☐ MS
☐ BS ☐ FRCP Edin ☐ MT(ASCP)
☐ DABCC ☐ FRCPath ☐ NP
☐ DDS ☐ FRCPC ☐ PA
☐ DO ☐ LLB/JD ☐ PHD
☐ DVM ☐ MBA ☐ PHD/MD
☐ FACB ☐ MD ☐ RN

TYPES OF ORGANIZATIONS (ALL) ☐ AND ☐ OR CLEAR

☐ Academia/University ☐ Diagnostics Company ☐ Pharmaceutical Company
☐ Association ☐ Government ☐ Private Practice
☐ Biotechnology Company ☐ Health Plan/HMO ☐ Research Institute
☐ Clinical Lab ☐ Hospital ☐ Specialty Labs
☐ Contract Manufacturing Organization ☐ Medical Center ☐ Transplant Centers
☐ Contract Research Organization ☐ Medical Device Company
☐ Medical School
☐ Non-Profit Organization

JOB FUNCTION (ALL) ☐ AND ☐ OR CLEAR

☐ Business Development ☐ IT Manager/ Director ☐ Production/Process Engineer
☐ Clinician ☐ Lab Management (Lab Director, Principal Investigator, Group Leader, Dept. Chair) ☐ Professor/Instructor
☐ Consultant ☐ Purchasing
☐ Core Facility Manager ☐ Marketing/Product Manager ☐ Regulatory/QA/QC
☐ Executive Corporate Management ☐ Nurse ☐ Research Scientist/Staff Scientist
☐ Graduate Student ☐ Physician/Medical Expert ☐ Specialty Doctor (e.g. Cardiologist)
☐ Post Doctoral Fellow

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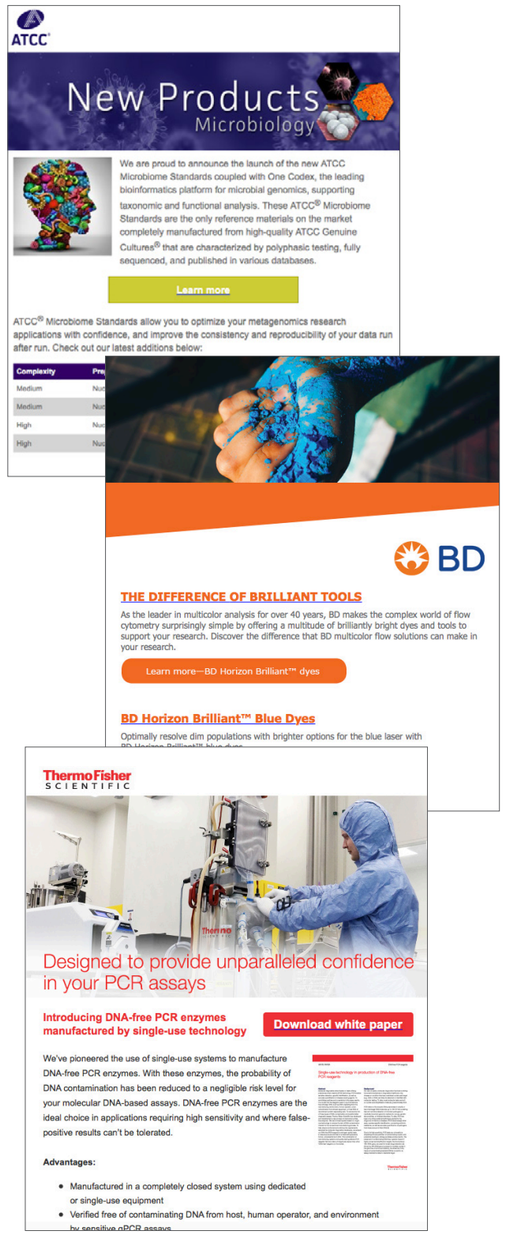
Third Party Emails

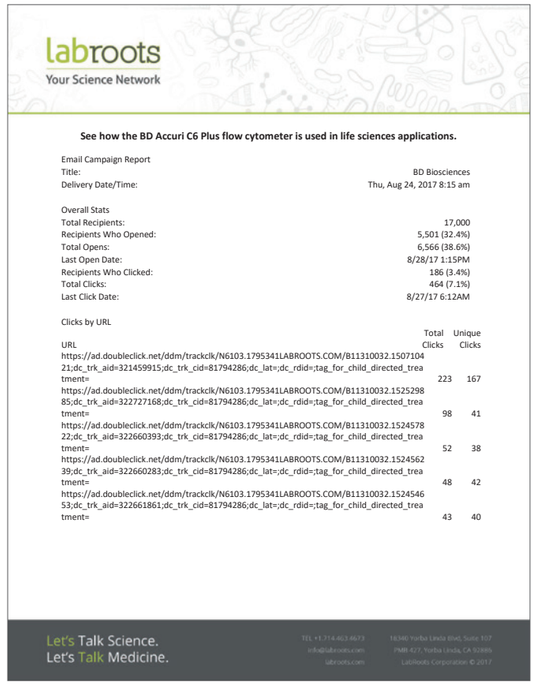
500,000+ Emails/Day | **2.5 million** Emails/Week | **10 million** Emails/Month | **30-35%** Open Rates



Reach your desired audience by renting a targeted segment of our 1,500,000+ opt-in email list. You will generate real interest in your product or service when you communicate your message and brand story to a curated list of users, leading to immediate leads and feedback.

Your message will resonate with users as you use our comprehensive List Selection and target your email based on geography, work sector, specialty, job function, and keywords.

Sample Email Report


labroots
Your Science Network

See how the BD Accuri C6 Plus flow cytometer is used in life sciences applications.

Email Campaign Report
Title: BD Biosciences
Delivery Date/Time: Thu, Aug 24, 2017 8:15 am

Overall Stats
Total Recipients: 17,000
Recipients Who Opened: 5,501 (32.4%)
Total Opens: 6,566 (38.6%)
Last Open Date: 8/28/17 1:15PM
Recipients Who Clicked: 186 (3.4%)
Total Clicks: 464 (7.1%)
Last Click Date: 8/27/17 6:12AM

Clicks by URL

URL	Total Clicks	Unique Clicks
https://ad.doubleclick.net/ddm/trackclk/N6103.1795341LABROOTS.COM/B11310032.150710421;dc_trk_aid=321459915;dc_trk_cid=81794286;dc_lat=;dc_rdid=;tag_for_child_directed_treatment=	223	167
https://ad.doubleclick.net/ddm/trackclk/N6103.1795341LABROOTS.COM/B11310032.152529885;dc_trk_aid=322727168;dc_trk_cid=81794286;dc_lat=;dc_rdid=;tag_for_child_directed_treatment=	98	41
https://ad.doubleclick.net/ddm/trackclk/N6103.1795341LABROOTS.COM/B11310032.152457822;dc_trk_aid=322660393;dc_trk_cid=81794286;dc_lat=;dc_rdid=;tag_for_child_directed_treatment=	52	38
https://ad.doubleclick.net/ddm/trackclk/N6103.1795341LABROOTS.COM/B11310032.152456239;dc_trk_aid=322660283;dc_trk_cid=81794286;dc_lat=;dc_rdid=;tag_for_child_directed_treatment=	48	42
https://ad.doubleclick.net/ddm/trackclk/N6103.1795341LABROOTS.COM/B11310032.152454653;dc_trk_aid=322661861;dc_trk_cid=81794286;dc_lat=;dc_rdid=;tag_for_child_directed_treatment=	43	40

Let's Talk Science.
Let's Talk Medicine.

Social Media

Average/Post Monthly Engagement Across Facebook, Twitter, LinkedIn, Instagram

36,481 Reach | **583** Likes | **84** Comments | **149** Shares

OVER 1.5 MILLION TOTAL FOLLOWERS

PAGES (OCTOBER 2017)			
Science Rocks	538,601	Link	Link
LabRoots	142,233	Link	Link
Genetics & Genomics	70,622	Link	Link
Cancer Research & Oncology	82,107	Link	Link
Neuroscience	82,935	Link	Link
Microbiology	86,668	Link	Link
Cell & Molecular Diagnostics	91,342	Link	Link
Immunology	48,384	Link	Link
Clinical & Molecular Diagnostics	32,439	Link	Link
Cardiology	28,767	Link	Link
Earth & The Environment	33,837	Link	Link
Space & Astronomy	62,616	Link	Link
Plants & Animals	26,997	Link	Link
Technology	11,366	Link	Link
Health & Medicine	10,472	Link	Link
Chemistry & Physics	12,137	Link	Link

Custom Rich Content Campaigns

When you opt to sponsor an article or infographic, LabRoots will assign a writer to your campaign who will help coordinate research and writings for all elements related to the project. They will work directly with you and any contacts you provide to write a customized informative article or infographic, to be reviewed and approved by you before being posted to the labroots.com website and shared on social media.

By providing information that conveys knowledge within a particular proficiency, you can engage readers in a branded environment and establish your reputation. The LabRoots Rich Media Program enables you to share best practices in your field with your target audience in an engaging way.

Custom Rich Content Program

- 1,500-word article and/or an infographic
- PDF of article and full-bleed print version
- 468x60 banner and 3 trending newsletters
- 5 social media posts on LabRoots Facebook/Twitter profiles
- Article housed on LabRoots website

Banner Advertising

Banner Options

Banner Ads deliver cost-effective and highly visible coverage for all your products and services. With a wide range of online advertising options, clients can be assured that the size and diversity of our advertising network provides optimum marketing opportunities.

Image: A basic image creative. Requires a GIF, JPG, or PNG file.

Third party: You can use any custom HTML and JavaScript snippets as well as tags from a third-party ad server or DoubleClick for Advertisers.

HTML5: A creative built from HTML and supporting assets. An animated HTML5 creative requires GIF, JPG or PNG files. Animations should rotate no more than 8 times, 20 sec animation.

Flash: A creative containing animation, video, or interactive features. No audio. Requires a Flash (SWF) file.

Mobile ad network: A creative that is filled by a mobile ad network or rich media vendor.

Doubleclick Tag: A creative hosted by Doubleclick. Provide an URL rather than a snippet for the creative.

Don't see a familiar format? Please inquire about additional banner options.

Average Impressions

Top Position: 50,000/month impressions, CTR 0.27%

MPU: 100,000/month impressions, CTR 0.15%

Ad Sizes

Super Leaderboard:
970px X 90px and
320px X 90px (mobile)

Leaderboard:
728px X 90px and
320px X 90px (mobile)

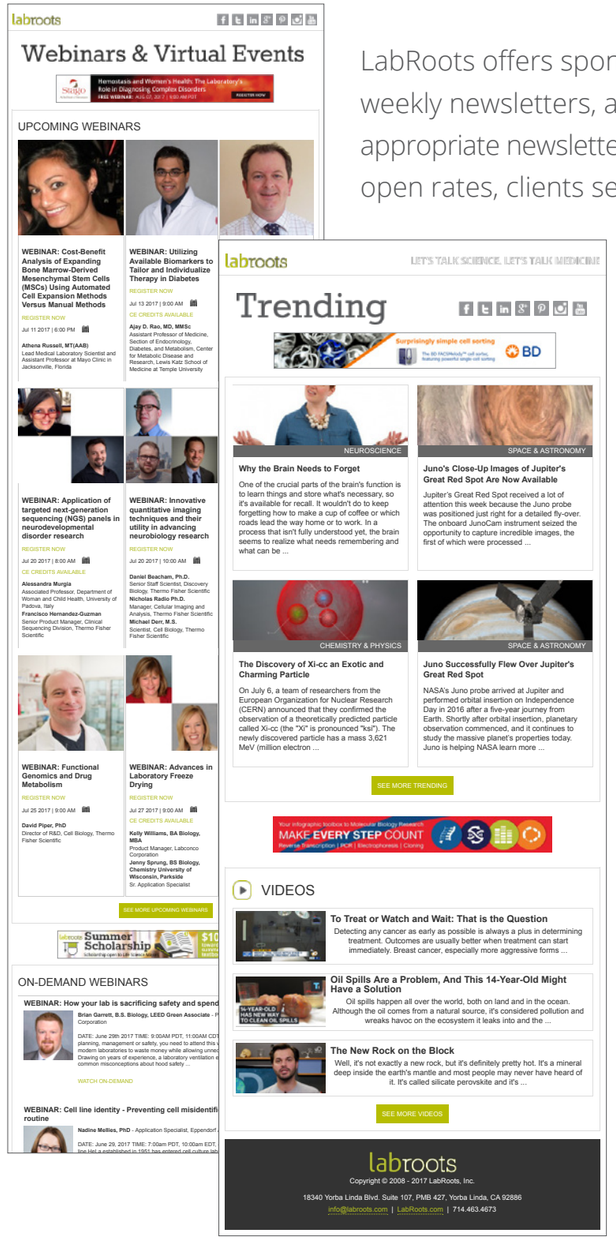
MPU:
300px X 250px

Newsletters

27.5%
Average
Open Rates

14.9%
Average CTR
Newsletter

3.4%
Average CTR
Newsletter Ad



LabRoots offers sponsorship opportunities through our weekly newsletters, allowing clients to select the most appropriate newsletter for their banner ad. With our excellent open rates, clients see a significant increase in traffic.

Ad Size

468px X 60px, requires a GIF, JPG, or PNG file.

Webinars & Virtual Events Newsletter

Keeps our audience aware of both upcoming webinars and virtual events as well as those recently made available for on-demand viewing.

General Trending Newsletter

Delivers the latest in curated, scientific news and information on newly published research and findings.

Category-Specific Trending Newsletters

With more than a dozen topics, LabRoots procures the latest news and information within a specific category.

General Trending Newsletters

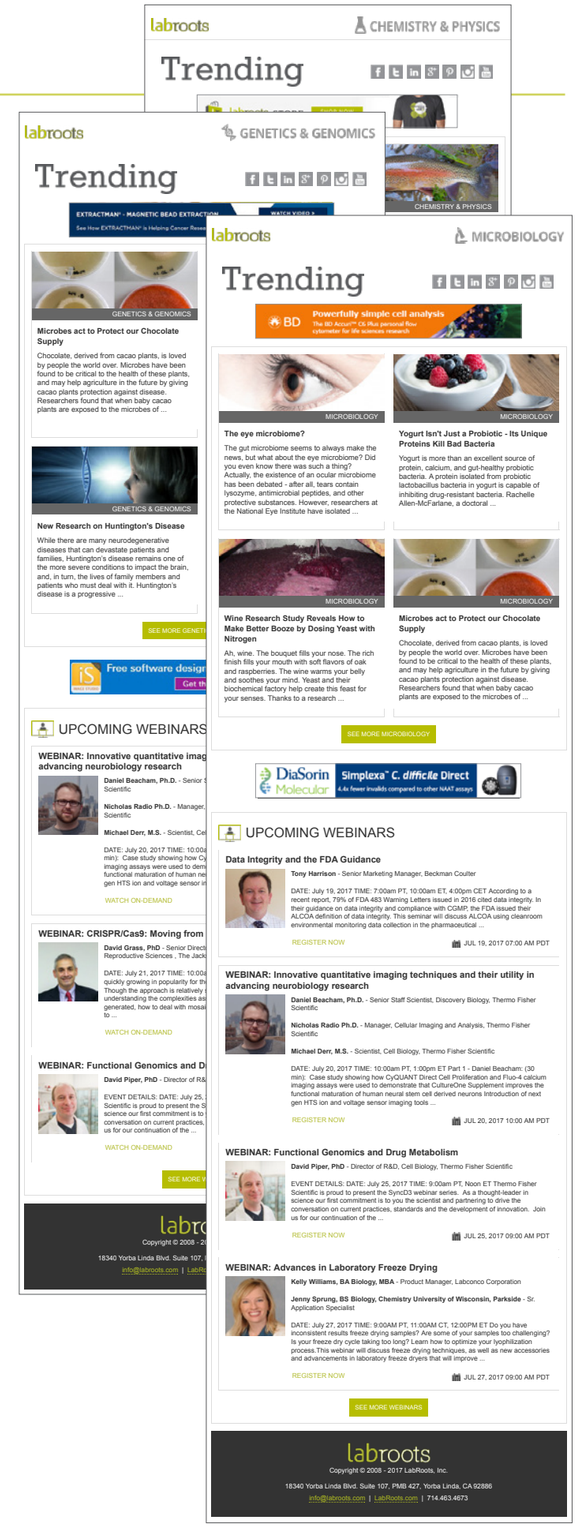
327,189 Subscribers

Webinars & Virtual Events Newsletters

467,940 Subscribers

Trending Category Newsletters

	(Subscribers)
Health & Medicine	17,382
Clinical & Molecular Dx	15,359
Immunology	13,522
Cardiology	13,041
Cancer	17,915
Cell & Molecular Biology	17,557
Genetics & Genomics	16,118
Microbiology	16,706
Neuroscience	15,996
Plants & Animals	13,109
Earth & The Environment	13,344
Space & Astronomy	13,188
Chemistry & Physics	14,919
Technology	14,115



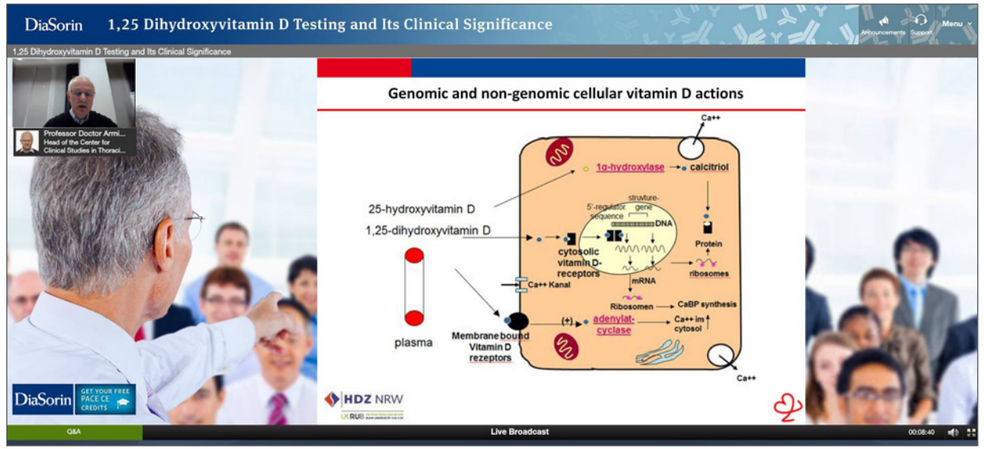
Webinars

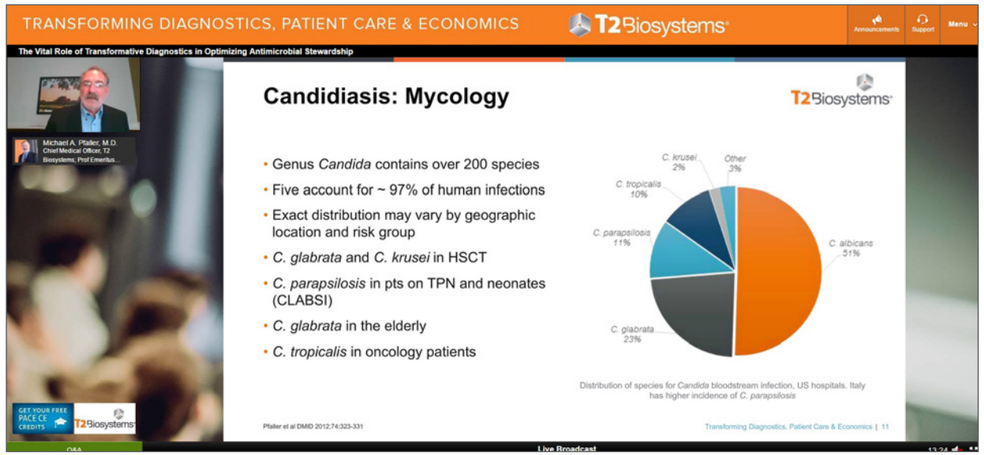
Showcase your company's leadership on important industry topics. Partner with LabRoots to produce, host, and promote a scientific webinar featuring your content, products or services.

Labroots Assists In All Stages of the Webinar:

- Produce all aspects of the webinar
- Create a branded registration page & microsite
- Create a branded customized background
- Create and send automatic reminder emails to webinar registrants
- Assist in speaker selection
- Promote the webinar via digital marketing
- Offer P.A.C.E. Continuing Education credits to the attendees
- Feature the webinar on-demand for six months
- Host it on the LabRoots website forever
- Provide an MP4 copy of the webinar for the sponsor
- Capture live polling and all metrics
- Provide comprehensive reporting

OVER 575 WEBINARS PRODUCED IN 2017





LabRoots Webinar Best Practices

- Scheduled weekdays, 10-11am PT
- Has an interesting, informative, educational topic
- Offers CE Credits where applicable
- 2-3 months marketing by Client and LabRoots
- Quality speaker such as Industry Expert, Key Opinion Leader, Customer or Client
- Has a well-written, informative abstract
- Identifies clear learning objectives

Average webinar metrics

1 Month or less of promotion:

- 425 Registrants
- 121 (28%) Live Viewers
- 114 (26%) On-demand Viewers
- 54% Total Viewers
- 22 Q&A

1-2 Months of promotion:

- 518 Registrants
- 138 (26%) Live Viewers
- 112 (22%) On-demand Viewers
- 48% Total Viewers
- 23 Q&A

2+ Months of promotion:

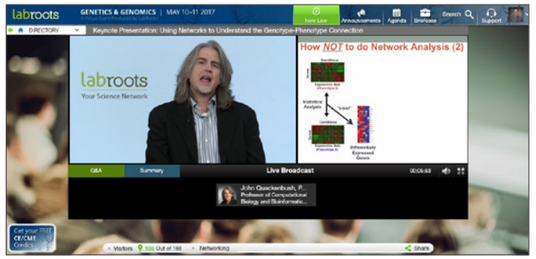
- 917 Registrants
- 326 (32%) Live Viewers
- 254 (26%) On-demand Viewers
- 58% Total Viewers
- 56 Q&A

LabRoots Virtual Events

Showcase your company, brand and products at one or more of LabRoots Educational Virtual Events. Generate new leads in an innovative way, reaching your clients online in a virtual lab, exhibitor booth, webinar, poster hall and much more. Start your branding in the virtual lobby where attendees enter the event, then continue your company's message as attendees navigate throughout the online environment.

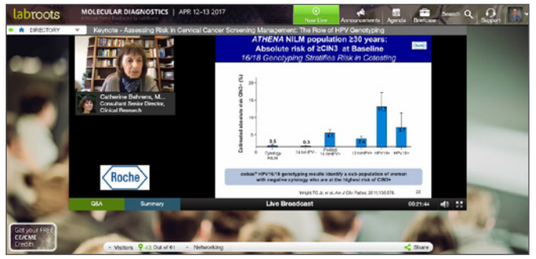
Opportunities Include:

- Keynote presentation sponsorship: live in-studio video presentation
- Lobby greeting
- Track presentation sponsorship: live webcast presentation
- Introduction of the speakers given by the sponsor
- Virtual booth in exhibition hall, featuring online chat, resources center, video capabilities, customized booth and more
- Pre-event newsletter sponsorship
- Strategically placed logo
- Pop-up announcements



Keynote webinar produced in studio

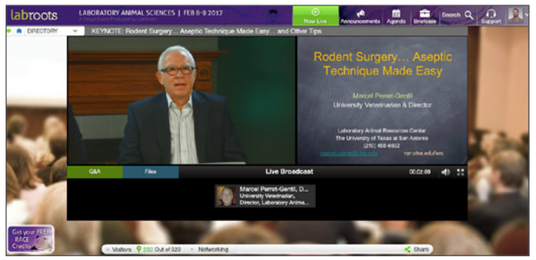
Track session webinar produced via webcam



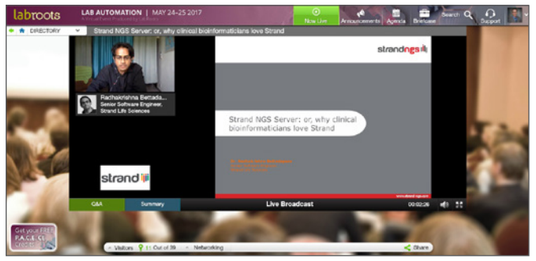
Track session webinar produced via webcam

Standard traditional booth with a few hotspots

Booth with custom background + hotspots



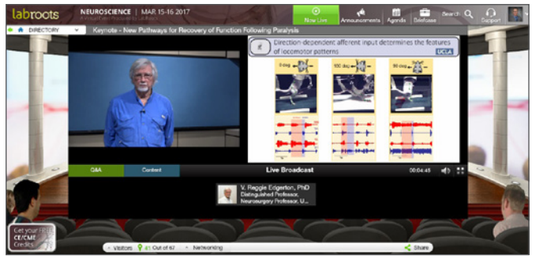
Keynote webinar produced in studio



Track session webinar produced via webcam

Booth with custom background + hotspots

Complete custom booth with hot spots



Keynote webinar produced in studio

Virtual Events Schedule

Laboratory Animal Sciences
February 7-8, 2018

2017 Registrants	23,612
2017 Attendance	16,140

Specialty

Lab Animals	18%
Animal Sciences	16%
Veterinary Sciences	16%
Animal Behavior	9%
Animal Models	7%
Neuroscience	6%
Agricultural Sciences	5%
Cancer Research	5%
Biotechnology	5%
Anesthetics	4%
Zoology	3%
Molecular Biology	2%
Toxicology	2%
Other	2%

Geography

North America	46%
Europe	26%
Asia	11%
South America	9%
Africa	6%
Oceania	2%

Job Title

Veterinarian	22%
Research Scientist	19%
Animal Care Lab Technician	14%
Veterinary Technician	10%
Professor/Lecturer	9%
Facility/Department Manager	7%
Student	7%
Training Coordinator	4%
Executive	3%
Other	3%

Organization

Education Institution	28%
Research Institute	22%
Pharmaceutical	8%
Hospital (Veterinary)	8%
Ambulatory Care	6%
Biotech Company	6%
Government	5%
CRO	4%
Medical Center	4%
Non-Profit Organization	2%
Clinical Laboratory	2%
Consultant	2%
Other	2%

Drug Discovery
February 21-22, 2018

2018 Registrants	15,000+ Projected
2018 Attendance	10,000+ Projected

Specialty

Cancer Research/Diagnostics	13%
Pharmaceuticals	13%
Pharmacology	9%
Immunology	9%
Agricultural Sciences	8%
Biotechnology	7%
Animal Sciences	7%
Laboratory Testing	6%
Clinical Chemistry	5%
Medicine	5%
Antibodies	3%
Allergy	3%
Analytical Chemistry	3%
Biochemistry	3%
Molecular Biology	2%
Toxicology	2%
Other	2%

Geography

North America	53%
Europe	23%
Asia	10%
South America	7%
Africa	4%
Oceania	3%

Job Title

Research Scientist	23%
Student	15%
Medical Doctor	10%
Pharmacist	9%
Technician	9%
Post Doc	8%
Professor/Lecturer	6%
Lab Manager/Director	6%
Clinician	5%
Executive	5%
Other	4%

Organization

Education Institution	23%
Ambulatory Care	16%
Research Institute	12%
Hospital	9%
Pharmaceutical	7%
Medical Center	7%
Biotech Company	6%
Clinical Laboratory	6%
Government	3%
CRO	3%
Consultant	2%
Non-Profit Organization	2%
Other	4%

Neuroscience
March 14-15, 2018

2017 Registrants	25,210
2017 Attendance	18,384

Specialty

Neuroscience	20%
Neurology	9%
Clinical Research	8%
Medicine	8%
Clinical Diagnostics	7%
Cell Biology	7%
Biotechnology	6%
Cancer Research	6%
Toxicology	5%
Laboratory Testing	5%
Biochemistry	4%
Anatomy	3%
Pathology	3%
Genetics	3%
Animal Sciences	3%
Other	3%

Geography

North America	48%
Europe	28%
Asia	11%
South America	8%
Africa	3%
Oceania	2%

Job Title

Research Scientist	22%
Technician	13%
Medical Doctor/Specialist	12%
Lab Management	11%
Student	10%
Educator/Faculty	9%
Post Doc	8%
Facility Manager/Director	6%
Executive	5%
Other	4%

Organization

Education Institution	23%
Research Institute	17%
Ambulatory Care	15%
Hospital	9%
Biotech Company	8%
Clinical Laboratory	7%
Medical Center	5%
CRO	4%
Pharmaceutical	3%
Government	3%
Consultant	3%
Other	3%

Cannabis Sciences
March 28-29, 2018

2018 Registrants	15,000+ Projected
2018 Attendance	10,000+ Projected

Specialty

Agricultural Sciences	15%
Cannabis Sciences	10%
Cancer Research	10%
Clinical Research	7%
Medicine	7%
Neuroscience	7%
Analytical Chemistry	7%
Toxicology	5%
Laboratory Testing	5%
Genomics	5%
Biotechnology	4%
Biochemistry	4%
Microbiology	3%
LC/MS	3%
Nutrition	3%
Chromatography	2%
Mass Spectrometry	2%
Other	1%

Geography

North America	59%
Europe	12%
Asia	15%
South America	8%
Africa	4%
Oceania	2%

Job Title

Research Scientist	18%
Student	15%
Medical Laboratory Technician	10%
Educator/Faculty	9%
Post Doc	9%
Medical Doctor/Specialist	9%
Lab Management	8%
Clinical Laboratory Scientist	7%
Lab Technician	6%
Executive	5%
Other	4%

Organization

Ambulatory Care	17%
Education Institution	15%
Research Institute	15%
Biotech Company	10%
Clinical Laboratory	8%
Pharmaceutical	6%
Hospital	6%
Private Practice	4%
Life Science Company	4%
Medical School	4%
Medical Center	2%
CRO	2%
Government	2%
Consultant	2%
Other	3%

Molecular Diagnostics
April 11-12, 2018

2017 Registrants	21,876
2017 Attendance	14,912

Specialty

Molecular Diagnostics	11%
Clinical Chemistry	9%
Laboratory Testing	9%
Cancer Diagnostics/Research	9%
Microbiology & Immunology	8%
Oncology	6%
Clinical Research	6%
Precision Medicine	4%
Infectious Disease	4%
Genetics & Genomics	4%
Hematology	4%
Pathology	4%
Rare Diseases	4%
Biochemistry	4%
Biotechnology	3%
Agricultural Sciences	3%
Virology	2%
Cardiology	2%
Allergy	2%
Other	2%

Geography

North America	43%
Europe	27%
Asia	12%
South America	8%
Africa	7%
Oceania	3%

Job Title

Technician	19%
Lab Management	19%
Medical Doctor/Specialist	12%
Medical Laboratory Technologist	11%
Research Scientist	11%
Facility Manager/Director	7%
Student	7%
Post Doc	5%
Educator/Faculty	4%
Executive	3%
Other	2%

Organization

Clinical Laboratory	15%
Ambulatory Care	13%
Education Institution	13%
Hospital	10%
Research Institute	9%
Biotech Company	7%
Medical Center	6%
Medical School	5%
Government	3%
Medical Device Company	3%
Life Science Company	3%
Private Practice	2%
Pharmaceutical	2%
Consultant	2%
CRO	2%
Non-Profit Organization	1%
Other	4%

Genetics & Genomics
May 9-10, 2018

2017 Registrants	26,774
2017 Attendance	19,309

Specialty

Genetics	10%
Bioinformatics	9%
Cancer Research	9%
Gene Expression	7%
Next-Gen Sequencing	6%
Agricultural Sciences	6%
Genomics	5%
Genotyping	5%
Biotechnology	5%
Biochemistry	5%
CRISPR	4%
Gene Sequencing	4%
Molecular Biology	4%
Clinical Research	4%
Animal Sciences	4%
DNA Sequencing	3%
Epigenetics	3%
Allergy	3%
Other	4%

Geography

North America	45%
Europe	23%
Asia	12%
South America	9%
Africa	7%
Oceania	4%

Job Title

Research Scientist	33%
Technician	12%
Lab Management	9%
Student	9%
Genetic Counselor	8%
Educator/Faculty	8%
Post Doc	7%
Facility Manager/Director	5%
Executive	4%
Medical Doctor/Specialist	4%
Other	1%

Organization

Education Institution	20%
Research Institute	14%
Ambulatory Care	12%
Biotech Company	9%
Clinical Laboratory	8%
Hospital	8%
Medical School	6%
Life Science Company	5%
Government	4%
Medical Center	4%
Pharmaceutical	2%
Consultant	2%
CRO	2%
Non-Profit Organization	2%
Other	2%

Lab Automation
May 30-31, 2018

2017 Registrants	13,886
2017 Attendance	7,038

Specialty

Lab Automation	16%
Drug Discovery	10%
Robotics	9%
Laboratory Testing	9%
High Throughput Screening	9%
Assay Development	7%
Bioinformatics	7%
Analytical Chemistry	5%
Biochemistry	5%
Chromatography	4%
Biotechnology	4%
Clinical Diagnostics	3%
Cancer Research	3%
Nanotechnology	2%
Next-Gen Sequencing	2%
Genetics	2%
Molecular Diagnostics	2%
Other	2%

Geography

North America	54%
Europe	26%
Asia	10%
South America	4%
Africa	3%
Oceania	3%

Job Title

Lab Management	18%
Medical Lab Technologist	14%
Clinical Laboratory Scientist	12%
Technician	10%
Research Scientist	9%
Engineer	9%
Executive	9%
Medical Doctor/Specialist	6%
Educator/Faculty	5%
Student	5%
Other	3%

Organization

Clinical Laboratory	18%
Education Institution	17%
Hospital	10%
Biotech Company	9%
Ambulatory Care	9%
Research Institute	7%
Life Science Company	5%
Industrial Company	4%
Pharmaceutical	4%
Government	3%
Medical Center	3%
Medical Device Company	3%
Non-Profit Organization	2%
CRO	2%
Consultant	2%
Other	2%

Precision Medicine
June 20-21, 2018

2017 Registrants	14,610
2017 Attendance	8,249

Specialty

Cancer Diagnostics	12%
Point of Care	9%
Genetics & Genomics	9%
Precision Medicine	7%
Clinical Chemistry	7%
Rare Disease	7%
Bioinformatics	7%
Molecular Diagnostics	6%
Biotechnology	6%
Oncology	5%
Immunology	5%
Virology	4%
Biochemistry	4%
Agricultural Sciences	4%
Analytical Chemistry	4%
Allergy	3%
Other	3%

Geography

North America	50%
Europe	25%
Asia	16%
South America	4%
Africa	3%
Oceania	2%

Job Title

Lab Management	15%
Research Scientist	14%
Medical Doctor/Specialist	13%
Clinical Laboratory Scientist	12%
Educator/Faculty	8%
Post Doc	8%
Medical Laboratory Technologist	8%
Executive	7%
Student	6%
Chief Level Officer	4%
Other	4%

Organization

Education Institution	16%
Clinical Laboratory	15%
Ambulatory Care	13%
Hospital	11%
Research Institute	8%
Biotech Company	7%
Medical School	6%
Life Science Company	6%
Medical Center	4%
Pharmaceutical	3%
Government	3%
Consultant	3%
Non-Profit Foundations	3%
Other	2%

Microbiology & Immunology
September 12-13, 2018

2017 Registrants	21,066
2017 Attendance	13,720

Specialty

Microbiology	15%
Clinical Microbiology	11%
Immunology	10%
Microbiome	9%
Food Microbiology	7%
Virology	7%
Laboratory Testing	7%
Agricultural Sciences	6%
Infectious Disease	5%
Environmental Microbiology	4%
Allergy	3%
Analytical Chemistry	3%
Parasitology	3%
Genetics & Molecular Biology	3%
Biotechnology	3%
Antibodies	2%
Other	2%

Geography

North America	45%
Europe	26%
Asia	11%
South America	8%
Africa	7%
Oceania	3%

Job Title

Research Scientist	17%
Clinical Laboratory Scientist	11%
Medical Laboratory Technician	11%
Microbiologist	10%
Student	10%
Post Doc	9%
Lab Management	9%
Educator/Faculty	7%
Medical Doctor/Specialist	4%
Executive	4%
Facility Manager/Director	3%
Technician	3%
Other	2%

Organization

Education Institution	19%
Ambulatory Care	16%
Research Institute	13%
Clinical Laboratory	11%
Biotech Company	7%
Hospital	7%
Government	5%
Medical School	5%
Life Science Company	3%
Medical Center	2%
Pharmaceutical	2%
CRO	2%
Consultant	2%
Medical Device Company	2%
Non-Profit Organization	2%
Other	2%

Cell Biology
September 26-27, 2018

2017 Registrants	17,082
2017 Attendance	8,343

Specialty

Cancer Research	11%
Cell Biology	10%
Clinical Research	9%
Stem Cells	8%
Cell Signaling/Transduction	8%
Biochemistry	7%
Biotechnology	6%
Agricultural Sciences	5%
Animal Sciences	5%
Cell Culture	5%
Molecular Biology	4%
Immunology	4%
Analytical Chemistry	4%
Neuroscience	3%
CSPR-Cas9	3%
Genetics	3%
Allergy	2%
Anatomy	2%
Microbiology	2%
Other	2%

Geography

North America	44%
Europe	23%
Asia	13%
Africa	9%
South America	8%
Oceania	3%

Job Title

Research Scientist	22%
Student	18%
Post Doc	12%
Lab Technician	11%
Educator/Faculty	10%
Lab Management	9%
Medical Technologist	8%
Medical Doctor/Specialist	5%
Executive	3%
Other	2%

Organization

Education Institution	24%
Research Institute	17%
Ambulatory Care	10%
Clinical Laboratory	8%
Biotech Company	8%
Hospital	6%
Medical School	6%
Government	5%
Medical Center	3%
Life Science Company	3%
Pharmaceutical	2%
Non-Profit Organization	2%
Consultant	2%
CRO	2%
Other	2%

CRISPR
October 3, 2018

2018 Registrants	15,000+ Projected
2018 Attendance	10,000+ Projected

Specialty

Microbiology	13%
CRISPR	12%
Immunology	11%
Genetics	10%
CRISPR-cas9	8%
DNA	8%
Molecular Biology	7%
Clinical Research	7%
Cell Biology	6%
Biotechnology	4%
Cancer Research	4%
Laboratory Testing	4%
Biochemistry	3%
Other	3%

Geography

North America	52%
Europe	26%
Asia	11%
South America	6%
Africa	3%
Oceania	2%

Job Title

Research Scientist	28%
Student	13%
Lab Technician	10%
Lab Management	10%
Educator/Faculty	9%
Post Doc	8%
Clinical Laboratory Scientist	6%
Medical Technologist	6%
Executive	5%
Medical Doctor/Specialist	2%
Other	3%

Organization

Education Institution	21%
Research Institute	19%
Biotech Company	11%
Ambulatory Care	10%
Clinical Laboratory	8%
Pharmaceutical	8%
Government	6%
Hospital	4%
Medical Center	4%
CRO	4%
Consultant	2%
Other	3%

Cancer Research & Oncology
October 10-11, 2018

2017 Registrants	24,140
2017 Attendance	15,672

Specialty

Cancer Research	18%
Cancer Diagnostics	7%
Molecular Diagnostics	7%
Animal Sciences	9%
Oncology	6%
Cell Biology	6%
Laboratory Testing	6%
Biochemistry	6%
Immunology	5%
Cancer Therapeutics	5%
Clinical Diagnostics	5%
Genetics	4%
Agricultural Sciences	4%
Analytical Chemistry	4%
Biotechnology	3%
Molecular Biology	3%
Other	2%

Geography

North America	46%
Europe	26%
Asia	10%
Africa	8%
South America	7%
Oceania	3%

Job Title

Research Scientist	18%
Lab Management	13%
Medical Doctor/Specialist	12%
Lab Technician	10%
Student	10%
Post Doc	9%
Educator/Faculty	9%
Clinical Lab Scientist	6%
Medical Technologist	6%
Executive	3%
Pathologist	3%
Other	2%

Organization

Ambulatory Care	20%
Education Institution	18%
Research Institute	14%
Biotech Company	8%
Clinical Laboratory	8%
Hospital	7%
Medical School	6%
Pharmaceutical	3%
Government	3%
Medical Center	3%
Life Science Company	3%
Private Practice	3%
Non-Profit Organization	2%
Other	2%

Analytical Chemistry
October 24-25, 2018

2018 Registrants	15,000+ Projected
2018 Attendance	10,000+ Projected

Specialty

Analytical Chemistry	19%
Biochemistry	13%
Clinical Chemistry	8%
Chemistry	8%
Laboratory Testing	8%
Microbiology	7%
Chromatography	7%
Mass Spectroscopy	6%
LC/GC	5%
Agricultural Sciences	5%
Allergy	4%
Cancer Research	3%
Cell Culture	3%
Other	4%

Geography

North America	47%
Europe	22%
Asia	18%
Africa	7%
South America	4%
Oceania	2%

Job Title

Research Scientist	17%
Chemist	10%
Biochemist	9%
Student	8%
Educator/Faculty	8%
Post Doc	7%
Lab Management	7%
Clinical Laboratory Scientist	6%
Medical Technologist	6%
Microbiologist	5%
Medical Doctor/Specialist	5%
Engineer	4%
Executive	4%
Other	4%

Organization

Education Institution	16%
Ambulatory Care	15%
Industrial Company	9%
Hospital	9%
Distribution/Sales	8%
Biotech Company	8%
Research Institute	7%
Clinical Laboratory	7%
Medical Center	6%
Pharmaceutical	2%
CRO	2%
Government	2%
Consultant	2%
Life Sciences Company	2%
Non-Profit Organization	2%
Other	3%

Clinical Diagnostics & Research
November 14-15, 2018

2017 Registrants	26,624
2017 Attendance	18,975

Specialty

Diagnostics	10%
Clinical Chemistry	9%
Laboratory Testing	8%
Molecular Diagnostics	8%
Cancer Diagnostics/Oncology	7%
Allergy	6%
Point of Care	5%
Medicine	5%
Agricultural Sciences	5%
Personalized Healthcare	4%
Infectious Disease	4%
LIMS	4%
Bioinformatics	4%
Biotechnology	4%
Pathology	4%
Hematology	4%
Vitamin D	3%
Pharmacology	3%
Immunology	3%
Microbiology	3%
Other	1%

Geography

North America	46%
Europe	26%
Asia	10%
Africa	8%
South America	7%
Oceania	3%

Job Title

Lab Technician	18%
Lab Management	15%
Medical Doctor/Specialist	11%
Clinical Laboratory Scientist	11%
Medical Lab Technologist	9%
Research Scientist	7%
Executive	5%
Educator/Faculty	5%
Medical Student	5%
Grad Student	4%
Post Doc	3%
Pathologist	3%
Pharmacist	2%
Other	3%

Organization

Clinical Laboratory	15%
Ambulatory Care	13%
Education Institution	13%
Hospital	12%
Biotech Company	9%
Research Institute	6%
Medical School	6%
Life Science Company	4%
Medical Device Company	3%
Government	3%
Medical Center	3%
Consultant	3%
Pharmaceutical	2%
CRO	2%
Private Practice	2%
Non-Profit Organization	2%
Other	2%

LabRoots Virtual Event Rate Card

Traditional Booth

1-2 Booths	$5,000 each
3-4 Booths	$4,000 each
5-6 Booths	$3,500 each
7-9 Booths	$3,250 each
All Shows	$3,000 each

Custom Booth with Hotspots

1-2 Booths	$6,000 each
3-4 Booths	$5,000 each
5-6 Booths	$4,500 each
7-9 Booths	$4,250 each
All Shows	$4,000 each

Keynote Session

Track Session

Example Virtual Host Lobby Greeting and Banners

Sponsored Webinar

1-2 Tracks	$9,000
3+ Tracks	$8,000
Keynote*	$12,500

*no concurrent sessions

Banners

Lobby (4-5 spots)	$1,250 – $1,500
Auditorium (2 spots)	$1,250
Poster Hall (2 spots)	$1,000
Resource Center (2 spots)	$750
Lounge (4 spots)	$750

Virtual Host

Lobby Greeting*	$1,750

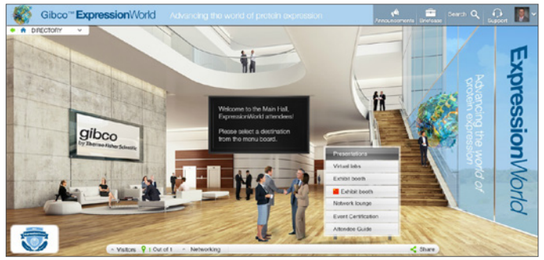
*green screen production fees not included

Announcements

1-4	$250 each
5	$1,000

Custom Virtual Events

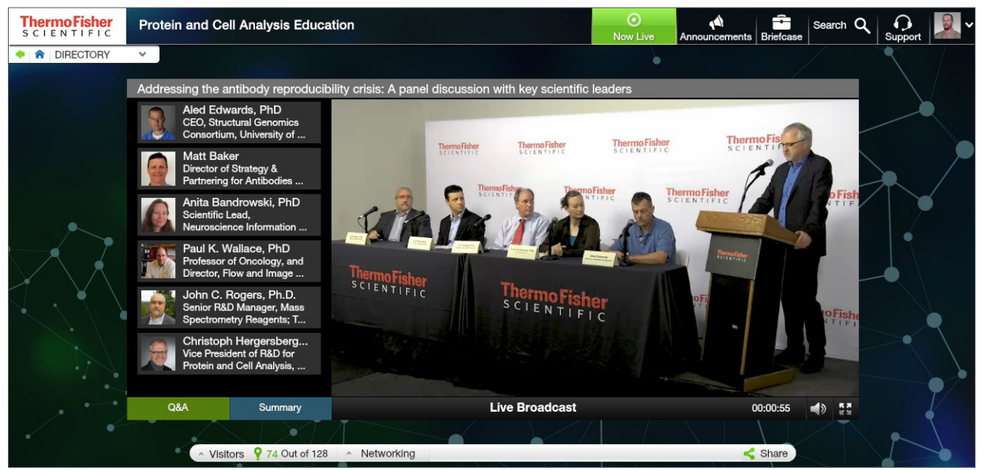
LabRoots' Custom Virtual Events offer the unique ability to host your own event. A custom event includes the ability to create your own microsite and registration page, plan all webcasts and content, and design your own virtual learning interactive lab. Showcase your products and technologies while promoting your brand and highlighting your company's expertise.



Virtual Lobby or entry hall with virtual host

Virtual Booth

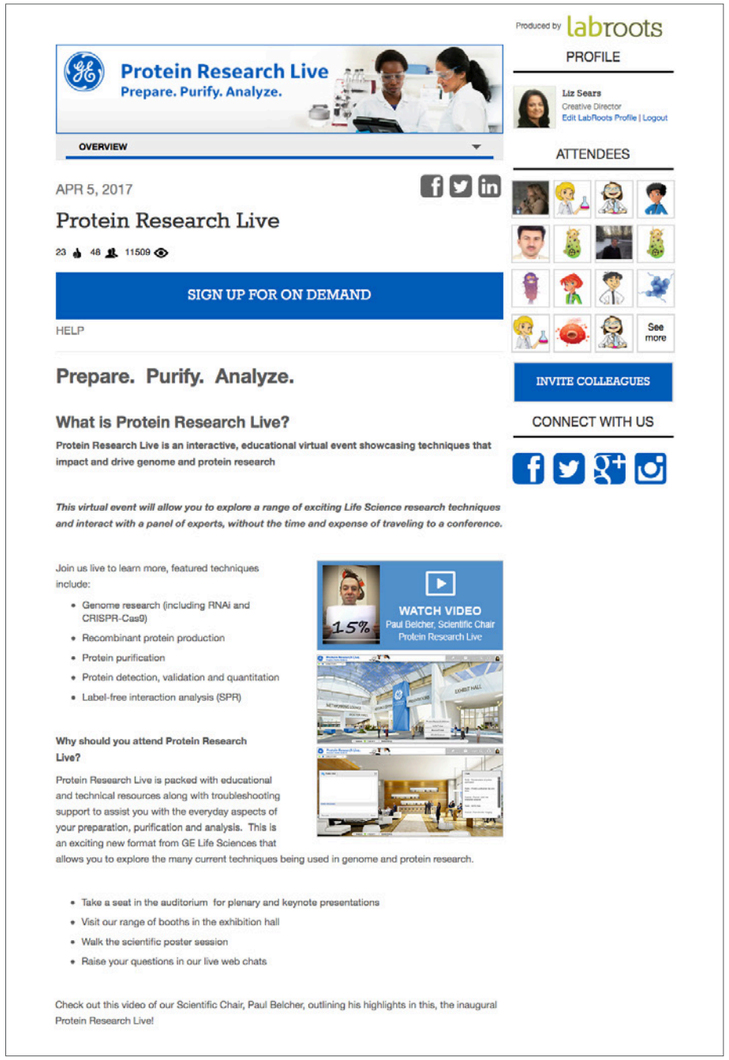
Virtual Booth



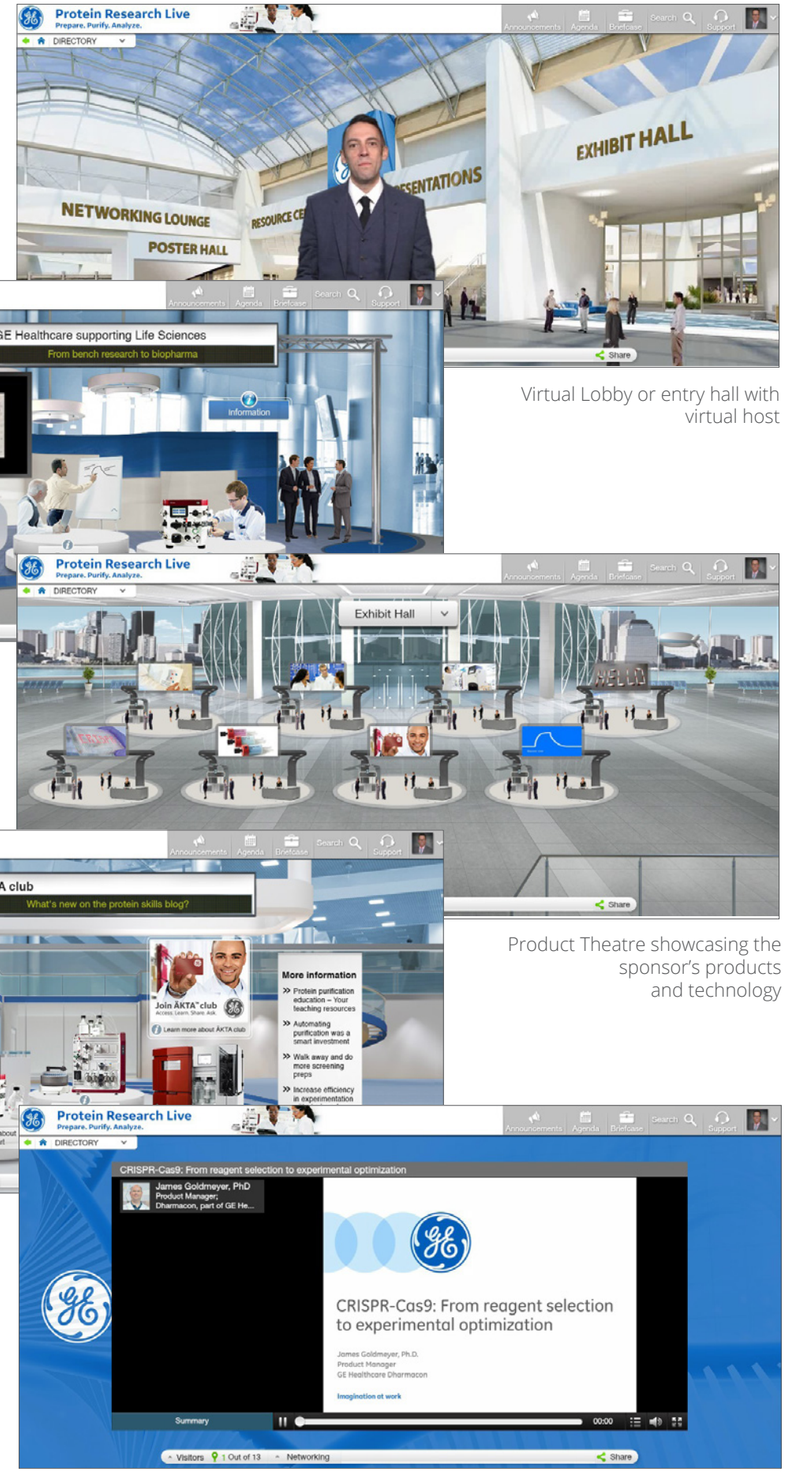
Live streaming video webcast

Custom Virtual Events

Choose between a Scheduled Virtual Event or a Persistent Virtual Event. A Scheduled Virtual Event is an event that is produced on a specific date(s) then archived and available on-demand for 12 months. A Persistent Virtual Event is a virtual event that allows you to host multiple webinars or mini-events all year long for a 12 month period.



Microsite



Virtual Lobby or entry hall with virtual host

Customized virtual booth with sponsor's digital content and assets

Product Theatre showcasing the sponsor's products and technology

Customized virtual booth with sponsor's digital content and assets

Live streaming webcast, Q&A, polling, speaker slides and unlimited files

Rate Card

Banner Ads

Super Leader Board 970x90 (50K imp)	$3,000/mo
Leader Board 728x90 (50K imp)	$2,750/mo
MPU 300x250 (100K imp)	$2,500/mo

Emails

$495 CPM

Email Buckets

25,000 emails	$240.00 CPM	$6,000
50,000 emails	$220.00 CPM	$11,000
100,000 emails	$175.00 CPM	$17,500
200,000 emails	$122.50 CPM	$24,500
300,000 emails	$99.33 CPM	$29,500
400,000 emails	$93.75 CPM	$37,500
500,000 emails	$90.00 CPM	$45,000
750,000 emails	$86.66 CPM	$65,000
1,000,000 emails	$80.00 CPM	$80,000
Ad Creation		$50 - $200/hr

Trial

1 Banner Ad for 1 Month
3 Newsletter Sponsorships
1 Email Blast to 10K Recipients
5 Social Media Posts

$7,500

Contact LabRoots for a Custom Package Built to Meet Your Needs

Newsletters

Ad Size
468x60 banner

Webinars & Virtual Events Newsletter
Per Newsletter (4 positions) $500

General Trending Newsletter
Per Newsletter (1 exclusive position) $1,000

Category Specific Trending Newsletters*
Per Newsletter (1 exclusive position) $500
*See categories page 12

Custom Rich Content Campaigns

Custom Infographic Campaign $7,500

- Infographic created by a LabRoots author
- 468x60 banner ad in 3 upcoming editions of our trending newsletters
- 5 social media posts on the most relevant LabRoots Facebook groups
- Infographic housed on LabRoots.com website

Custom Article Campaign $7,500

- 1,500 word article written by a LabRoots author
- PDF of article and a full-bleed printable version
- 468x60 banner ad in an upcoming edition of our Trending eNewsletter
- 5 social media posts on the most relevant LabRoots Facebook groups
- Article housed on LabRoots.com website

Combined Custom Article & Infographic Campaigns $12,500

Webinars

1 Webinar	$15,500

Contact your LabRoots sales rep to learn about First Timer Webinar Rates.

Webinar Packages

3-pack Webinar Series	($9,000 ea)	$27,000
5-pack Webinar Series	($7,000 ea)	$37,500
10-pack Webinar Series	($5,950 ea)	$59,500
20-pack Webinar Series	($4,500 ea)	$90,000

Please contact your sales rep to learn about additional webinar package options.

Extra

Additional Reporting	$100/hr
Extra Prep Calls, Training Calls, Dry Runs fees	$250/hr

Social Media

Per post		$300
10 posts	($290 ea)	$2,900
25 posts	($240 ea)	$6,000
50 posts	($200 ea)	$10,000
100 posts	($150 ea)	$15,000

*Video is better than text for higher ROI & engagement

Custom Virtual Event

Scheduled Virtual Event $30,000
*On-demand for 12 months

Persistent Virtual Event $40,000
*On-going event for 12 months

Basic Custom Event Includes:

- Build Out Venue
- Exhibit Hall
- Auditorium
- Resource Center
- Lounge
- Production
- Support
- License
- Hosting
- Marketing

LabRoots offers three different marketing packages to choose from. Ask your sales representative for more information.

Additional Marketing

Emails	*(bucket discounts)* $495 CPM
Banner Ads	$2,000/Month
Social Media Posting	*(bulk discounts)* $300/Post
Press Release	$500

Number of Webinars
*Studio costs covered by sponsor

1-5 webinars	$7,500 each
6-10 webinars	$5,000 each
11+ webinars	$4,000 each

Translation Services
(Per Language Per Webinar)

Audio	$3,000 - $5,000
Text Closed Caption	$1,000 - $1,500

Additional Options

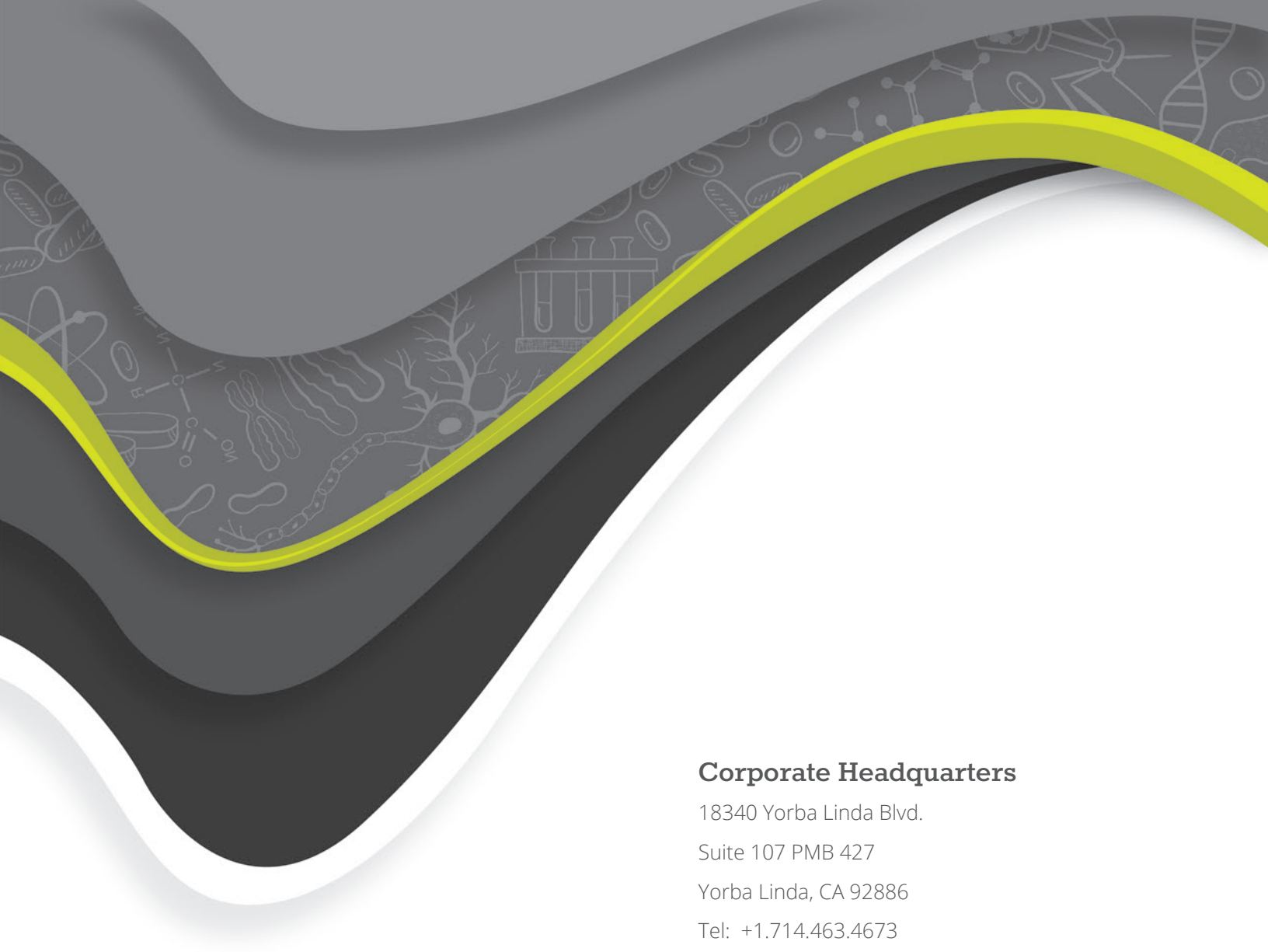
Custom Virtual Lab

• 1 Virtual Lab	$10,000
• 2-3 Virtual Labs	$7,500 each
• 4+ Virtual Labs	$5,000 each

Additional Virtual Booths

- Pricing varies based on booth features.

Virtual Learning Courses	$2,000 per course
Job Fair	$5,000 - $10,000
P.A.C.E. Continuing Education	$2,500
CME Continuing Education	$5,000 - $10,000
Gamification	$5,000
Poster Sessions	$5,000



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labroots

LabRoots provides next generation digital marketing opportunities which allow you to target your message to specific groups of scientists and medical experts. For pricing, custom proposals or general information please contact us at advertise@labroots.com

Advertise: advertise@labroots.com

For Press Inquiries: press@labroots.com

Marketing Questions: marketing@labroots.com

Production Questions: production@labroots.com

Feedback for us: feedback@labroots.com

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