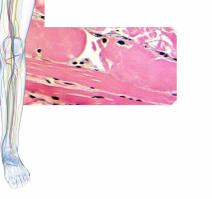


# 2019 MEDİA KİT



Your turnkey solution to scientific storytelling and branding, from online educational events to content development and social media engagement.



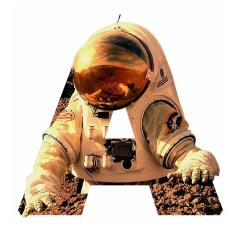


LabRoots is committed to ensuring the security and protection of the personal our GDPR Compliance Statement on line.

About Lab Demograp Target You Third Part Social Med Custom Co Banner & Newslette Webinars LabRoots BioProces Laborator Drug Disco Neuroscie Cannabis Molecular

## Contents

Infectious Disease
Genetics & Genomics
Laboratory Testing & Automation
Precision Medicine
Forensics & Toxicology
Microbiology & Immunology
Cell Biology
CRISPR
Cancer Research & Oncology
Analytical Chemistry
Influenza
Clinical Diagnostics & Research
LabRoots Virtual Event Rate Card
Custom Virtual Events
Rate Card
Contact Us



### **VISIT OUR WEBSITE**

- LABROOTS.COM
- TRENDING NEWS
- **VIRTUAL EVENTS**
- **WEBINARS**
- CONTINUING EDUCATION
- **GDPR COMPLIANT**

# **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.

# **OVER 10+ YEARS STRONG**

## Team up with LabRoots to take advantage of:

- Robust, interactive platform to showcase your company's prowess through webinars and virtual events

- Engage with more than 2 million of LabRoots followers through topic-specific social media channels

- 2.8 million users in our global scientific community
- An environment of collaboration, virtual learning, and professional development
- World's largest producer of virtual events within the Life Sciences and Clinical Diagnostics community
- Improved mobile-friendly design
- A wide range of products and services to choose from to highlight your brand
- Continuing Education credits for event attendees,
- including P.A.C.E., CME, CEU, and more

### WATCH OUR INFORMATIVE VIDEO

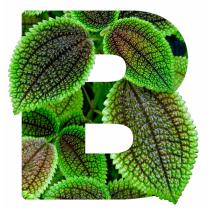




BACK TO CONTENTS



## **Demographics & Traffic**



North America

South America

Registered Members: 2.8 Million Monthly User Sessions: 600K Monthly Page Impressions: **5.5 Million** 

Average Website Session: 11+ Minutes Average Webinar Session: 38 Minutes Average Virtual Event Session: 2 Hours

😚 Geo	graph	У	Joi	b Titl	е
lorth America	38%	Research	Scientist	21%	
Europe	27%		Student	16%	
Asia	18%		Clinician / dical Tech	15%	
outh America	7%	Lab Mar	nagement	10%	
Africa	5%	Medic	Doctor / al Expert	10%	
Oceania	5%		Post Doc	9%	
	I		rofessor / nstructor	7%	
		I	Executive	5%	
			ingineer / trial Tech	4%	

3%

Other

## **Organization**

Education Institution	19%
Clinical Laboratory	16%
Research Institution	15%
Biotech / Pharmaceutical	12%
Hospital / Medical Center	11%
Ambulatory Care	8%
Government	4%
Contract Research Organization	4%
Private Practices	3%
Life Science & Diagnostics Companies	3%
Industrial Companies	3%
Non-Profit Organization	1%
Other	1%

Agricultural S Analytical Ch Antibodies Assay Develo Biochemistry Bioinformatio Bioprocessir Biotechnolog Cancer/Onco Cannabis Sci Cell Biology Chromatogra Clinical Resea CRISPR-Cas9 Diagnostics DNA Seguen Drug Discove ELISA Flow Cytome Forensics Genetics/Ger Gene Expres



### Find Your Market with Audience Selections

Choose from hundreds of specialty keywords via our online Audience Selection Form. Below is a sample:

Sciences	84,313	Immunology	57,224	
nemistry	92,549	Immuno-Oncology	39,507	
	83,751	Infectious Disease	59,553	
opment	65,084	Influenza	50,650	
У	113,253	Laboratory Animal Sciences	61,844	
ics	54,309	Lab Automation	43,116	
ng	45,122	Laboratory Testing	54,594	
gy	98,698	LC/GC	60,406	
ology	79,255	Mass Spectrometry	64,767	
ciences	42,085	Microbiology	79,156	
	80,267	Molecular Biology	116,570	
aphy	62,328	Molecular Diagnostics	49,698	
earch	64,679	Neuroscience	76,335	
9	43,411	Next-Gen Sequencing	46,085	
	65,209	Nucleic Acid Analysis	64,599	
ncing	48,723	Pathology	42,460	
very	55,930	PCR/RT-PCR/Real-time PCR	82,291	
	86,502	Pharmaceuticals	81,077	
etry	58,426	Precision Medicine	45,796	
	39,284	Protein Expression	52,143	
enomics	81,457	Stem Cells	55,134	
ssion	60,368	Toxicology	47,696	

Client name	Sales manager	Institution	
Email		Institution	
Email		\$	
	Phone	Interested in	
Comment			
DGRAPHY - (6 options) JREE - (23 options) 'ES OF ORGANIZATIONS - (22 options)			
FUNCTION - (18 options)			
FUNCTION - (18 options)			
ontent Tags			
ntent Tags E SCIENCES KEYWORDS - (281 options)			



## Third Party Emails



Workbench

Sample to Insight

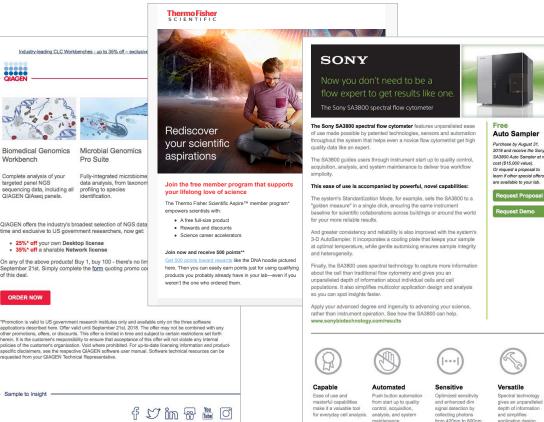
Reach your desired audience by renting a targeted segment of our 2,800,000+ opt-in email list. Generate real interest in your product or service when you communicate your message and brand story to a curated list of users, leading to immediate leads and feedback.

Your message will resonate with users as you use our comprehensive Audience Selection and target your email based on geography, work sector, specialty, job function, and keywords. 250,000+ Emails / Day

1 Million Emails / Week

4 Million Emails / Month

### 20-25% Open Rates



/our Science Network	
	V. R.Da. U
See how the BD Accuri C6 Plus flow cytometer	r is used in life sciences appli
Email Campaign Report	
Title:	В
Delivery Date/Time:	Thu, Aug 24,
Overall Stats	
Total Recipients:	
Recipients Who Opened:	
Total Opens:	
Last Open Date:	8/3
Recipients Who Clicked:	
Total Clicks:	
Last Click Date:	8/2
Clicks by URL	
URL	
https://ad.doubleclick.net/ddm/trackclk/N6103.1795341LAE 21;dc_trk_aid=321459915;dc_trk_cid=81794286;dc_lat=;dc_	
tment=	PROOTS COM/011210022 15252
https://ad.doubleclick.net/ddm/trackclk/N6103.1795341LAB 85;dc_trk_aid=322727168;dc_trk_cid=81794286;dc_lat=;dc_	
tment=	_ruid=,rag_roi_crinid_directed_rie
https://ad.doubleclick.net/ddm/trackclk/N6103.1795341LAB	BROOTS.COM/B11310032.152457
22;dc_trk_aid=322660393;dc_trk_cid=81794286;dc_lat=;dc_	_rdid=;tag_for_child_directed_tre
tment=	
https://ad.doubleclick.net/ddm/trackclk/N6103.1795341LAB	
39;dc_trk_aid=322660283;dc_trk_cid=81794286;dc_lat=;dc_	_rdid=;tag_for_child_directed_tre
tment=	
https://ad.doubleclick.net/ddm/trackclk/N6103.1795341LAB	
53;dc_trk_aid=322661861;dc_trk_cid=81794286;dc_lat=;dc_ tment=	_ruid=,rag_ror_child_directed_riv
tment=	

's Talk Science. Let's Talk Medicine

**BACK TO CONTENTS** 

**GO TO AUDIENCE SELECTION FORM** 

GO TO RATE CARD

Unique

Clicks

GO TO RATE CARD

## Social Media

36,481

Reach

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

84

583

Likes

## over 2 MILLION total followers

You can easily leverage LabRoots tailored, niche social media pages for optimal engagement with the audience you wish to influence most. Reach, engage, and resonate with your ideal audience with content-driven ads that target specific demographics on topic-specific social media channels.

Comments		Shares	
- PAGES	Ę	f	
Science Rocks	558,828	C Link	C Link
LabRoots	244,063	C Link	C Link
Cell & Molecular Biology	185,495	C Link	C Link
Microbiology	205,746	C Link	C Link
Neuroscience	120,279	C Link	C Link
Cancer Research & Oncology	122,353	C Link	C Link
Genetics & Genomics	106,075	C Link	C Link
Space & Astronomy	97,751	C Link	C Link
Immunology	75,592	C Link	C Link
Earth & The Environment	53,975	C Link	C Link
Clinical & Molecular Diagnostics	51,962	C Link	C Link
Cardiology	48,395	C Link	C Link
Plants & Animals	41,365	C Link	C Link
Chemistry & Physics	36,647	C Link	C Link
Technology	39,579	C Link	C Link
Health & Medicine	23,664	C Link	C Link
Cannabis Sciences	16,827	C Link	<b>Link</b>
Drug Discovery	3,704	C Link	<b>Link</b>

149

## **Custom Content Campaign**

### **Sponsored Custom Content**

Utilize the LabRoots audience by sharing an article, infographic or video created by you in the Trending News section of the LabRoots website. This custom content is not only shared on the LabRoots website but also in the General Trending newsletter that's sent out weekly, category-specific Trending newsletters, and on LabRoots social media pages. This allows you to use your branded content to tell your story to a new audience in a place they already like to visit.

### **Rich Custom Content**

BACK TO CONTENTS

3

When you sponsor an article, infographic or video with LabRoots, you will get a dedicated writer and designer who will help coordinate the research, writings and all design elements related to the campaign. They will work directly with you and your team to develop a fully customized, informative article, infographic, or video that reflects your brand and story. The content will be reviewed and approved by you before being posted to the LabRoots.com website, sent out in the General Trending newsletter and appropriate category-specific Trending newsletters, and shared on relevant social media pages.





GO TO RATE CARD



### Ad Sizes

GO TO RATE CARD

DOWNLOAD INFOGRAPHIC PROCESS PDF

88

## Banner & Text Ads

A. Super Leaderboard: 970px X 90px, includes a 320px X 90px. Ad will default to mobile size when viewed on mobile devices.

**B. Leaderboard:** 728px X 90px, includes a 320px X 90px. Ad will default to mobile size when viewed on mobile devices. Available for Banners and Text Ads.

**C. MPU:** 300px X 250px

**D. Mobile:** 320px X 90px

### **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 creation. Requires a GIF, JPG, or PNG file. Please make sure the file size is less than 1000000 bytes.

**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%

### **Text Ads**

**Font:** 14px; Open Sans or Helvetica; 600 Weight (Medium) **Colors:** Title #b6bd00 (Green); Description #666666 (Gray) **Characters:** 55-60 Total (Title + Description + Spaces)

Drug Discovery 2019! - Event Begins Feb 27th, Sign Up Now!

## Newsletters



27.5% Average Open Rates

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 (all newsletters)

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

### Webinars & Virtual Events Newsletter

359,967 Subscribers

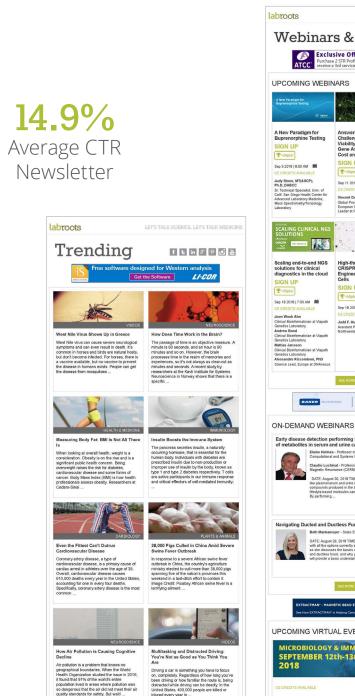
Keeps our audience aware of both upcoming webinars and virtual events as well as those recently made available for ondemand viewing.

### **General Trending Newsletter**

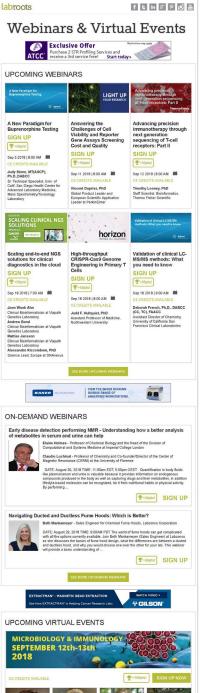
**BACK TO CONTENTS** 

### 492,085 Subscribers

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



labroots



### Newsletters (cont.)

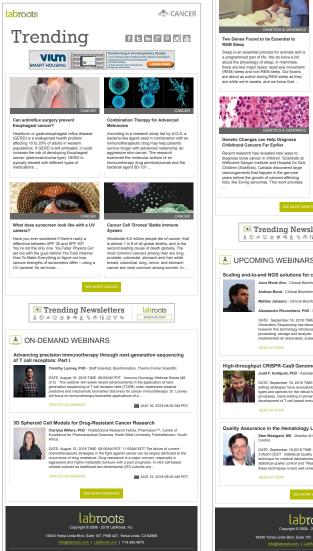
### **Category-Specific Trending Newsletters**

## Categorie 🏾 Health Clinical 💜 Immur to Cardio 🚓 Cancer Cell & 🌜 Genet 🔥 Microb Neuro Plants C Earth a Space 🖉 Chemi X. 📰 Techno 👐 Canna Drug [ Ø.

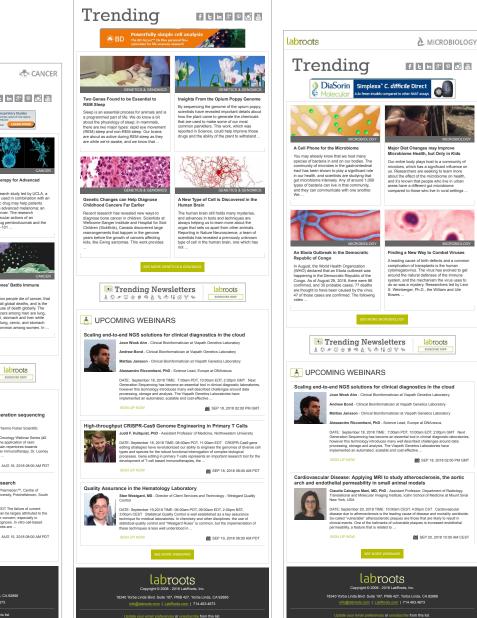
GO TO RATE CARD

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

les	Si	ubscribers
n & Medicine	C Link	20,735
al & Molecular Dx	C Link	18,053
nology	C Link	18,421
ology	C Link	16,392
r	C Link	21,624
Molecular Biology	C Link	21,757
ics & Genomics	C Link	20,860
biology	C Link	20,513
oscience	C Link	20,485
& Animals	C Link	17,597
& The Environment	C Link	16,256
& Astronomy	C Link	16,876
istry & Physics	C Link	17,817
ology	C Link	17,592
bis Sciences	C Link	5,318
Discovery	C Link	5,483



abroots



**BACK TO CONTENTS** 

**1** GENETICS & GENOMICS

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.

### Webinar Best Practices

There are several other factors that play a role in the final results. These include, but aren't limited to, the following:

Webinars 🖤

- Scheduled weekday mornings (T, W, TH)
- Has an interesting, informative, educational topic
- Offers CE Credits where applicable
- 2-3 months marketing by client and LabRoots
- A quality speaker, such as Industry Expert, Key Opinion Leader, Customer or Client
- Has a well-written, informative abstract

**BACK TO CONTENTS** 

• Identifies clear-learning objectives

### **Average Webinar Metrics:**

### 1 month or less of promotion:

- Total Registrants: 386
- Live 107
- On Demand 116
- Total Viewers 58%

### 1-2 months of promotion:

- Total Registrants: 490
- Live 156
- On Demand 185
- Total Viewers 69%

### 2+ months of promotion:

- Total Registrants 654
- Live 192
- On Demand 236
- Total viewers 65%

### We Assist All Stages By:

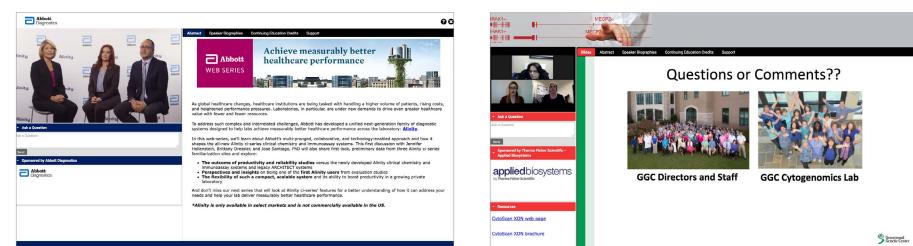
- Producing all aspects of the webinar
- Creating a branded registration page and microsite
- Creating a branded, customized webinar background
- Creating and sending automatic reminder emails to webinar registrants
- Assisting in speaker selection
- Promoting the webinar via digital marketing
- Offering P.A.C.E. CE Credits to attendees
- CME Credits are available at an additional cost
- Featuring the webinar on-demand for six months
- Hosting on the LabRoots website forever
- Provide an MP4 copy of the webinar for the sponsor

GO TO RATE CARD

- Capturing live polling and all metrics
- Providing comprehensive reporting

### Webinars (cont.)



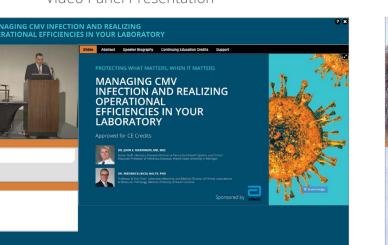




**GO TO AUDIENCE SELECTION FORM** 

## Over 600 Webinars Produced in 2018

Video Panel Presentation



Live Hybrid Panel Presentation

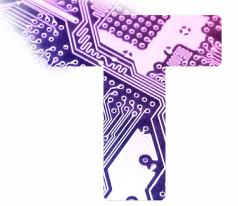
### Webcam Panel Presentation



Audio Webinar



## 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 presentation, 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 the exhibition hall, featuring online chat, resources center, video capabilities, customized booth and more
- Pre-event newsletter sponsorship

**BACK TO CONTENTS** 

- Strategically placed logo
- Pop-up announcements



Event Lobby



Event Lobby

### LabRoots Virtual Events (cont.)







Gamification leaderboard

Poster Hall

Basic booth with standard features



Track session webinar with multi-cam



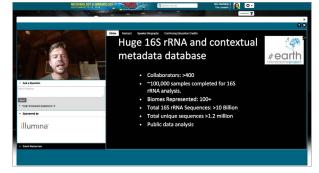
Complete custom booth with hot spots



Basic+ booth with custom hot spots



Track session webinar



Track session webinar



Complete custom booth with hot spots



## 2019 Virtual Event Schedule

### BioProcessing

January 31, 2019

2019 Registrants: 12,000+ Projected | 2019 Attendance: 7,500+ Projected

### Specialty 💣

Bioprocessing Cell Culture Cell Biology Spectroscopy Purification Biopharmaceutical Bioproduction Biomanufacturing Chromatography Antibodies Bioreactors High Throughput CHO Cells Cell Counting Cell Death Cell Line Development Biotherapeutics Virology Mass Spectrometry Quality Control

**BACK TO CONTENTS** 

### Job Title 🗧 💁

**Research Scientist** Technician Executive Lab Management Post Doc Educator/Faculty Student Other

### Organization 🎂

Pharmaceutical Biotech Company Education Institution Industrial Company Government Hospital/Medical Center Other

### Geography 💡

North America	59%
Europe	24%
Asia	10%
South America	3%
Africa	2%
Oceania	2%

## Laboratory Animal Sciences **W**

44%

31%

10%

9%

3%

3%

February 13-14, 2019

2018 Registrants: 23,884 | 2018 Attendance: 17,118

### Specialty 💰

28%

25%

12%

10%

8%

7%

6%

4%

35%

33%

12%

11%

4%

3%

2%

Lab Animals Animal Sciences Veterinary Sciences Animal Behavior Animal Models Neuroscience Agricultural Sciences Cancer Research Biotechnology Anesthetics Zoology Molecular Biology Toxicology

### Geography 💡

North America Europe Asia South America Africa Oceania

Job Title 🔓

Veterinarian	24%
Research Scientist	219
Animal Care Lab Technician	16%
Veterinary Technician	9%
Professor/Lecturer	7%
Training Coordinator	6%
Facility/Department Manager	6%
Student	5%
Executive	3%
Other	39

### Organization

Education Institution	25%
Research Institute	20%
Hospital (Veterinary)	20%
Pharmaceutical	11%
Biotech Company	9%
CRO	5%
Government	4%
Non-Profit Organization	2%
Clinical Laboratory	2%
Other	2%

### Specialty Ø

Drug Discovery Pharmaceuticals Pharmacology Immunology Biotechnology Animal Sciences Laboratory Testing Clinical Chemistry Lab Automation Medicine Antibodies Allergy Analytical Chemistry Biochemistry Molecular Biology Toxicology

### Geography 💡

North America Europe Asia South America Oceania Africa

### 2019 Virtual Events (cont.)

### February 27, 2019

### 2018 Registrants: 16,032 | 2018 Attendance: 11,281

Cancer Research/Diagnostics

### Job Title 💼

Research Scientist	18%
Medical Laboratory Technician	12%
Clinical Laboratory Scientist	11%
Medical Doctor	10%
Lab Management	9%
Pharmacist	9%
Student	8%
Post Doc	8%
Professor/Lecturer	6%
Executive	6%
Other	3%

22%

20%

17%

13%

10%

6%

4%

4%

4%

### Organization

Education Institution
Clinical Laboratory
Research Institute
Pharmaceutical
Hospital/Medical Center
Biotech Company
Government
CRO
Other

## Neuroscience **VISIT**

March 13-14, 2019

2018 Registrants: 24,690 | 2018 Attendance: 18,327

### Specialty Ø

Neuroscience Neurology Central Nervous System (CNS) Neurosurgery Alzheimer's Disease Depression Addiction Clinical Research Medicine **Clinical Diagnostics** Cell Biology Biotechnology Cancer Research Toxicology Laboratory Testing Biochemistry Anatomy Pathology Genetics Animal Sciences

### Geography 💡

North America	50%
Europe	26%
Asia	11%
South America	7%
Oceania	4%
Africa	2%

### Iob Title 🛛 💼

Research Scientist	18%
Medical Laboratory Technician	14%
Clinical Laboratory Scientist	12%
Medical Doctor/Specialist	10%
Lab Management	9%
Student	9%
Educator/Faculty	8%
Post Doc	7%
Facility Manager/Director	5%
Executive	4%
Other	4%

### Organization

Education Institution	26%
Research Institute	18%
Hospital/Medical Center	17%
Clinical Laboratory	15%
Biotech Company	7%
CRO	5%
Pharmaceutical	4%
Government	4%
Other	3%

56%

25%

9%

6%

3%

1%

### Cannabis Sciences

March 27-28, 2019

### 2018 Registrants: 17,491 | 2018 Attendance: 10,968

### Specialty 💣

Agricultural Sciences Cannabis Sciences Cancer Research Clinical Research Botany Plant Sciences Medicine Neuroscience Depression Analytical Chemistry Toxicology Laboratory Testing Genomics Biotechnology Biochemistry LC/MS Nutrition Chromatography Mass Spectrometry

### Geography 💡

North America	
Europe	
Asia	
South America	
Africa	
Oceania	

### Job Title 🛛 🔓

Research Scientist	20%
Student	12%
Clinical Laboratory Scientist	11%
Medical Laboratory Technician	10%
Medical Doctor/Specialist	10%
Lab Technician	9%
Post Doc	7%
Educator/Faculty	5%
Lab Management	5%
Shop Owner/Dispensary/Bud Tend	er 4%
Executive	4%
Other 2%	

### Organization 🏠

Education Institution
Research Institute
Clinical Laboratory
Hospital/Medical Center
Biotech Company
Private Practice
Pharmaceutical
CRO
Dispensary
Government
Other

57%

15%

13%

7%

4%

4%

BACK TO CONTENTS

### Molecular Diagnostics April 10, 2019

Specialty 💰 Molecular Diagnostics Clinical Chemistry Laboratory Testing Cancer Diagnostics/Research Microbiology Immunology Oncology Clinical Research Precision Medicine Infectious Disease Genetics & Genomics Hematology

## Pathology Rare Diseases Biochemistry Biotechnology

Dioteennoid	-6y
Agricultural	Sciences
Virology	
Cardiology	

Allergy

19%

17%

17%

15%

9%

8%

3%

3%

3%

3%

3%

### Geography 💡

North America	
Europe	
Asia	
South America	
Oceania	
Africa	

## 2018 Registrants: 20,296 | 2018 Attendance: 14,204

47%

28%

12%

6%

4%

3%

### Iob Title 💼

Clinical Laboratory Scientist Medical Laboratory Technologis Lab Management Medical Doctor/Specialist Research Scientist Facility Manager/Director Student Post Doc	18% t 16% 12% 12% 11% 8% 6%
Executive	5%
Educator/Faculty	4%
Other	2%
Organization 🔅	
Clinical Laboratory Hospital/Medical Center Education Institution Research Institute Biotech Company Government Medical Device Company Life Science Company Private Practice Pharmaceutical CRO Other	23% 20% 16% 12% 4% 3% 3% 3% 2% 4%

## April 25, 2019

### Specialty Ø

Infectious Disease AIDS НIV Virology Microbiology Immunology Hepatitis Respiratory Disease Molecular Diagnostics Clinical Chemistry Laboratory Testing Clinical Research Precision Medicine Genetics & Genomics Hematology Pathology Rare Diseases Biochemistry Biotechnology

### Geography 💡

North America Europe Asia Africa South America Oceania

### 2019 Virtual Events (cont.)

## Infectious Disease

2019 Registrants: 12,000+ Projected | 2019 Attendance: 7,500+ Projected

### Sexually Transmitted Disease

### Job Title 🛛 🗧

Medical Doctor/Specialist 23% Medical Laboratory Technologist 17% Clinical Laboratory Scientist 16% Lab Management 10% Research Scientist 9% Facility Manager/Director 5% Post Doc 5% Executive 5% Student 5% 3% Educator/Faculty 2% Other

41%

18%

12%

8%

7%

5%

3%

2%

2%

2%

### Organization

Hospital/Medical Center	
Clinical Laboratory	
Education Institution	
Research Institute	
Government	
Biotech Company	
Private Practice	
Pharmaceutical	
CRO	
Other	

### Genetics & Genomics

May 8-9, 2019

2018 Registrants: 25,992 | 2018 Attendance: 18,607

49%

22%

14%

7%

4%

4%

### Specialty Ø

Genetics Bioinformatics Cancer Research Gene Expression Next-Gen Sequencing Agricultural Sciences Genomics Genotyping Biotechnology Biochemistry CRISPR Gene Sequencing Molecular Biology Clinical Research Animal Sciences DNA Sequencing Epigenetics Allergy Geography 💡

North America	
Europe	
Asia	
South America	
Africa	
Oceania	

### lob Title 🗧

Research Scientist	30%
Medical Laboratory Technologist	11%
Clinical Laboratory Scientist	10%
Student	10%
Genetic Counselor	9%
Lab Management	7%
Post Doc	7%
Educator/Faculty	5%
Facility Manager/Director	4%
Executive	3%
Medical Doctor/Specialist	3%
Other	1%

### Organization

Education Institution	22%
Research Institute	20%
Clinical Laboratory	15%
Hospital/Medical Center	13%
Biotech Company	11%
Government	6%
Pharmaceutical	5%
CRO	4%
Non-Profit Organization	3%
Other	1%



34%

25%

16%

16%

6%

3%

### Laboratory Testing & Automation May 30, 2019

### 2018 Registrants: 14,065 | 2018 Attendance: 8,118

### Specialty 💣

Lab Automation Drug Discovery Robotics Laboratory Testing High Throughput Screening Assay Development Bioinformatics High Throughput Analytical Chemistry Biochemistry Chromatography Biotechnology **Clinical Diagnostics** Cancer Research Nanotechnology Next-Gen Sequencing Genetics Molecular Diagnostics Toxicology

### Geography 💡

North America Europe Asia South America Oceania Africa

### Job Title 🧧

Lab Managament
Lab Management
Medical Lab Technologist
Clinical Laboratory Scientist
Research Scientist
Engineer
Executive
Post Doc
Facility Manager/Director
Medical Doctor/Specialist
Educator/Faculty
Student
Other

### Organization

Clinical Laboratory Hospital/Medical Center Education Institution Research Institute Pharmaceutical Biotech Company **Diagnostics** Company Life Science Company Industrial Company Government Medical Device Company CRO Other

52%

28%

12%

5%

2%

1%

## Precision Medicine

lune 20, 2019

### 2018 Registrants: 14,736 | 2018 Attendance: 8,254

55%

26%

12%

4%

2%

1%

### Specialty ()

16%

15%

14%

13%

9%

7%

6%

5%

5%

5%

3%

2%

25%

15%

13%

12%

7%

6%

5%

4%

4%

4%

2%

2%

1%

Oceania

Africa

Cancer Diagnostics Point of Care Genetics & Genomics General Medicine Precision Medicine Clinical Chemistry Rare Disease Bioinformatics Molecular Diagnostics Clinical Research Biotechnology Oncology Immunology Virology Biochemistry Agricultural Sciences Analytical Chemistry Allergy Geography 💡 North America Europe Asia South America

### Iob Title 💁

Medical Laboratory Technologist Clinical Laboratory Scientist Medical Doctor/Specialist Lab Management Research Scientist Post Doc Educator/Faculty Executive Student	16% 16% 14% 13% 13% 7% 7% 3%
Other	3%
Organization 🔅	
Hospital/Medical Center	23%
Clinical Laboratory	20%
Education Institution	18%
Research Institute	11%
Biotech Company	8%
Life Science Company	8%
Government	6%
Pharmaceutical	4%
Other	2%

August 22, 2019

### Specialty 💣

Forensics Toxicology DNA DNA Sequencing Genetics Genomics Genotyping Laboratory Testing Laboratory Automation Microscopy Bioinformatics Gene Expression Next-Gen Sequencing Agricultural Sciences Biochemistry Molecular Biology Clinical Research

### Geography 💡

North America Europe Asia South America Oceania Africa

### 2019 Virtual Events (cont.)

## Forensics & Toxicology

2019 Registrants: 12,000+ Projected | 2019 Attendance: 7,500+ Projected

### Job Title 🛛 💆

Clinical Laboratory Scientist 15% Crime Lab Technician 14% IT/Computer Science 12% Medical Laboratory Technician 10% Research Scientist 10% Toxicologist Forensic Toxicologist Lab Management Student Educator/Faculty Medical Doctor/Specialist Other

9%

9%

8%

4%

3%

3%

3%

19%

15%

14%

11%

11%

9%

7%

5%

4%

3%

2%

### Organization

Clinical Laboratory
Forensics Laboratory
Toxicology Laboratory
Hospital/Medical Center
Research Institute
Government
Education Institution
Biotech Company
Association
Non-Profit Organization
Other

### Microbiology & Immunology

September 11-12, 2019

2018 Registrants: 23,613 | 2018 Attendance: 14,284

### Specialty 💣

Microbiology Clinical Microbiology Immunology Microbiome Food Microbiology Virology Laboratory Testing Bacteriology Mycology Parasitology Infectious Disease Environmental Microbiology Allergy Analytical Chemistry Molecular Biology Biotechnology Antibodies Geography 💡 North America

Europe Asia South America Africa Oceania

### Iob Title 🛛 👼

Clinical Laboratory Scientist	15%
Medical Laboratory Technician	13%
Research Scientist	13%
Microbiologist	12%
Student	10%
Lab Management	8%
Post Doc	7%
Educator/Faculty	7%
Medical Doctor/Specialist	5%
Executive	4%
Facility Manager/Director	3%
Other	2%

### Organization

	Clinical Laboratory	20%
	Hospital/Medical Center	17%
	Education Institution	16%
	Research Institute	15%
	Biotech Company	8%
42%	Government	7%
25%	CRO	6%
15%	Non-Profit Organization	4%
8%	Life Science Company	3%
8%	Pharmaceutical	2%
2%	Other	2%

53%

28%

9%

5%

3%

2%

## Cell Biology CVISIT WEBSITE

September 26, 2019

### 2018 Registrants: 17,273 | 2018 Attendance: 9,155

### Specialty Ø

Cancer Research Cell Biology Cytology Microscopy Developmental Biology Clinical Research Stem Cells Cell Signaling/Transduction Biochemistry Biotechnology Agricultural Sciences Cell Culture Molecular Biology Immunology Analytical Chemistry Neuroscience Genetics Microbiology

### Geography 💡

40%

24%

8%

7%

4%

### Job Title 🛛 🔓

	Research Scientist	26%
I	Post Doc	15%
(	Student	13%
(	Clinical Laboratory Scientist	10%
I	Educator/Faculty	10%
I	Lab Management	9%
I	Medical Laboratory Technician	8%
I	Medical Doctor/Specialist	4%
I	Executive	3%
(	Other	2%

### Organization

Education Institution Research Institute Clinical Laboratory Biotech Company Hospital/Medical Center CRO Government Life Science Company Pharmaceutical Non-Profit Organization 17% Other

## 

October 3, 2019

### 2018 Registrants: 12,263 | 2018 Attendance: 7,194

53%

27%

12%

5%

2%

1%

### Specialty 💰

Bioinformatics Biomarkers CRISPR CRISPR-cas9 Genetics DNA Molecular Biology Laboratory Testing Drug Delivery Gene Editing Gene Expression Gene Sequencing Gene Therapy Next-Gen Sequencing Transgenics

### Geography 💡

24%

21%

15%

10%

8%

6%

5%

4%

3%

2%

2%

North America Europe Asia South America Oceania Africa

### Iob Title 💼

Research Scientist	24%
Student	1.3%
Stadente	
Clinical Laboratory Scientist	13%
Post Doc	11%
Lab Management	10%
Educator/Faculty	9%
Medical Laboratory Technologi	st 8%
Executive	6%
Medical Doctor/Specialist	2%
Other	3%
Organization 🛱	
Education Institution	30%

Education Institution	30%
Research Institute	19%
Biotech Company	10%
Clinical Laboratory	10%
Hospital/Medical Center	8%
Pharmaceutical	6%
Government	6%
CRO	5%
Life Science Company	4%
Other	2%

### Specialty 💣

Cancer Research Cancer Diagnostics Molecular Diagnostics Oncology Immuno-Oncology **Cancer Therapeutics Clinical Diagnostics** Cell Biology Laboratory Testing Biochemistry Mutagenesis Immunology Genetics Biotechnology Biomarkers Liquid Biopsies

### Geography 💡

North America Europe Asia South America Oceania Africa

### 2019 Virtual Events (cont.)

### Cancer Research & Oncology October 9-10, 2019

2018 Registrants: 23,975 | 2018 Attendance: 15,810

### Job Title 🛛 🗧

Research Scientist 21% Medical Doctor/Specialist 15% Medical Laboratory Technologist 13% Clinical Lab Scientist 11% Lab Management 9% Student 8% Post Doc 6% Educator/Faculty 5% Executive 5% 5% Pathologist Other 2%

20%

19%

15%

15%

9%

5%

5%

5%

4%

3%

### Organization

Education Institution
Research Institute
Clinical Laboratory
Hospital/Medical Center
Biotech Company
Pharmaceutical
Government
CRO
Life Science Company
Other

5% 3%

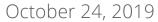
47%

26%

12%

7%

## Analytical Chemistry C WEBSITE



2018 Registrants: 16,248 | 2018 Attendance: 10,059

### Specialty 💣

Analytical Chemistry Chromatography Mass Spectroscopy Lab Automation Microscopy Particle Analysis Biochemistry Thermal Analysis Flow Cytometry Surface Analysis Clinical Chemistry Laboratory Testing

### Geography 💡

North America Europe Asia South America Oceania Africa

### lob Title 🗧

Chemist	20%
Research Scientist	16%
Lab Technician	11%
Executive	10%
Lab Management	9%
Student	8%
Educator/Faculty	8%
Engineer	8%
Clinical Laboratory Scientist	3%
Medical Laboratory Technologist	3%
Medical Doctor/Specialist	2%
Other	2%

### Organization

46%	Industrial Company	25%
24%	Education Institution	17%
15%	Distribution/Sales	10%
7%	Pharmaceutical	10%
5%	Research Institute	9%
3%	Biotech Company	7%
	Government	6%
	Clinical Laboratory	5%
	Hospital/Medical Center	5%
	Non-Profit Organization	3%
	Other	3%



### GO TO VIRTUAL EVENT RATE CARD

### Influenza 🗹 WEIST

November 6, 2019

### 2019 Registrants: 10,000+ Projected | 2019 Attendance: 6,500+ Projected

### Specialty 💣

Influenza Infectious Disease Bacteriology Virology Microbiology Clinical Microbiology Immunology Microbiome Laboratory Testing Mycology Parasitology Clinical Research Medicine Clinical Diagnostics Biotechnology Antibodies

### Geography 💡

North America	
Europe	
Asia	
South America	
Africa	
Oceania	

### Iob Title 🛛 💼

Medical Laboratory Technician Medical Doctor/Specialist Clinical Laboratory Scientist Research Scientist Lab Management Post Doc Student Educator/Faculty Executive Facility Manager/Director Other	18% 16% 15% 13% 7% 7% 5% 4% 4% 2%
---	--

24%

23%

16%

12%

9%

5%

4%

3%

2%

2%

### Organization

Hospital/Medical Center Clinical Laboratory Education Institution Research Institute Government CRO Biotech Company Non-Profit Organization Pharmaceutical Other

45%

26%

11%

8%

7%

3%

## Clinical Diagnostics & Research

November 14, 2019

2018 Registrants: 24,035 | 2018 Attendance: 16,759

46%

26%

10%

8%

7%

3%

### Specialty ()

Diagnostics Clinical Chemistry Laboratory Testing Molecular Diagnostics Cancer Diagnostics Oncology Assay Development Biomarkers Allergy Point of Care Medicine Personalized Healthcare Infectious Disease LIMS Biotechnology Pathology Hematology Vitamin D Pharmacology Immunology Microbiology Geography 💡 North America Europe Asia Africa

South America

Oceania

### Iob Title 💼

Medical Laboratory Technolog	gist 199
Clinical Laboratory Scientist	17%
Lab Management	13%
Medical Doctor/Specialist	13%
Research Scientist	10%
Executive	7%
Educator/Faculty	5%
Student	5%
Post Doc	3%
Pathologist	3%
Pharmacist	2%
Other	3%
Organization 🔅	

27% Clinical Laboratory Hospital/Medical Center 21% Education Institution 1.3% Research Institute 8% 8% Diagnostics Company 7% Government 4% Biotech Company Life Science Company 3% Non-Profit Organization 3% Pharmaceutical 2% CRO 2% 2% Other

- 1-2 Booths
- 3-4 Booths
- 5-6 Booths
- 7-9 Booths
- All Shows

1-2 Booths 3-4 Booths 5-6 Booths 7-9 Booths All Shows Entitlemen

1-2 Tracks 3+ Tracks Kevnote\*

### Banners

Lobby (4-5 Auditorium Poster Hall Resource ( Lounge (4

### **Posters** Hosted Posters

BACK TO CONTENTS

### GO TO VIRTUAL EVENT RATE CARD

## LabRoots Virtual Event Rate Card

### **Traditional Booth**

S	\$5,000 each
S	\$4,000 each
S	\$3,500 each
S	\$3,250 each
	\$3,000 each

### **Custom Booth + Hotspots**

5	\$6,000 each
5	\$5,000 each
5	\$4,500 each
5	\$4,250 each
	\$4,000 each
nts	\$1,000

### **Sponsored Webinar**

\$9,000
\$8,000
\$12,500

\*no concurrent sessions

spots)	\$1,250 -	\$1,500
n (2 spots	)	\$1,250
l (2 spots)	)	\$1,000
Center (2	spots)	\$750
spots)		\$750

\$250 each

### Announcements

1-4 Announcements 5 Announcements

\$250 each \$1,000

### Virtual Host

Lobby Greeting

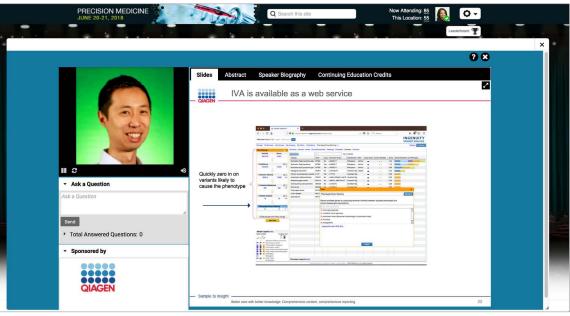
\$1,750



Traditional Booth



Custom Booth



Track Session



## **Custom Virtual Events**



Showcase your products and technologies while promoting your brand and highlighting your company's expertise. Your event will be hosted on a powerful virtual platform in HTML5 and fully supported on all mobile devices.

### **Choose Between:**

Scheduled Virtual Event - produce an event on a specific date(s), then have them archived in your content library and available ondemand for 12 months.

**Persistent Virtual Event** - host multiple webinars or mini-events throughout a 12-month period.



### Each option offers:

- Customized rooms (various templates available)
- Virtual laboratories
- Poster halls
- Education/learning center
- Leaderboard/Gamification
- Continuing education credits
- Courses
- Job fairs
- Entitlement
- Black and White listing
- Surveys/polls
- Live chats
- Networking and social media channels
- Customized and automated reporting
- Welcome videos
- Multiple languages



### Custom Virtual Events (cont.)



Lobby with Welcome Video



Exhibit Hall



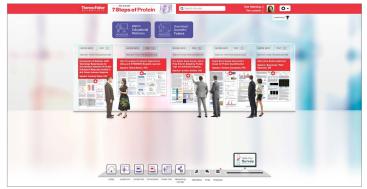
Virtual Booth



Presentation Hall



Networking Lounge



Poster Hall

## **Custom Virtual Events**

LabRoots' Custom Virtual Events offer the unique ability to host your own event, with its own microsite and registration page. You curate all webinar presentations, content and design of virtual learning interactive lab.





Event Microsite

### Custom Virtual Events (cont.)



Lobby with Welcome Video



Gamification Leaderboard Points



Gamification Leaderboard Awards



Presentation Hall



Virtual Lab



Virtual Booth



### Custom Virtual Events (cont.)

5



Lobby



Virtual Booth





Virtual Lab



Virtual Lab Custom Clickstate





Presentation

BACK TO CONTENTS

Gregory A. Plotnikoff, MD, MTS, FACP

Ainnesota Personalized Medicine Minneapolis, MN

### Custom Virtual Events (cont.)



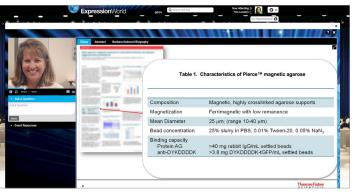
Lobby with Welcome Video



Lobby



Virtual Lab



Presentation



Virtual Lab



Exhibit Hall





### Banner & Text Ads

Super Leaderboard 970x90 (50K imp)		\$3,000/mo	
Leaderboard 728x90 (50K imp) (Available for Banners and Text Ads)		\$2,750/mo	
MPU 300x250 (100K imp)	\$2,500/mo		
Text Ads		\$2,000/mo	
Emails		\$495 CPM	
Email Buckets			
25,000 emails	\$240.00 CPM	\$6,000	
50,000 emails	\$220.00 CPM	\$11,000	

50,000 emails	\$220.00 CPIVI	ΦTT,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

### Newsletters

### Ad Size:

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

\$1,000

**General Trending Newsletter** 

Per Newsletter (1 exclusive position)

Category Specific Trending Newsletters \$500

Per Newsletter (1 exclusive position). (See available categories on page 12)

BACK TO CONTENTS

# \$7,500

Contact LabRoots for a **Custom Package** Built to Meet Your Needs

## **Trial**

1 Banner Ad for 1 Month 3 Newsletter Sponsorships 1 Email Blast to 10K Recipients

## **Custom Content Campaigns**

### Sponsored Article Campaign

### \$500

- Client written content is reviewed, approved, and posted on the LabRoots.com Trending section
- Content is shared on relevant social media pages
- Content is sent out in General Trending Newsletter and relevant Category-Specific Newsletters

### **Custom Article Campaign**

\$7,500

\$9.950

\$15,000

(Please Inquire About Pricing)

- 1,500 word article written by a LabRoots author
- PDF of article and a full-bleed printable version
- 468x60 banner ad in 3 upcoming trending newsletters
- 5 posts on most relevant LabRoots social media profiles
- Article housed on LabRoots.com website

### **Custom Infographic Campaign**

- Utilizing clients vetted content and written by a LabRoots author
- 468x60 banner ad in 3 upcoming trending newsletters
- 5 posts on most relevant LabRoots social media profiles
- Infographic housed on LabRoots.com website

### **Combined Campaign**

Custom Article & Infographic

### Custom Campaigns

• We help with the research based on the topic you want for any content piece (infographic, article, or video)

### Rate Card (cont.)

## **Webinars**

1 Webinar

3-pack Serie 5-pack Series 10-pack Seri 20-pack Seri

Additional Re Extra Prep, 1 Blacklisting/\ CME Credits

### Social Media

Per post 10 posts 25 posts 50 posts 100 posts and engagement.

\$15,500

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

### Webinar Packages

es	(\$9,000 ea)	\$27,000
2S	(\$7,500 ea)	\$37,500
ies	(\$5,950 ea)	\$59,500
ies	(\$4,500 ea)	\$90,000

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

### Webinar Extras

eporting	\$100/hr
Training, Dry Runs	\$250/hr
Whitelisting	\$1,000
5	\$3,000/webinar

	\$450
(\$400 ea)	\$4,000
(\$350 ea)	\$8,750
(\$300 ea)	\$15,000
(\$250 ea)	\$25,000

**Note:** Video is better than text for higher ROI

## Scheduled Virtual Event

\*On-demand for 12 months

Number of Webinars

\*Studio costs covered

1-5 webinars

6-10 webinars

11+ webinars

\$30,000

### Additional Marketing

**Custom Virtual Event** 

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

### **Translation Services** (Per Language Per Webinar)

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

### **Additional Options**

Custom Virtual Lab

<ul> <li>1 Virtual Lab</li> </ul>	\$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 - 9	\$10,000
P.A.C.E. Continuing Education		\$2,500
CME Continuing Education	\$5,000 - \$	\$10,000
Gamification		\$5,000
Poster Sessions		\$5,000
Blacklisting/Whitelisting/Er	titlements	\$1,000



by sponsor		
\$7,	500 each	
\$5,0	000 each	
\$4,0	000 each	
ial Event Includes:		

### **Basic Custom Virtual Event Includes:**

<ul> <li>Resource</li> </ul>	<ul> <li>Support</li> </ul>
Center	<ul> <li>License</li> </ul>
• Lounge	<ul> <li>Hosting</li> </ul>
<ul> <li>Production</li> </ul>	<ul> <li>Marketing</li> </ul>
	Center • Lounge

LabRoots offers 3 different marketing packages. Ask your sales representative for more information.

### Persistent Virtual Event

\*On-going event for 12 months

### Pricing Options:

Tier 1: Event Package + 6 webinars \$64,000 Tier 2: Event Package + 12 webinars \$84,000 Tier 3: Event Package + 24 webinars \$112,000 Tier 4: CUSTOM (Please inquire for price) **Note:** Webinars expire after 1 year. Additional webinars can be purchased at a discounted rate.

## labroots

### **Corporate Headquarters**

18340 Yorba Linda Blvd. Suite 107 PMB 427 Yorba Linda, CA 92886 Tel: +1.714.463.4673 www.labroots.com 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: 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 Continuing Education: CE@labroots.com Support: support@labroots.com Looking for a Job: jobs@labroots.com For other information: info@labroots.com Copyright © 2008-2019 LabRoots Inc. All rights reserved.