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 information that we process. Please read our GDPR Compliance Statement online.
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.

Visit Our Website:
- LABROOTS.COM
- TRENDING NEWS
- VIRTUAL EVENTS
- WEBINARS
- CONTINUING EDUCATION
- GDPR COMPLIANT

Team Up With LabRoots

Take Advantage Of:

- 3.2 million users in our global scientific community
- Robust, interactive platform to showcase your company’s expertise through webinars and virtual events
- A wide range of products and services to choose from to highlight your brand
- World’s largest producer of virtual events within the Life Sciences and Clinical Diagnostics community
- Continuing Education credits for event attendees, including P.A.C.E., CE, CME, CEU, and more
- Engage with more than 3 million of LabRoots followers through topic-specific social media channels
- Improved mobile-friendly design
### Demographics & Traffic

- **Registered Members:** 3.2 Million
- **Monthly User Sessions:** 685K
- **Monthly Page Impressions:** 7.1 Million
- **Average Website Session:** 10+ Minutes
- **Average Webinar Session:** 34 Minutes
- **Average Virtual Event Session:** 2.2 Hours

### Target Your Audience

**Find Your Market with Audience Selections**

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

<table>
<thead>
<tr>
<th>Specialty Keyword</th>
<th>Monthly User Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural Sciences</td>
<td>90,168</td>
</tr>
<tr>
<td>Analytical Chemistry</td>
<td>108,627</td>
</tr>
<tr>
<td>Antibodies</td>
<td>91,031</td>
</tr>
<tr>
<td>Assay Development</td>
<td>74,571</td>
</tr>
<tr>
<td>Biochemistry</td>
<td>127,246</td>
</tr>
<tr>
<td>Bioinformatics</td>
<td>63,134</td>
</tr>
<tr>
<td>Bioprocessing</td>
<td>48,875</td>
</tr>
<tr>
<td>Biotechnology</td>
<td>110,626</td>
</tr>
<tr>
<td>Cancer/Oncology</td>
<td>99,938</td>
</tr>
<tr>
<td>Cannabis Sciences</td>
<td>52,561</td>
</tr>
<tr>
<td>Cell Biology</td>
<td>93,443</td>
</tr>
<tr>
<td>Chromatography</td>
<td>77,809</td>
</tr>
<tr>
<td>Clinical Research</td>
<td>74,610</td>
</tr>
<tr>
<td>CRISPR</td>
<td>58,139</td>
</tr>
<tr>
<td>Diagnostics</td>
<td>77,204</td>
</tr>
<tr>
<td>DNA Sequencing</td>
<td>55,129</td>
</tr>
<tr>
<td>Diagnostics</td>
<td>48,572</td>
</tr>
<tr>
<td>Drug Discovery</td>
<td>63,422</td>
</tr>
<tr>
<td>ELISA</td>
<td>97,365</td>
</tr>
<tr>
<td>Flow Cytometry</td>
<td>70,214</td>
</tr>
<tr>
<td>Forensics</td>
<td>44,986</td>
</tr>
<tr>
<td>Genetics/Genomics</td>
<td>97,830</td>
</tr>
<tr>
<td>Gene Expression</td>
<td>70,974</td>
</tr>
</tbody>
</table>

**GO TO AUDIENCE SELECTION FORM**
Reach your desired audience by renting a targeted segment of our 3,200,000+ opt-in email list. Garner larger interest in your product or service by sharing your brand message or story to a curated list of targeted users. Your message will resonate with users as you leverage our comprehensive Audience Selection form and target your email based on geography, work sector, specialty, job function, and keywords.

250,000+ Emails / Day
1.8 Million Emails / Week
7.2 Million Emails / Month
20-25% Open Rates

Over 2.2 MILLION total followers
Reach, engage, and resonate with your ideal audience with content-driven ads that target niche demographics on category-specific social media channels.

Social Media
Average Monthly Engagement Across Facebook, Twitter, LinkedIn, Instagram

<table>
<thead>
<tr>
<th></th>
<th>Reach</th>
<th>Likes</th>
<th>Comments</th>
<th>Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>68,754</td>
<td>1,292</td>
<td>94</td>
<td>478</td>
</tr>
</tbody>
</table>

Sample Email Report

Reach, engage, and resonate with your ideal audience with content-driven ads that target niche demographics on category-specific social media channels.
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

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.

Banner & Text Ads

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.

What We Need From You

- Your creative files in the correct format and size of your banner order
- The click-through URL your banner ad should point to
- The duration your banner should run (start date - end date) along with number of purchased impressions

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)

Ad Sizes

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
LabRoots offers sponsorship opportunities through our weekly newsletters, allowing clients to select the most appropriate newsletter for their banner ad to garner more interest for their marketing campaign.

**Ad Size (all newsletters)**
468px X 60px, requires a GIF, JPG, or PNG file.

**Webinars & Virtual Events Newsletter**
469,837 Subscribers
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**
583,601 Subscribers
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.

**Average Time on Trending News Page:** 3+ Minutes
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:

- Scheduled on weekday mornings
- Has an interesting, informative, educational topic
- Offers continuing education credits (a larger incentive for your audience)
- 2-3 months marketing by LabRoots AND the client
- A quality speaker, such as an Industry Expert, Key Opinion Leader, Customer or Client
- Has a well-written, informative abstract
- Identifies clear-learning objectives

What to Expect:

- Production of all aspects of the webinar
- Creation of a branded registration page and microsite
- Creation of branded, customized webinar background
- Creation and deployment of automatic reminder emails to webinar registrants
- Assistance in speaker selection
- Promotion of the webinar via digital marketing
- The ability to offer P.A.C.E. CE Credits to attendees
- CME Credits available at an additional cost
- On-demand webinar viewing for 12 months
- Hosting on the LabRoots website indefinitely
- A provided MP4 copy of the webinar for the sponsor
- Live polling and comprehensive reporting for all metrics

Average Webinar Metrics:

1-2 months of promotion:
- Total Registrants: 475
- Live 201
- On Demand 168
- Total Viewers 78%

2+ months of promotion:
- Total Registrants: 659
- Live 288
- On Demand 190
- Total Viewers 73%

Partner with LabRoots to produce, host, or promote scientific webinar featuring your content, product, or service.

Webinars

Over 700 Webinars Produced in 2019

NEW Webinar Library

Ask a LabRoots Sales Manager about our new Webinar Library feature where you can promote an organized collection of your webinars.

Webinar Library

NEW Webinar Library

Ask a LabRoots Sales Manager about our new Webinar Library feature where you can promote an organized collection of your webinars.

Over 700 Webinars Produced in 2019

NEW Webinar Library

Ask a LabRoots Sales Manager about our new Webinar Library feature where you can promote an organized collection of your webinars.
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 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
- Strategically placed logo
- Pop-up announcements
### Table 1: 2020 Virtual Events (cont.)

#### BioProcessing

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Job Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bioprocessing</td>
<td>Research Scientist</td>
</tr>
<tr>
<td>Cell Culture</td>
<td>Technician</td>
</tr>
<tr>
<td>Cell Biology</td>
<td>Laboratory Manager</td>
</tr>
<tr>
<td>Biopharmaceutical</td>
<td>Researcher</td>
</tr>
<tr>
<td>Bioproduction</td>
<td>Student</td>
</tr>
<tr>
<td>Biomanufacturing</td>
<td>Post Doc</td>
</tr>
<tr>
<td>Biotechnology</td>
<td>Executive</td>
</tr>
<tr>
<td>Chromatography</td>
<td>QC/QA</td>
</tr>
<tr>
<td>Biowestions</td>
<td>Other</td>
</tr>
</tbody>
</table>

#### Forensic Sciences

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Job Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forensics</td>
<td>Medical Laboratory Technician</td>
</tr>
<tr>
<td>Toxicology</td>
<td>Lab Technician</td>
</tr>
<tr>
<td>DNA</td>
<td>Lab Management</td>
</tr>
<tr>
<td>PCR/RT-PCR/Real-time PCR</td>
<td>Clinical Laboratory Scientist</td>
</tr>
<tr>
<td>Biology</td>
<td>Research Scientist</td>
</tr>
<tr>
<td>Genetics</td>
<td>Pathology</td>
</tr>
<tr>
<td>Genetic Engineering</td>
<td>Toxicologist</td>
</tr>
<tr>
<td>Laboratory Testing</td>
<td>Medical Doctor/Specialist</td>
</tr>
<tr>
<td>Laboratory Automation</td>
<td>Criminalist</td>
</tr>
<tr>
<td>Microscopy</td>
<td>Forensic Science</td>
</tr>
<tr>
<td>Microbiology</td>
<td>Forensic Science</td>
</tr>
</tbody>
</table>

#### Laboratory Automation & Informatics

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Job Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lab Automation</td>
<td>Medical Laboratory Technician</td>
</tr>
<tr>
<td>Bioinformatics</td>
<td>Lab Technician</td>
</tr>
<tr>
<td>Bioanalytics</td>
<td>Lab Management</td>
</tr>
<tr>
<td>Robotics</td>
<td>Clinical Laboratory Scientist</td>
</tr>
<tr>
<td>Laboratory Testing</td>
<td>Research Scientist</td>
</tr>
<tr>
<td>High Throughput Screening</td>
<td>Pathologist</td>
</tr>
<tr>
<td>Assay Development</td>
<td>Toxicologist</td>
</tr>
<tr>
<td>High Throughput</td>
<td>Medical Doctor/Specialist</td>
</tr>
<tr>
<td>Forensics</td>
<td>Criminalist</td>
</tr>
<tr>
<td>Biology</td>
<td>Forensic Science</td>
</tr>
<tr>
<td>Genetics</td>
<td>Forensic Science</td>
</tr>
<tr>
<td>Pathology</td>
<td>Forensic Science</td>
</tr>
</tbody>
</table>

### Table 2: Attendance by Geography

#### BioProcessing

<table>
<thead>
<tr>
<th>Geography</th>
<th>2019 Registrants:</th>
<th>2019 Attendance:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oceania</td>
<td>13,286</td>
<td>7,164</td>
</tr>
<tr>
<td>Africa</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>South America</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Asia</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Europe</td>
<td>46%</td>
<td></td>
</tr>
<tr>
<td>North America</td>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>

#### Forensic Sciences

<table>
<thead>
<tr>
<th>Geography</th>
<th>2019 Registrants:</th>
<th>2019 Attendance:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>45%</td>
<td></td>
</tr>
<tr>
<td>Asia</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>South America</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Africa</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Oceania</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>

#### Laboratory Automation & Informatics

<table>
<thead>
<tr>
<th>Geography</th>
<th>2019 Registrants:</th>
<th>2019 Attendance:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>45%</td>
<td></td>
</tr>
<tr>
<td>Asia</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>South America</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Africa</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Oceania</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>
**Cancer Research & Oncology**

October 7-8, 2020

**Analytical Chemistry & Separation Sciences**

October 24, 2020

2019 Registrants: 19,611  |  2019 Projected Attendance: 12,000+

2019 Registrants: 14,936  |  2019 Projected Attendance: 7,500+

**Specialty**

Cancer Research
Cancer Diagnostics
Cancer Immunotherapies
Molecular Diagnostics
Oncology
Immuno-Oncology
Clinical Research/Diagnostics
Cell Biology
Laboratory Testing
Biochemistry
Metagenomics
Genetics
Immunology
Biology
Biostatistics
Liquid Biopolymers

**Organization**

Academic Institution
Research Institute
Clinical Laboratory
Biotech Company
Government
Life Science Company
Other

**Geography**

North America 45%
Europe 24%
Asia 14%
South America 8%
Oceania 3%
Africa 4%

**Specialty**

Analytical Chemistry
Chromatography
Mass Spectrometry
Lab Automation
Microscopy
Particle Analysis
Biochemistry
Thermal Analysis
Flow Cytometry
Surface Analysis

**Organization**

Industrial Company
Academic Institution
General Laboratory
Biotech Company
Government
Life Science Company
Other

**Geography**

North America 44%
Europe 25%
Asia 14%
South America 8%
Oceania 4%
Africa 4%

**Job Title**

Research Scientist 20%
Medical Doctor/Specialist 14%
Clinical Lab Scientist 13%
Lab Management 10%
Student 10%
Post Doc 5%
Education/Faculty 4%
Executive 4%
Pathologist 2%

2019 Registrants: 14,036  |  2019 Projected Attendance: 7,500+

2020 Virtual Events (cont.)

**Opioid Crisis**

November 3, 2020

2020 Registrants: 10,000+ Projected | 2020 Projected Attendance: 6,500+

2019 Registrants: 18,229 | 2019 Projected Attendance: 10,000+

**Specialty**

Opioids
Drug Discovery
Drug Development
Addiction
Neuroscience
Depression
Pharmacology
Point of Care
Medicine
Laboratory Testing
Molecular Diagnostics
Pathology
Central Nervous System (CNS)

**Organization**

Hospital Medical Center
Academic Institution
General Laboratory
Biotech Company
Government
Life Science Company
Other

**Geography**

North America 60%
Europe 15%
Asia 15%
Oceania 4%
Africa 4%

**Job Title**

Medical Doctor/Specialist 16%
Medical Laboratory Scientist 12%
Clinical Laboratory Scientist 11%
Lab Management 10%
Research Scientist 9%
Pharmacist 9%
Pathologist 7%
Post Doc 6%
Education/Faculty 5%
Student 5%

2020 Virtual Events (cont.)

**Clinical Diagnostics & Research**

November 12, 2020

2020 Registrants: 18,129 | 2019 Projected Attendance: 10,000+

**Specialty**

Diagnostics
Clinical Chemistry
Laboratory Testing
Molecular Diagnostics
Oncology
Assay Development
Biomarkers
Allergy
Medicine
Biotechnology

**Organization**

Hospital Medical Center
Diagnostics Company
Research Institute
Government
Biotech Company
Pharmaceutical
Life Science Company
Other

**Geography**

North America 50%
Europe 27%
Asia 10%
Oceania 6%
Africa 4%

**Job Title**

Medical Laboratory Technologist 19%
Medical Doctor/Specialist 18%
Lab Management 12%
Medical Doctor/Specialist 12%
Research Scientist 9%
Executive 7%
Student 7%
Educator/Faculty 6%
Pathologist 4%
Pharmacist 3%
Other 3%

2020 Virtual Events (cont.)

**Analytical Chemistry & Separation Sciences**

October 24, 2020

2019 Registrants: 14,036  |  2019 Projected Attendance: 7,500+

2019 Registrants: 14,936  |  2019 Projected Attendance: 7,500+

**Specialty**

Analytical Chemistry
Chromatography
Mass Spectrometry
Lab Automation
Microscopy
Particle Analysis
Biochemistry
Thermal Analysis
Flow Cytometry
Surface Analysis

**Organization**

Industrial Company
Academic Institution
General Laboratory
Biotech Company
Government
Life Science Company
Other

**Geography**

North America 44%
Europe 25%
Asia 14%
South America 8%
Oceania 4%
Africa 4%

**Job Title**

Chemist 19%
Lab Technician 18%
Research Scientist 13%
Lab Management 10%
Executive 9%
Engineer 9%
Other 2%

2020 Virtual Events (cont.)

**Opioid Crisis**

November 3, 2020

2020 Registrants: 10,000+ Projected | 2020 Projected Attendance: 6,500+

2019 Registrants: 18,229 | 2019 Projected Attendance: 10,000+

**Specialty**

Opioids
Drug Discovery
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Medicine
Laboratory Testing
Molecular Diagnostics
Pathology
Central Nervous System (CNS)

**Organization**

Hospital Medical Center
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Allergy
Medicine
Biotechnology

**Organization**

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Life Science Company
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Medical Doctor/Specialist 12%
Research Scientist 9%
Executive 7%
Student 7%
Educator/Faculty 6%
Pathologist 4%
Pharmacist 3%
Other 3%
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 on demand 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
- Customized and automated reporting
- Welcome videos
- Multiple languages
- Custom Lobby
- Virtual Lab
- Certification
- Poster Hall
- Lobby with Welcome Video
- Presentation Hall
- Custom Booth
- Showcases your products and technologies while promoting your brand and highlighting your company's expertise
Planning & Reporting

What do you get out of a Virtual Event?

• Generate hundreds of targeted leads of the people who enter your virtual booth, with detailed contact information including Name, Job Title, Degree Institution, Phone Number, Email Address, Street Address, and much more.

• Qualify the booth leads by understanding their interests. Every asset click is tracked and noted in the report.

• Grow your e-marketing lists by taking home the entire registration report which can be as high as 20,000 contacts.

Editorial Schedule

The order and material deadlines are suggested dates that are flexible on a case-by-case basis. Reach out to a LabRoots Sales Manager to discuss further.

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 + 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
Entitlements $1,000

Sponsored Webinar*

1-2 Tracks $9,000
3+ Tracks $8,000
Keynote** $12,500
*Sponsored webinars include a booth
**No concurrent sessions

Virtual Host

Lobby Greeting $1,250
Exclusive branding opportunity to welcome every user into the virtual event. They will all hear your message!

Gold Sponsorship $15,000

• Track-Specific Sponsorship
• Moderator Introduction of the sponsor and speaker

Custom Virtual Booth $6,000

• Virtual Booth w/ Hot Spots
• An announcement per day

Virtual Booth $5,000

(Two Tiered Show Booth Pricing $4,000)

Lead Tracking

Easy-to-use lead tracking and management system with comprehensive reporting.

LabRoots Virtual Event Rate Card

Virtual Week Sponsorships

Gold Sponsorship $15,000

• Track-Specific Sponsorship
• Moderator Introduction of the sponsor and speaker

Virtual Booth

• Virtual Booth Gold Badge
• Virtual Booth within first eight positions in the expo hall (above the fold)
• Logo on overview registration page
• Logo branding in all virtual locations (eg, Lobby, Lounge, Poster Hall)
• Pre-Event Newsletter Sponsorship (Choose WAVE or Category Specific Newsletter)
• 2 Announcements per day

Track Sponsorship $10,000

• Sponsor Speaker
• Virtual Booth (custom included)
• An announcement per day

Custom Virtual Booth $6,000

• Virtual Booth w/ Hot Spots
• An announcement per day

Virtual Booth $5,000

(Two Tiered Show Booth Pricing $4,000)

• Virtual Booth w/ Hot Spots
• An announcement per day

What do you get out of a Virtual Event?

• Generate hundreds of targeted leads of the people who enter your virtual booth, with detailed contact information including Name, Job Title, Degree Institution, Phone Number, Email Address, Street Address, and much more.

• Qualify the booth leads by understanding their interests. Every asset click is tracked and noted in the report.

• Grow your e-marketing lists by taking home the entire registration report which can be as high as 20,000 contacts.

Editorial Schedule

The order and material deadlines are suggested dates that are flexible on a case-by-case basis. Reach out to a LabRoots Sales Manager to discuss further.

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 + 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
Entitlements $1,000

Sponsored Webinar*

1-2 Tracks $9,000
3+ Tracks $8,000
Keynote** $12,500
*Sponsored webinars include a booth
**No concurrent sessions

Virtual Host

Lobby Greeting $1,250
Exclusive branding opportunity to welcome every user into the virtual event. They will all hear your message!

Gold Sponsorship $15,000

• Track-Specific Sponsorship
• Moderator Introduction of the sponsor and speaker

Custom Virtual Booth $6,000

• Virtual Booth w/ Hot Spots
• An announcement per day

Virtual Booth $5,000

(Two Tiered Show Booth Pricing $4,000)

Lead Tracking

Easy-to-use lead tracking and management system with comprehensive reporting.
Custom Content Campaigns

Sponsored Article Campaign
Event 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.
Client written content is reviewed, approved, and posted on the LabRoots.com

Custom Article Campaign
1,500 word article written by a LabRoots author
PDF of article and full bleed print 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
9,950
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
Article housed on LabRoots.com website
Combined Campaign
$15,000
Custom Article & Infographic
Custom Campaigns
(please inquire about pricing)
We help with the research based on the topic you want for any content piece
(informative, article, or video)

Trial
1 Banner Ad for 1 Month
3 Newsletter Sponsorships
1 Email Blast to 10K Recipients
5 Social Media Posts
6 Sponsored Article or Video Campaign

Rate Card (cont.)

Custom Virtual Event
Scheduled Virtual Event
$30,000
Typically, a 1-2 day event and On Demand for 12 months.
Number of Webinars
- *Studios covered by sponsor
1-5 webinars  $5,000 each
6-10 webinars $4,000 each
11-20 webinars  $3,000 each
21+ webinars  $2,000 each
Basic Custom Virtual Event Includes:
- Build out
- Resource
- Hosting
- Auditorium
- Production
- Marketing
Note: LabRoots offers 3 different marketing packages. Ask your sales representative for more information.
Persistent Virtual Event
$40,000
This is an ongoing event that runs for 12 months. This option is recommended if you plan to add additional Virtual Presentations or Product Launches throughout 2020.
Number of Webinars
- *Studios covered by sponsor
1-5 webinars  $7,000 each
6-10 webinars  $6,000 each
11-20 webinars  $5,000 each
21+ webinars  $4,000 each
* Studio costs covered by sponsor

Additional Options
Custom Virtual Lab
$10,000
- 1 Virtual Lab
- 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
Blacklisting/Whitelisting/Entitlements
$1,000
Social Media
- Per post $450
- 10 posts ($450 ea) $4,500
- 25 posts ($350 ea) $8,750
- 50 posts ($300 ea) $15,000
- 100 posts ($250 ea) $30,000
Note: Video is better than text for higher ROI and engagement.

Banner & Text Ads
Ad Size:
300x250 (100K imp) $2,500/mo
Leaderboard 728x90 (50K imp) $3,000/mo
 MPU 300x250 (100K imp) $2,500/mo
Text Ads 2/mo

Emails
HTML Edits $50/hr
Email HTML Creation* $200
HTML Edits $50/hr

300,000 Counts:  $111.67 CPM  $33,500
200,000 Counts:  $135 CPM  $27,000
100,000 Counts:  $195 CPM  $19,500
25,000 Counts:  $280 CPM  $7,000

Email Buckets
Emails
$550 CPM
$300 CPM
$250 CPM
$200 CPM
$150 CPM
$100 CPM
$50 CPM
$0 CPM

Email Buckets
25,000 Count:  $280 CPM  $7,000
50,000 Counts:  $250 CPM  $12,500
100,000 Counts:  $195 CPM  $19,500
200,000 Counts:  $135 CPM  $27,000
300,000 Counts:  $111 CPM  $33,500
400,000 Counts:  $100 CPM  $40,000
500,000 Counts:  $95 CPM  $47,500
600,000 Counts:  $90 CPM  $50,000
700,000 Counts:  $85 CPM  $57,500
800,000 Counts:  $80 CPM  $61,000
900,000 Counts:  $75 CPM  $65,500
1,000,000 Counts:  $70 CPM  $70,000

Newsletters
Ad Size:
468x60 banner
Webinars & Virtual Events Newsletter $500
Per Newsletter (4 positions)
General Trending Newsletter $1,000
Per Newsletter (1 exclusive position)
Category Specific Trending Newsletters $500
Per Newsletter (1 exclusive position)
See available campaigns on page 12.
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:

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