2021 Media Kit

labroots

A Letter to Our Audience

To Our Valued Customers and Business Partners

At Labroots, we constantly envision scientific information being readily available to the masses in new and innovative ways. Our mission has been, and will always be, to become your scientific network and virtual education provider. The outbreak of coronavirus (COVID-19) is continuing to impact people and countries around the world. Labroots has been poised to aid in the industry transition from physical trade shows and marketing events to the virtual space, an area that we luckily excel in. ***Having been one of the industry leaders in the virtual space for over a decade, the impact of COVID-19 has allowed Labroots to grow exponentially.***

Despite experiencing a time of economic disruption and a universal shift to remote work, Labroots was already positioned to succeed in this environment prior to the outbreak. Given our emphasis on virtual remote work and digital product offerings, Labroots has been helping companies in the science and medicine sector by shifting their marketing efforts to a space that may be new to them. ***From our Custom Virtual Events to our Webinars and other leading-edge digital product offerings - Labroots has turned this time of economic uncertainty into an opportunity for our customers.***

Furthermore, our products are perfectly aligned with the transition to a larger emphasis on digital marketing efforts. Due to the unprecedented levels of traffic across the web, we are positioned to provide a better, growing ROI. Our numbers speak for themselves. With a large majority of web traffic coming from the research and medical space as research scientists, medical experts and others navigate the digital path we are all now walking on, Labroots remains positioned for success. So far this year, Labroots has hosted 92 Virtual Events and counting, compared to just 23 in 2019. Labroots has also hosted 1200+ Webinars, both standalone and within our custom events, compared to ~700 in 2019.

As part of our growth, we've hired 30 new employees in 2020, making our Labroots family 58 strong, and we couldn't be more grateful. These new employees will help fulfill the increased flow of work across our various departments. Everyone here at Labroots is confident and certain in our ability to deliver seamless services and support during these challenging times.

In short, Labroots has become a critical business partner for many companies in the industry, now more than ever. Today and always, we feel privileged, and we are committed to the delivery of world class educational virtual experiences and marketing efforts in the life science space. Always keeping our valued customers and business partners front of mind, we are excited to continue to grow with you.

Sincerely,

Greg Cruikshank, CEO

Our mission has been, and will always be, to become your scientific network and virtual education provider.

Your turnkey solution to **scientific storytelling & 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 on line.

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Labroots

Welcome to Labroots, your scientific network and virtual education provider. ***Labroots is the leading scientific social networking website***, amplifying global networks and communities through premier educational virtual events and webinars. With a strong emphasis on ***digital innovation, scientific collaboration, and learning***, we are a primary source for all things science.

Want to learn more?

Visit Our Website:

- LABROOTS.COM
- VIRTUAL EVENTS
- WEBINARS
- TRENDING NEWS
- COMPANIES
- CONTINUING EDUCATION
- LEADERBOARD

Team Up With Labroots

Take Advantage Of:

- The accessibility to engage with 3.7 million targeted users in our global scientific community through topic-specific social media channels
- Robust, interactive platform to showcase your company's expertise through webinars and interactive virtual events
- A wide range of products and services to choose from to highlight your brand
- The world's largest producer of virtual events within the Life Sciences and Clinical Diagnostics community
- Free continuing Education credits for event attendees, including P.A.C.E. CE, CME, CEU, and more
- Improved, appealing mobile-friendly design

Demographics & Traffic

Registered Members:
3.7 Million

Monthly User Sessions:
710K

Monthly Page Impressions:
7.35 Million

Average Website Session:
8.3 Minutes

Average Webinar Session:
35 Minutes

Average Virtual Event Session:
2 Hours

Geography

North America	51%
Europe	17%
Asia	15%
South America	11%
Africa	3%
Oceania	3%

Job Title

Research Scientist	20%
Student	15%
Clinician / Medical Tech	15%
Doctor / Medical Expert	14%
Lab Management	11%
Post Doc	9%
Professor / Instructor	5%
Executive	5%
Engineer / Industrial Tech	3%
Other	3%

Organization

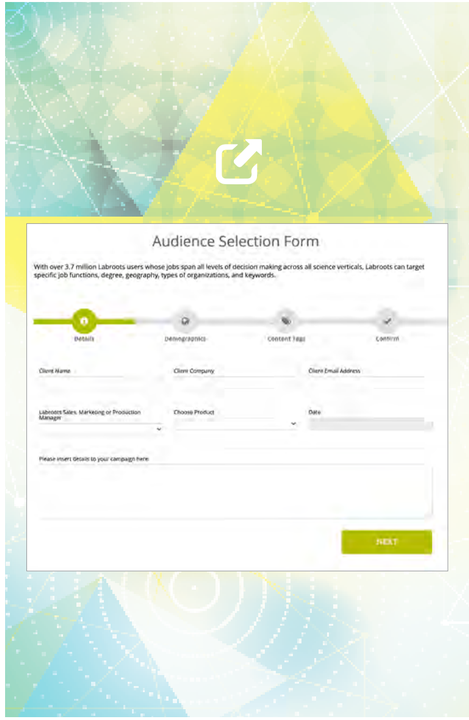
Academic Institution	23%
Research Institution	14%
Clinical Laboratory	14%
Hospital / Medical Center	13%
Biotech / Pharmaceutical	11%
Government	7%
Contract Research Organization	5%
Ambulatory Care	3%
Life Science Companies	3%
Diagnostics Companies	3%
Industrial Companies	2%
Non-Profit Organization	1%
Other	1%

Target Your Audience

GDPR

Find Your Perfect Target Market with Audience Selections

It has never been simpler to select specific audiences for your company to target. Choose from hundreds of specialty keywords via our online Audience Selection Form. Sent to you from the Labroots' team, this is a simple and easy-to-navigate form that allows for an even more targeted promotion. Once received, it allows you to choose specific, tailored preferences from geography and organization type, to job function and relevant keywords. After submitting your audience preferences, the Labroots marketing team handles the rest. The result; promotions to a perfectly targeted audience for your company. It doesn't get any simpler than that!



Custom Virtual Events & Hybrid Events

Create your own event online the way you want it - whether you're trying to marry a physical & virtual trade show experience, showcasing your products virtually with streaming technologies, hosting a company event, a national sales or executive meeting, your event will be hosted on a powerful virtual platform in HTML5 and fully supported on all mobile devices, with options to go hybrid with on-site event support.

Choose Between:

Half-Day Virtual Symposium -

Dip your feet into something more than webinars with our half-day virtual symposium that comes with a lobby, a virtual booth, an auditorium, a resource center, and a lounge for a 4-hour event.

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.

Hybrid Event -

Give your audience the latest in event marketing experiences by hosting a hybrid event. With hybrid events, the options are endless, with features including on-site streaming into a virtual platform, QR integration, live surveys and polling, digital and physical photobooths, and much more.

Custom Lobby

Features available in our virtual events:

- 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

Company Virtual Event

Eppendorf

Eppendorf Planet of Knowledge - A New Dimension

Lobby

Poster Hall

75th Anniversary Room

Lab of the Future

SARS-CoV-2 Detection/Screening Lab

Eppendorf Product Booth

Company Virtual Event

Thermo Fisher Scientific

HIDS Virtual Conference - Partnership in Criminal Justice

Lobby

Applications Hall

Rapid DNA Booth

Exhibit Hall

Thermo Fisher Booth

Gamification

Government Organization

Lobby

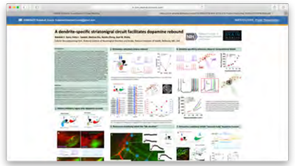
Welcome Greeting - Dr. John Ngai

Exhibit Hall - Federal & Non-federal

NIH BRAIN Initiative®

2020 6th Annual BRAIN Initiative® Investigators Virtual Meeting

Poster Hall - 8 Categories/300 Posters


Circuit Diagrams Category Poster

Code of Conduct Agreement

Government Organization

Lobby

Exhibit Hall

Client Booth

H3Africa Consortium

16th H3Africa Consortium Meeting

Meeting Room

Networking Lounge

Live Presentation

Vendor Fair

Lobby

Exhibit Hall/Media Wall

Exhibit Room

Thomas Expo

Virtual Sales Meeting

Vendor Booth

Thomas Booth

Exhibit Room

National Sales Meeting

Lobby

Welcome Greeting

Breakout Rooms

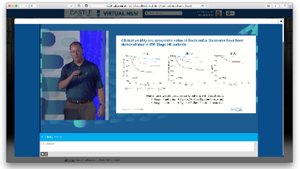
Private event. Ask your Labroots Sales Manager for an event review.

Castle Biosciences

2020 Virtual National Sales Meeting

Lounge / Demo Lab

HR Room


Live Presentation

Innovation and Engagement Event

Lobby - Forum Directory

Auditorium - Live Presentations

Innovation Walk - Specialty Demo Booth

BD - Innovation Walk

BD Surgery: live virtual forum

Innovation Walk - Specialty Demo Booth

Innovation Walk - Specialty Demo Booth

Innovation Walk - Specialty Demo Booth

Educational Event

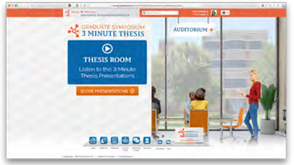
Lobby - Based on Actual Campus

Auditorium - Based on Actual Campus

Poster Hall - Based on Actual Campus

The Mikiten Graduate Research Symposium

Graduate School of Biomedical Sciences


Meeting Room - 3 Minute Thesis

Lounge - Based on Actual Campus

Help Desk - Based on Actual Campus

Products and Services Event

Lobby - Based on Actual Room

Auditorium

Help Desk - Based on Actual Room

MilliporeSigma

MilliporeSigma's Food & Beverage Week

Exhibit Hall

Customized booth template

Lounge - Based on Actual Room

Brands and Retail Event

Lobby

Scrolling Exhibit Hall

Specialty Hall (one of many)

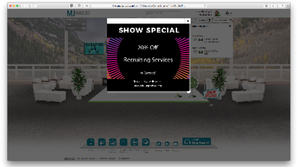
Private event. Ask your Labroots Sales Manager for an event review.

MJ Unpacked

State-Focused Summits

Meeting Room

Vendor Customized Booth


Booth Specific Promotion

Custom Virtual Event Production

In this industry, it is imperative to know that you have support every step of the way to ensure a seamless production. Our team is here to provide you with white glove service from initial brainstorming to your event's final execution. **With a project manager and team specifically assigned to you, it is their goal to be the liaison between your vision and the reality that is created on the Labroots platform.** We will build your event's microsite, venue, rooms, and more - providing you real-time reporting access so you can stay on top of your event and its metrics. We're also here to ensure your event lives on well after its air date through on-demand capabilities. With Labroots' production team at your side, the creation and support for your event will be well taken care of.

Custom Virtual Event Creative

At Labroots we know that the virtual event industry has specific design needs and challenges. **Whether it's designing your microsite registration page, custom booth, or interactive virtual lab – we understand the nuances of online engagement and the ROI challenges that are faced.** With an average 10+ years expertise not only in design, but specifically in design for virtual events, we have an experienced, multi-faceted and creative team that can help to achieve your virtual event goals. Our deep knowledge in this specialized industry allows us to get your project off the ground faster so you can showcase your company's products and technologies with confidence.

Custom Virtual Event Marketing

Labroots is here to help make your event stand out on the internet (a place where it can sometimes be difficult to stand out from the crowd). Our established, turn-key marketing solutions are guaranteed to ensure event registration and attendance from the right, targeted audience, no matter the scientific genre. By becoming part of the world's largest scientific conference series, your company will be introduced to new customers and generate quality leads. By coordinating and collaborating with Labroots every step of the way, your event, its marketing, and all other components will be seamless. The custom virtual event marketing packages include:

To target the correct audience, you will be provided with:

- An **Audience Selection document** to fine-tune Labroots email database to ensure your custom virtual event content is being marketed to the right audience
- A **Custom Virtual Event Social Media Form** to choose from 16 of Labroots category social media pages, targeting a more niche demographic for increased custom virtual event attendance and engagement

Persistent Virtual Event

Prior to Main Event Launch

- Email Blasts (20,000 cap) x 3
- Social Media
  - 6 Facebook Posts
  - 6 Twitter Posts
  - 1 Labroots LinkedIn Post
- Banner Ad x 1 month
- Press Release
- Newsletter Posting & Banner Ad (2 WAVE + 2 Trending Newsletters)

For Each Webinar Series After Main Event Launch

- Email Blasts (20,000 cap) x 3
- Social Media
  - 3 Facebook Posts
  - 3 Twitter Posts
  - 1 Labroots LinkedIn Post

Scheduled Virtual Event

- Email Blasts (20,000 cap) x 5
- Social Media
  - 5 Facebook Posts
  - 5 Twitter Posts
  - 1 Labroots LinkedIn Post
- Banner Ad x 1 month
- Press Release
- Newsletter Posting & Banner Ad (2 WAVE + 2 Trending Newsletters)

Half Day Symposium

- Email Blasts (20,000 cap) x 4
- Social Media
  - 4 Facebook Posts
  - 4 Twitter Posts
  - 1 Labroots LinkedIn Post
- Banner Ad x 1 month
- Press Release
- Newsletter Posting & Banner Ad (2 WAVE + 2 Trending Newsletters)

Webinars

Partner with Labroots to produce, host, or promote a scientific webinar featuring your content, product, or service. Not only is this a simple way to share your content and information with our vast amount of targeted users, it is also a way for registrants to earn continuing education credits, for free (which makes both of us look good). Aside from showcasing your company's leadership and expertise on important industry topics through a Labroots-hosted webinar, you will receive a branded microsite, social media and email promotion, and a report for the event registration. We will work together every step of the way to ensure the webinar encompasses your overall vision.

Average Webinar Metrics:

- Total Registrants: 715
- Live: 185
- On Demand: 293
- Total Viewers 66%

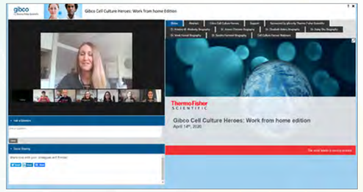
**These stats are based off of webinars that followed our best practices.

Webcam Panel Presentation

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:

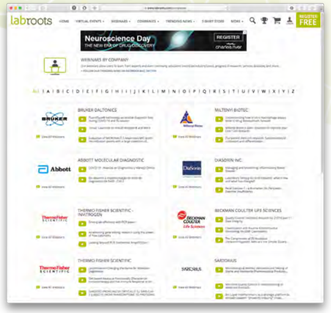
- Scheduled on weekday mornings
- Has an interesting, informative, educational topic aligned with the majority target audience of Labroots for maximum reach
- Keep in mind if your topic is directed to a niche or a broader audience
- Offers continuing education credits (a larger incentive for your audience)
- 2 months of 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



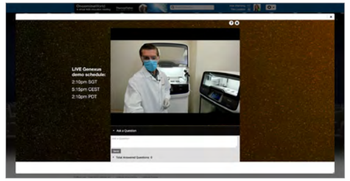
Video Multi-Panel Presentation

What to Expect:

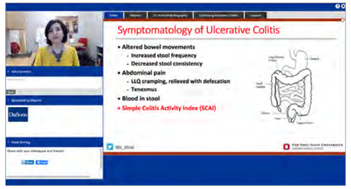
- Production of all aspects of the webinar
- Creation of a branded registration page and microsite
- Creation of branded, customized webinar background
- Creation and deployment of automatic reminder emails to webinar registrants
- Assistance in speaker selection
- Promotion of the webinar via digital 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



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



Live Demonstration



Webcam Webinar

Over **1200** Webinars Produced in 2020 and counting ...

Webinar Marketing:

Tailor your webinar content to Labroots established email and social media audiences. The webinar marketing packages include:

- 4 emails (20,000 cap each)
- Labroots Website Banner (runs for 2 weeks)
- Inclusion in the WAVE Newsletter
- Inclusion in a Trending Newsletter
- Social Media
  - 2 Facebook Posts (1 Labroots + 1 Category)
  - 2 Twitter Posts (1 Labroots + 1 Category)
  - 1 Labroots LinkedIn Post

To target the correct audience, you will be provided with:

- An **Audience Selection document** to fine-tune Labroots email database to ensure your webinar content is being marketed to the right audience
- A **Webinar Social Media Form** to choose from 16 of Labroots category social media pages, targeting a more niche demographic for increased webinar attendance and engagement

Labroots Virtual Events

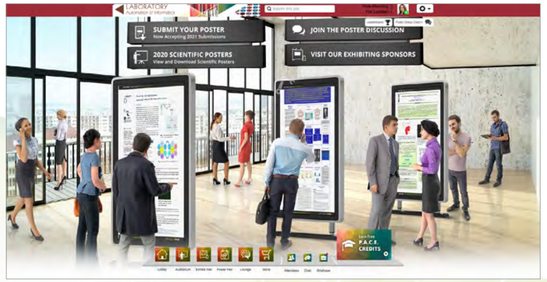
Showcase your company, brand, and products *at one or more of Labroots' Educational Virtual Events*

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
- Track presentation sponsorship live webcast presentation
- Virtual booth in the exhibition hall or virtual lab
- Logo on the sponsored page
- Pop-up announcements
- Posters
- Banner ads
- Briefcase pre-populated content
- Lobby greeting

Event Lobby

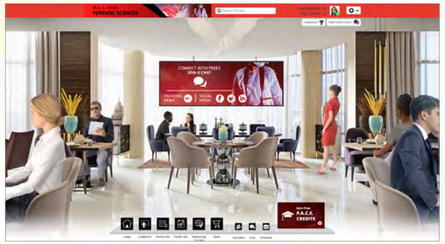


Poster Hall

Traditional booth with standard features

Traditional booth with custom hot spots

Custom booth with hot spots



Networking Lounge

Exhibit Hall

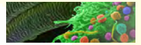
Track session webinar

2021 Virtual Event Schedule

DOWNLOAD PDF

Laboratory Animal Sciences
February 10, 2021

Drug Discovery & Development
February 24, 2021



Cannabis Sciences
March 24, 2021

BioProcessing
April 7, 2021

Coronavirus #1
April 14, 2021

Genetics Virtual Week
April 20-22, 2021
(Including Genomics, Molecular Diagnostics & Precision Medicine)

Forensic Sciences
May 5, 2021

Laboratory Automation
May 19, 2021

Immuno-Oncology
June 2, 2021

Neuroscience
August 25, 2021

Microbiology Virtual Week
September 7-9, 2021
(Including Immunology, Infectious Disease & Respiratory Viruses)

Cell Biology
September 22, 2021

CRISPR
September 29, 2021

Cancer Research & Oncology
October 6-7, 2021

Coronavirus #2
October 13, 2021

Analytical Chemistry & Separation Sciences
October 20, 2021

Opioid Crisis
November 3, 2021

Clinical Diagnostics & Research
November 10, 2021

Planning & Reporting

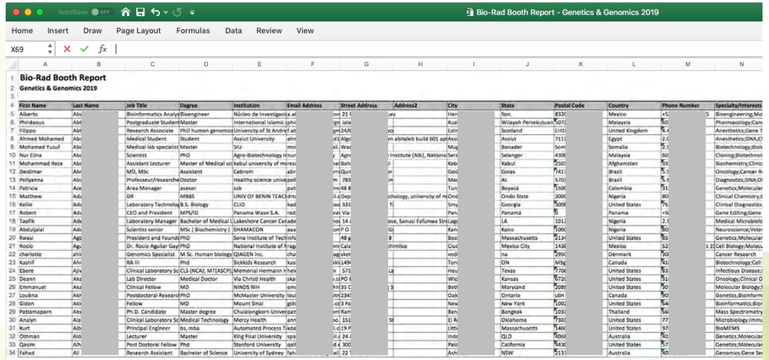
2021 Editorial Schedule

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.

Event Name	Event Date	Order Deadline	Material Deadline
Laboratory Animal Sciences	February 10, 2021	December 11, 2021	January 20, 2021
Drug Discovery & Development	February 24, 2021	December 25, 2021	February 3, 2021
Cannabis Sciences	March 24, 2021	January 27, 2021	March 3, 2021
BioProcessing	April 7, 2021	February 5, 2021	March 10, 2021
Coronavirus	April 14, 2021	February 12, 2021	March 24, 2021
Genetics Virtual Week	April 20-22, 2021	February 19, 2021	March 30, 2021
Forensic Sciences	May 5, 2021	March 5, 2021	April 14, 2021
Laboratory Automation	May 19, 2021	March 19, 2021	April 28, 2021
Immuno-Oncology	June 2, 2021	April 21, 2021	May 12, 2021
Neuroscience	August 25, 2021	July 2, 2021	August 4, 2021
Microbiology Virtual Week	September 7-9, 2021	July 9, 2021	August 17, 2021
Cell Biology	September 22, 2021	July 23, 2021	September 1, 2021
CRISPR	September 29, 2021	July 30, 2021	September 8, 2021
Cancer Research & Oncology	October 6-7, 2021	August 6, 2021	September 15, 2021
Coronavirus	October 13, 2021	August 13, 2021	September 22, 2021
Analytical Chemistry & Separation Sciences	October 20, 2021	August 20, 2021	September 29, 2021
Opiod Crisis	November 3, 2021	September 3, 2021	October 13, 2021
Clinical Diagnostics & Research	November 10, 2021	September 10, 2021	October 20, 2021

What do you get out of a Virtual Event?

- Generate hundreds of targeted leads of the people who enter your virtual booth or sponsored webinar, with detailed complete 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.



Bio-Rad Booth Report - Genetics & Genomics 2019

Home Insert Draw Page Layout Formulas Data Review View

Bio-Rad Booth Report
Genetics & Genomics 2019

First Name	Last Name	Job Title	Degree	Institution	Email Address	Street Address	Address2	City	State	Postal Code	Country	Phone Number	Specialty/Interests
Alberto	Abu	Bioinformatics Analy	Bioengineer	Núcleo de Investigaciones	al	ent 21 G	ez	Hen	Son	8330	Mexico	+52	Bioengineering,Mo
Phindaous	Abd	Postgraduate Student	Master	International Islamic Uni	iph	gat Jala		Kua	Wilayah Persekutuan	50172	Malaysia	60	Pharmacology,Cam
Filippa	Abd	Research Associate	PhD human genomics	University of St Andrew	ad	gm2 KA	W4	Edin	Scotland	EH10	United Kingdom	44	Anesthetics,Gene
Ahmed Mohamed	Abd	Medical Student	Student	Assiut University	ahm	d0 Algi		Assiut		7111	Egypt	20	Anesthetics,DNA,C
Mohamed Yusuf	Abd	Medical lab specialist	Master	Siu	moh	ali, Wer		Mug			Somalia	25	Biotechnology,Bioi
Nur Eina	Abd	Scientist	PhD	Agro-Biotechnology Inst	nur	y Agro	Institute (ABI), National	Seri	Selangor	43300	Malaysia	60	Cloning,Bioinformati
Mohammad Reza	Abd	Assistant Lecturer	Master of Medical sc	kabul university of medi	rez	bah		Kabu	Kabul	1001	Afghanistan	93	Biochemistry,Clinic
Deolimar	Abd	MD, Msc	Assistant	Cebrom	abr	rm Qu		Goia	Goias	7411	Brazil	55	Oncology,Cancer R
Pollyanna	Abd	Professeur/researcher	Doctor	Healthy science univ	poll	m 783		Mac	AL	5701	Brazil	55	Diagnostics,DNA,Cl
Patricia	Abe	Area Manager	Jueseor	sob	pat	ma 48 B		Tun	Boyacá	150	Colombia	57	Genetics,Molecular
Matthew	Abd	DR	MBBS	UNIV OF BENIN TEACH	dm	d Chop	thology, university of m	Ondo	Ondo State	3000	Nigeria	40	Clinical Chemistry,C
Kellie	Abd	Laboratory Technolog	B.S. Biology	CLIO	kad	ee 531	15	Sma	Georgia	3008	United States	75	Clinical Diagnostics
Robert	Abd	CEO and President	MPH/D	Panama Wave S.A.	rad	ave Via		Pan	Panama	5	Panama	50	Gene Editing,Gene
Taofik	Abd	Laboratory Manager	Bachelor of Medical	Lakeshore Cancer Cenade		nos 14	ose, Samusi Folumeso Sm	Lag	LA	1011	Nigeria	23	Medical Microbiolo
Abdulafal	Abd	Scientist senior	MSc (Biochemistry)	SHAMACON	awe	ceff 0	66	Kan	Kano	3200	Nigeria	20	Neuroscience,Vitar
Rawa	Agb	President and Found	PhD	Sena Institute of Tech	info	48 g	8	Bos	Massachusetts	2134	United States	15	Genetics,Molecular
Rocio	Aga	Dr. Rocio Aguilar Gay	PhD	National Institute of Eng		om Cal	chimilco	Cuc	Mexico City	1436	Mexico	52	Cell Biology,Molec
charlotte	ahn	Genomics Specialist	M.Sc. Human biology	QIAGEN Inc.	cha	ag ahrt		vent	na	2950	Denmark	50	Cancer Research
Kashif	Ahm	RA III	Phd	Sickkids Research	kas	149		Tor	ON	M5g	Canada	61	Biotechnology,Cell
Ebere	Aja	Clinical Laboratory Sc	CLS (NCA). MT(ASCP)	Memorial Hermann Che		171	L4	Hou	Texas	77030	United States	51	Infectious Diseases
Deann	Akz	Lab Director	Medical Doctor	Via Christi Health	ska	1 PO E		Wic	Kansas	67201	United States	91	Oncology,Clinical C
Emmanuel	Akz	Clinical Fellow	MD	NINDS NIH	em	33 C	1 B	Bes	Maryland	2085	United States	50	Molecular Biology,I
Loubna	Akar	Postdoctoral Research	PhD	McMaster University	lou	234C		Oak	Ontario	L6H	Canada	50	Genetics,Bioinform
Gidon	Aks	Fellow	MD	Mount Sinai	gid	3 Fo		New	New York	10029	United States	64	Bioinformatics,Bio
Pattanaporn	Aks	Ph.D. Candidate	Master degree	Chulalongkorn Univer	pat	m Ram		Ban	Bangkok	1331	Thailand	66	Mass Spectrometry
Analyn	Ala	Clinical Laboratory Sc	Medical Technology	Mercy Health	ann	151	5	El R	Oklahoma	73013	United States	77	Microbiology,Immu
Kurt	Alb	Principal Engineer	bs, mba	Automated Process Tec		19 F		Lit	Massachusetts	1460	United States	97	BioMEMS
Obihnan	Ala	Lecturer	Master	King Fisal University	spa	24		Ind	QLD	4004	Australia	50	Genetics,Molecular
Qasim	Alh	Post Doctoral Fellow	Phd	Stanford University	qal	300		Palo	California	94304	United States	57	Genetics,Molecular
Fahad	Ali	Research Assistant	Bachelor of Science	University of Sydney	fah	22		Ash	NSW	2133	Australia	50	Genomics,Gene Se

Third Party Emails

Reach your desired audience by renting a targeted segment of our 3,700,000+ 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.

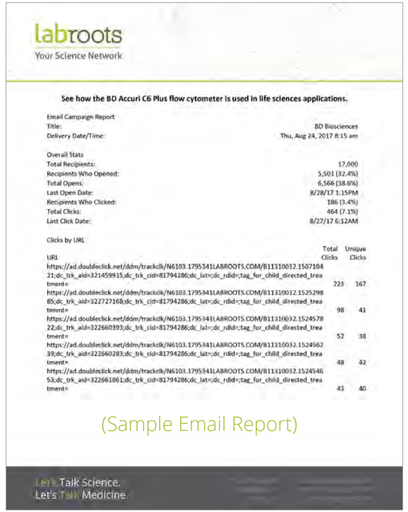
Your message will resonate with users as you leverage our comprehensive Audience Selection form and target your email based on geography, work sector, specialty, job function, and keywords.

275,000+ Emails / Day

1.9 Million Emails / Week

7.6 Million Emails / Month

21-26% Open Rates



Labroots Social Media

Average Monthly Engagement Across Facebook, Twitter, & LinkedIn

112,550	1,287	119	162	1,017
Reach	Likes	Comments	Shares	Link Clicks

over

2.3 MILLION

total followers

At Labroots, we understand that science is a big umbrella, with many different genres. Therefore, we have grown and curated 17 category Facebook and Twitter pages, as well as our main Labroots Facebook, Twitter, and LinkedIn, with the purpose of sharing content to more relevant audiences.

Pages			
Labroots	238,823	12,079	6,920
Science Rocks	531,941	3,140	
Microbiology	230,663	4,220	
Cell & Molecular Biology	223,056	4,383	
Neuroscience	136,174	4,174	
Space & Astronomy	130,297	1,852	
Cancer Research & Oncology	120,602	6,823	
Genetics & Genomics	107,003	4,062	
Technology	100,674	6,449	
Immunology	77,969	4,000	
Chemistry & Physics	58,596	3,570	
Earth & The Environment	58,329	1,142	
Cardiology	56,378	4,953	
Clinical & Molecular Diagnostics	48,579	1,372	
Plants & Animals	41,235	1,727	
Health & Medicine	28,232	1,152	
Cannabis Sciences	15,848	1,163	
Drug Discovery	3,963	2,278	

Sponsored Social Media

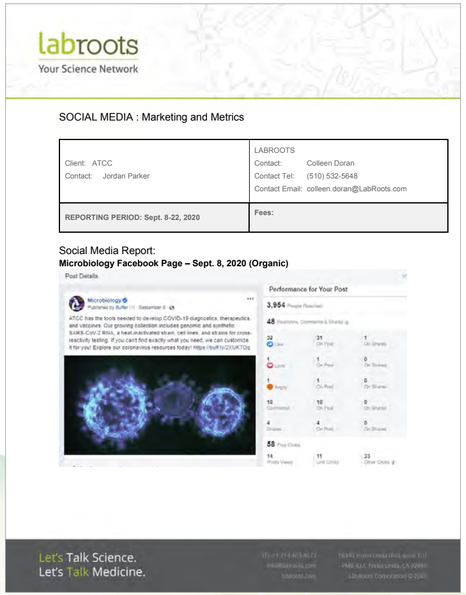
Looking to target a different demographic on social media?

Labroots has curated and grown targeted, niche Facebook and Twitter pages to tailor to a variety of scientific genres. Reach, engage, and resonate with your ideal audience with content-driven ads on category specific social media channels with a Labroots Social Media post.

Each purchased post offers a Facebook Ad and an organic Facebook, Twitter, and LinkedIn post, allowing your content to be seen by tens of thousands across our multiple platforms.

Opportunities Include

- 1 Facebook Ad, 1 Facebook Organic Post, 1 Twitter Organic Post, 1 LinkedIn Organic Post
- Proofs of post content prior to launch for your approval
- Detailed analytic report sharing reach, likes, shares, and link clicks
- Custom audience tailored to your target market demographics and preferred geographic reach


labroots
Your Science Network

SOCIAL MEDIA : Marketing and Metrics

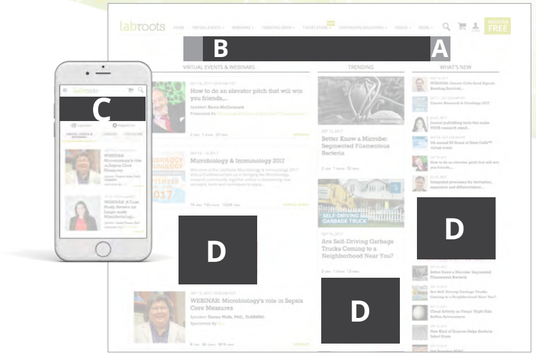
Client: ATCC Contact: Jordan Parker	LABROOTS Contact: Colleen Doran Contact Tel: (510) 532-5648 Contact Email: colleen.doran@LabRoots.com
REPORTING PERIOD: Sept. 8-22, 2020	Fees:

Social Media Report:
Microbiology Facebook Page – Sept. 8, 2020 (Organic)

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

Sample Report

Banner & Text Ads



Ad Sizes

A. Super Leaderboard: 970px X 90px
Displays on the top portion of the Labroots website, it's the biggest size we have available.

B. Leaderboard: 728px X 90px
Also displays on the top portion of the Labroots website and is a smaller but very visible ad.

C. Mobile Ad: 320x50
It comes with your Leaderboard and it's an important creative to have. Some screens cannot automatically adapt to regular Leaderboard banner ads, so by having the Mobile Ad version, we can assure everyone will see your ad, regardless of what kind of device they're using.

D. MPU: 300x250
Our most common ad is displayed in different areas across the Labroots website and can be great eye-catchers while users are scrolling through and looking for specific content.

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. Banners can be seen throughout our website, and it's a great way to promote to a broad, engaged audience. Regardless if it's a still image or an animated GIF, we offer different banner sizes to accommodate your marketing needs.

Image: A basic image creation. Requires a GIF, JPG, or PNG file. 72 DPI. Please make sure the file size is less than 1000000 bytes.

Third party: You can use a custom HTML and JavaScript snippet from a third-party ad server if you wish to but only for if it is to run for "run of site." Certain parameters within third-party tags prevent us from guaranteeing a certain number of impressions.

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 0.22%

MPU: 100,000/month impressions, CTR 0.13%

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)

Example:

Drug Discovery 2021! - Event Begins Feb 24th, Sign Up Now!

Newsletters

27.5% Average Open Rates

14.9% Average CTR Newsletter

Garner more interest for your marketing campaigns through our weekly newsletter ad placement. Your banner can be displayed on the top portion of the newsletter email, which has the advantage of being the first thing our users will see, and/or add it to the middle portion, where as they are reading and scrolling through the newsletter, your ad will catch their eye. Keep in mind you can strategize and target your promotion to a specific audience by selecting one of our Category Specific Trending Newsletters below or reach a broader audience by selecting the General Newsletter.

Ad Size (all newsletters)

468px X 60px, 72 DPI, requires a GIF, JPG, or PNG file.

Webinars & Virtual Events Newsletter

573,562 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

672,349 Subscribers

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

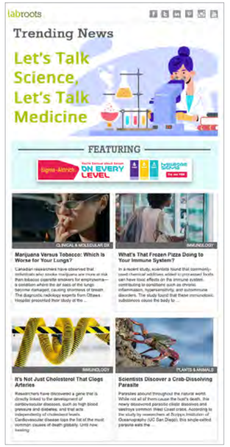
Banner Ad Stats For Our Newsletters

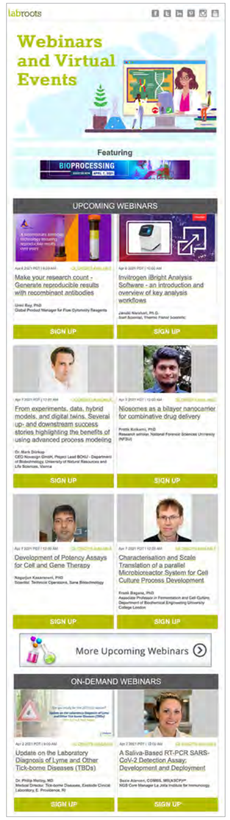
General Trending :

0.1 to 0.15%

Category Specific :

0.06 to 0.1%



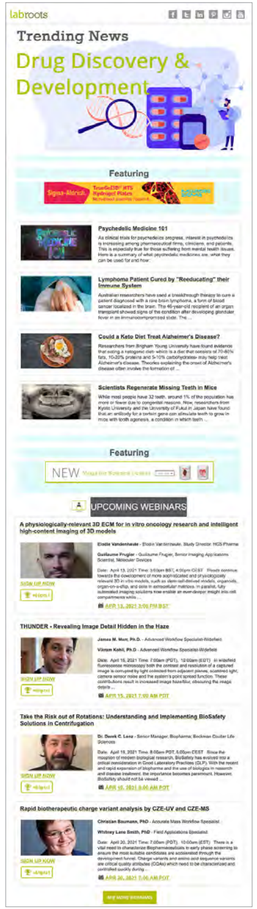


Category-Specific Trending Newsletters

Stay tuned on the topics you care about! With more than a dozen topics, Labroots procures the latest news and information within a specific category and delivers it to your inbox weekly for you.

Average Time on Trending News Page: 3+ Minutes

Categories		Subscribers	
Genetics & Genomics	Link	46,805	(T)
Cell & Molecular Biology	Link	44,954	(M)
Clinical & Molecular Dx	Link	45,054	(TH)
Health & Medicine	Link	38,787	(M)
Neuroscience	Link	41,441	(T)
Cancer	Link	38,031	(W)
Immunology	Link	39,917	(TH)
Microbiology	Link	38,052	(W)
Technology	Link	32,575	(SU)
Cardiology	Link	35,790	(F)
Plants & Animals	Link	28,735	(SU)
Drug Discovery & Development	Link	36,168	(W)
Chemistry & Physics	Link	31,469	(F)
Space & Astronomy	Link	24,207	(S)
Earth & The Environment	Link	28,296	(S)
Cannabis Sciences	Link	25,197	(F)



Custom Content Campaign

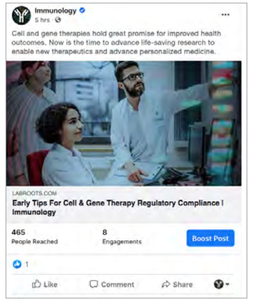
***Labroots Trending News articles and infographics drive the largest amount of organic site traffic**, providing Labroots users with the latest updates in a variety of scientific genres.*

Sponsored Custom Content

Labroots Sponsored Custom Content Campaigns provide the opportunity to share long form, branded content to a new, established targeted audience. We understand the importance of telling your story to the right audience at the right time, and our experienced marketing team is here to help you do it. Clients can be assured that our Sponsored Custom Content Campaigns will increase your company and/or product exposure.

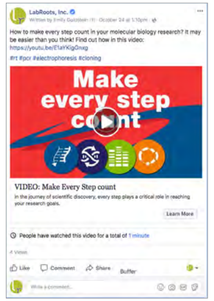
What you'll get:

- An article (provided by you) shared on Labroots Trending News, with detailed company information shown as the "author", and up to 8 in-article links
- An article proof prior to launch on the Labroots website
- Article shared on the Labroots website
- Article content shared in General and category-specific email newsletters
- Article content shared on Labroots and category-specific social media pages
- A detailed report sharing article views, likes, shares, email newsletter dates, and social media links



Sponsored Content Post

Sponsored Content Article



Rich Content Post

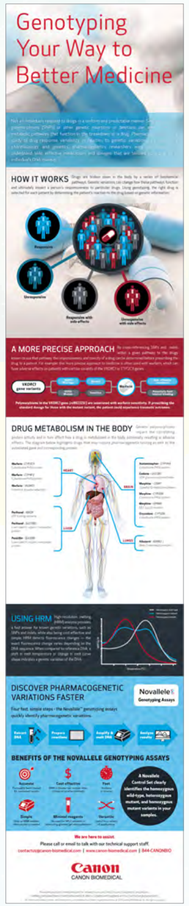
Rich Content Article

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.

What you'll get:

- A dedicated writer and designer to aid in research, writing, and all design related elements
- A detailed timeline, including a kick-off call, an infographic or video mood board, and 1 round of drafts for approval for infographic or video research, article content, and infographic or video design
- An Article or infographic proof prior to launch on the Labroots website
- Physical prints of article or infographic at additional cost
- Article or infographic shared on the Labroots website - providing access to Labroots' established category pages
- Article or infographic content shared in General and category-specific email newsletters
- Article or infographic content shared on Labroots and category-specific social media pages
- A detailed report sharing article views, likes, shares, email newsletter dates, and social media links



Rich Content Infographic

Rate Card

Custom Virtual Events

All Custom Virtual Events Include:

Build Out Venue
- Microsite/Reg Page
- Lobby/Entry Point
- Auditorium
- Resource Center
- Lounge

Webinars (1-3 Max)
Production
Support
License
Hosting

Half-Day Virtual Symposium $25,000

**Less $10,000 with No Marketing*

4 Hour Event Maximum (Smaller ½ day event)

1 Virtual Booth (Additional booths available)

Additional Webinars

**Studio costs covered by sponsor*

1-2 webinars $2,500 each

Marketing
- Email Blasts x 4
- Social Media x 4 (Facebook & Twitter), x1 (LinkedIn)
- Banner Ad x 1 month
- Press Release
- Newsletter Posting & Banner Ad (2 WAVE + 2 Trending Newsletters)

Scheduled Virtual Event $30,000

**Less $10,000 with No Marketing*

1-2 Day Event & 12 Months On-Demand (Typical)

Exhibit Hall (Up to 5 virtual booths)

Additional Webinars

**Studio costs covered by sponsor*

1-5 webinars	$4,000 each
6-10 webinars	$3,000 each
10+ webinars	$2,000 each

Marketing
- Email Blasts x 5
- Social Media x 5 (Facebook & Twitter), x1 (LinkedIn)
- Banner Ad x 1 month
- Press Release
- Newsletter Posting & Banner Ad (2 WAVE + 2 Trending Newsletters)

Persistent Virtual Event $35,000

**Less $10,000 with No Marketing*

An ongoing event that runs for 12 months.
This option is recommended if you plan to add additional Webinar Presentations or Product Launches throughout 2020-21.

Exhibit Hall (Up to 5 virtual booths)

Additional Webinars

**25% discount off each webinar rate with No Marketing*
**Studio costs covered by sponsor*

1-5 webinars	$5,000 each
6-10 webinars	$4,000 each
10+ webinars	$3,000 each

Marketing - *PRIOR TO MAIN EVENT LAUNCH*
- Email Blasts x 3
- Social Media x 6 (Facebook & Twitter), x1 (LinkedIn)
- Banner Ad x 1 month
- Press Release
- Newsletter Posting & Banner Ad (2 WAVE + 2 Trending Newsletters)

Marketing - *FOR EACH WEBINAR SERIES AFTER MAIN EVENT LAUNCH*
- Email Blasts x 3
- Social Media x 3 (Facebook & Twitter), x1 (LinkedIn)

Additional Options

Custom Virtual Lab	$5,000 each
Additional Virtual Booths	$1,500 each
Zoom Rooms *(video breakout sessions)*	$250 to Webinar Price
Additional Days (over the 1-2 day event)	$2,500/day
Sizzle Reel (depends on creative hours)	$2,500-$3,500
Navigation Video (depends on creative hours)	$1,000
P.A.C.E. Continuing Education	$2,500
CME Continuing Education	$5,000 - $10,000
Virtual Learning Courses	$2,000 per course
Poster Hall	$2,500 - $10,000
Surveys: up to 10 questions & 1 report	$500
Job Fair	$5,000 - $10,000
Gamification	$2,500
Blacklisting/Whitelisting/Entitlements	$1,000
Customized Certificate of Attendance	$500 - $1,000

Additional Marketing

Emails	*(bucket discounts)* $550 CPM
Banner Ads	$2,500/month
Social Media Posting	*(bulk discounts)* $450/Post
Press Release	$100 each

Webinars

1 Webinar	$15,500

Contact your Labroots sales rep to learn about First Timer webinar rates.

Webinar Packages

3-pack Series	($10,000 ea)	$30,000
5-pack Series	($8,200 ea)	$41,000
10-pack Series	($6,150 ea)	$61,500

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

Webinar Extras

Additional Reporting	$100/hr
Extra Prep, Training, Dry Runs	$250/hr
Blacklisting/Whitelisting	$1,000
CME Credits	$5,000/webinar

Webinar Library

Pricing includes customizing of microsite tabs (i.e. Overview; Resources, etc.)

New Business:

New webinar pack/client	$2,000
Renewal next year	$1,500

Create Library for Existing Webinars:

Initial, plus per webinar	$2,000

For webinars produced AFTER Jan 1, 2018: $100 per webinar
For webinars produced BEFORE Dec 31, 2017: $250 per webinar

Renewal next year	$1,500

Translation Services

Live Closed Caption in English:	$250/hr
Other Languages:	$150/hr
Live & On-demand Closed Caption in English:	$750/hr
508 Compliance:	$750
Audio:	$2,000 - $4,000

per language per webinar (several dependencies)

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Labroots Virtual Events

Virtual Event Sponsorships

Traditional Virtual Booth

1-2 Booths	$5,500 each
3-4 Booths	$4,400 each
5-6 Booths	$3,850 each
7-9 Booths	$3,575 each
All Shows	$3,300 each

Custom Virtual Booth + Hotspots

1-2 Booths	$7,500 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	$10,000 each
3+ Tracks	$8,000 each
Keynote**	$15,000 each

**Sponsored webinars include a booth*
***No concurrent sessions*

Banners

Lobby (4-5 spots)	$1,500
Poster Hall (2 spots)	$1,100
Lounge (4 spots)	$1,000

Posters

Hosted Posters	$250 each

Surveys

Up to 10 questions & 1 report	$500

Briefcase

Pre-populated Content	$250 each

Announcements

1-4 Announcements	$250 each

Virtual Host

Lobby Greeting	$1,250

Example: https://youtu.be/G_enaNIngTQ

Exclusive branding opportunity to welcome every user into the virtual event. They will all hear your message!

Lobby Greeter

Custom Virtual Booth

Traditional Virtual Booth

Virtual Week Sponsorships

Gold Sponsorship $15,000
- Sponsored Webinar
- Moderator Introduction of the sponsor and speaker
- Virtual Booth (Custom or Traditional)
- 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
- 2 Pre-populated Briefcase Assets

Sponsored Webinar $10,000
- Sponsor Speaker
- Virtual Booth (custom included)
- An announcement per day

Custom Virtual Booth $7,500
- Virtual Booth w/ Hot Spots
- An announcement per day

Traditional Virtual Booth $5,500

(1st Timer Intro Booth Pricing $4,000)
- Virtual Booth w/ Hot Spots
- An announcement per day

DOWNLOAD VIRTUAL EVENTS FACT SHEET PDF

Rate Card Continued

Banner & Text Ads

Super Leaderboard 970x90 (50K imp)	$3,500/mo
Leaderboard 728x90 (50K imp) *(Available for Banners and Text Ads)*	$3,000/mo
MPU 300x250 (100K imp)	$2,500/mo
Text Ads	$2,000/mo

Emails

$550 CPM

HTML Edits $50/hr

Email HTML Creation* $200 *(*Assets provided by you)*

Email Buckets

25,000 Counts:	$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:	$111.67 CPM	$33,500
400,000 Counts:	$100 CPM	$40,000
500,000 Counts:	$95 CPM	$47,500
750,000 Counts:	$90 CPM	$67,500
1,000,000 Counts:	$85 CPM	$85,000

Newsletters

Ad Size: 468x60 banner

Webinars & Virtual Events Newsletter $750
Per Newsletter (4 positions)

General Trending Newsletter $1,250
Per Newsletter (1 exclusive position)

Category Specific Trending Newsletters $750
Per Newsletter (1 exclusive position).

Custom Content Campaigns

Sponsored Article Campaign

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

Articles

- 1 Article $500
- 3 Article $1,200
- 5 Articles $2,000
- 10 Articles $3,750

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 3 trending newsletters
- 5 posts on relevant Labroots social media profiles
- Article housed on Labroots.com website

Custom Infographic Campaign $9,950

- Using client content & written by a Labroots author
- 468x60 banner ad in 3 trending newsletters
- 5 posts on relevant Labroots social media profiles
- Infographic housed on Labroots.com website

Combined Campaign $15,000

- Custom Article & Infographic

$9,500 TRIAL

Contact Labroots for a Custom Package Built to Meet Your Needs

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

Social Media

Per post		$450
10 posts	($400 ea)	$4,000
25 posts	($350 ea)	$8,750
50 posts	($300 ea)	$15,000
100 posts	($250 ea)	$25,000

Feature multiple images in a carousel post/ad
*An additional $150 per post.

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labroots

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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

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