

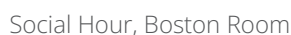
Two events, and two opportunities for attendees to join Leica Biosystems virtually. Both [Navigating Spatial Biology](#) and [Tissue-Based Research Workflows](#) provided attendees with unique opportunities to network and learn about the latest developments in Leica's life science research.



Design-Focused

This entire Leica event had a strong emphasis on design. Being completely customizable, this was no problem for our team here at Labroots. If you look closely at the lobby imagery, there is an incorporation of multiple stained tissue images. Whether it be on the back wall or the ceiling, this collection of imagery was used throughout the event.

An attendee could easily find the “Social Hour” room on navigation menu, leading them to a casual networking area. With the San Francisco Room on the left and the Boston Room on the right, attendees could join the relevant room based on their area, staffed with reps from each territory. Once in a social hour room, attendees were presented with a backdrop of the Golden Gate Bridge or the Boston Seaport. The reps in each room were ready with live demo and breakout rooms for one-on-one discussions. With the ability to quickly toggle between networking rooms, attendees could also join location-specific live demos, and more.

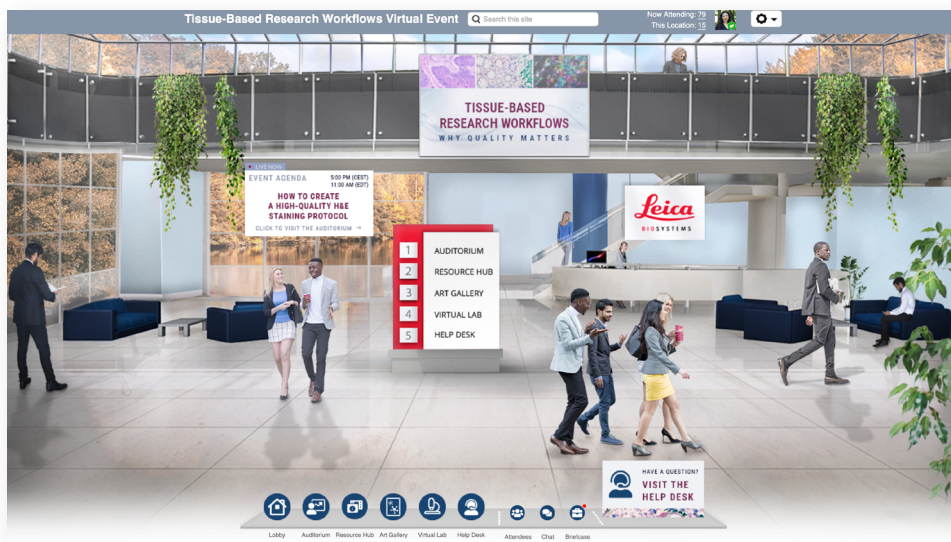




Selfie Stain Photo Booth

This photo booth in particular was a major hit among event attendees. Continuing the incorporation of the stained tissue images, even into the photobooth, kept the event consistent and engaging around every corner.

What about Tissue-Based Research Workflows?



Tissue-Based Research Workflows Lobby



Two in the Same: Virtual Lab

Being two very similar events, there were features that both incorporated. To start, the virtual lab allowed attendees to view videos, download brochures, and gain valuable knowledge about Leica's instruments, all while using the stained tissue images as tables and posters within the room.

Upon a successful completion of both events, Maria Traversa from Leica had some words to share:

“ It has been such a great pleasure for us to work with you. It has been an incredibly positive experience and the results were: WOW!!! OUTSTANDING! You always waited patiently to help us and accommodate us.

The event looked fantastic, many Leica people reached out to me to compliment me and mentioned they will share the event with the team. It was definitely the best exhibit ever!

Thank you again from the team! I look forward to more events together!

Maria Traversa

Senior Marketing Manager
Life Science at Leica Biosystems

Repurposed

This event was quite similar to Navigating Spatial Biology, and repurposed many of the elements used in the earlier event. Maintaining an emphasis on design throughout the entire virtual venue, there was another seamless incorporation of stained tissue images in various places.

Art Gallery

Upon entering the event, attendees could easily navigate to the art gallery. The gallery consisted of 18 stained tissue section images that were all gathered through Leica's equipment.

Leica opened this up to their clients to submit art through Labroots customizable submission form. This form lived on Leica's microsite/registration page.

This gallery is a true example of how customized events can be (even when it comes to gathering unique submissions).

