



**LAB** | Innovations

# Digital Opportunities

by **EASYFAIRS**

## Lab Live – Digital Opportunities



January 2021 will see the launch of Lab Innovations new digital offering – Lab Live

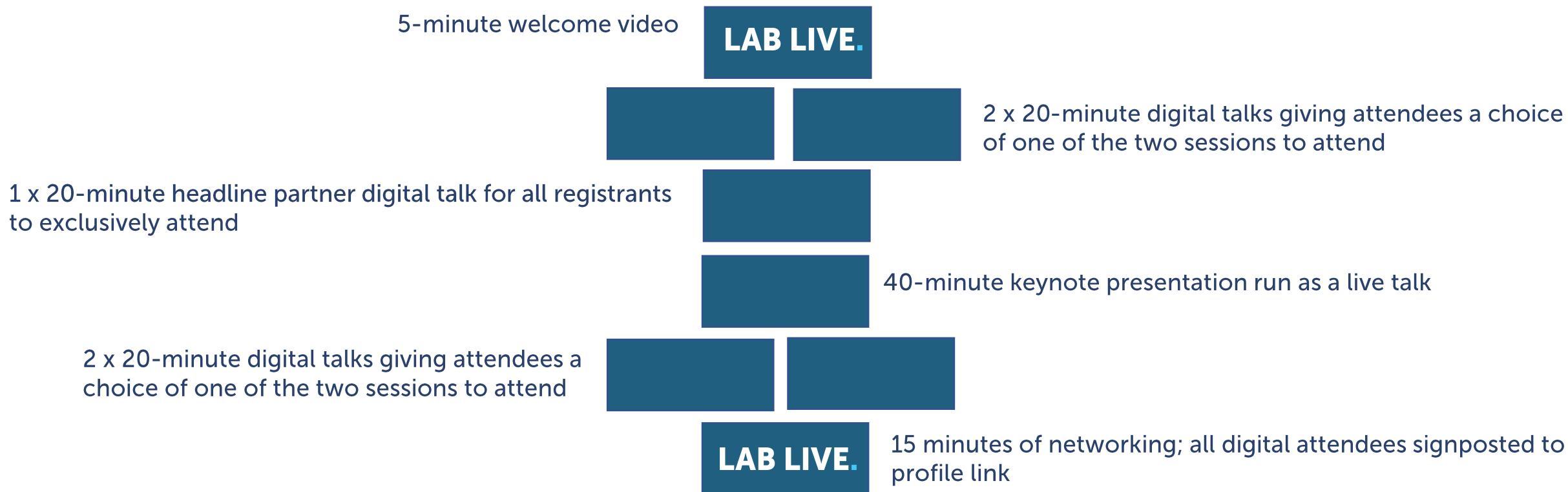
Lab Live exists to create an active dialogue between the entire laboratory industry.

The digital series is focused on uniting our specifier and supply chain communities and enabling high quality networking, lead generation and the ability to do business.

Each Lab Live talk will put the spotlight on a key industry sector and showcase the cutting-edge solutions and innovations available.

Brands who participate in Lab Live will offer attendees a wealth of technical information plus the ability to have live dialogue with each brand's support teams.

## Lab Live – Digital Opportunities Format



## Lab Live – What's Included

Each Lab Live talk is limited to just 5 leading brands, providing you with unrivalled exposure and interaction with our audience.

### YOUR PACKAGE



Ability to post polls and answer real-time questions



Full project management



Full reporting and analytics. Opt-in data capture and lead generation



20-minute digital talk



All digital attendees signposted to your profile link after the presentation for networking. Interactive profile and networking space to host your technical details and experts



Branding across the Lab Innovations website, registration page and digital platform



Your session hosted on demand for 12 months



## Lab Live – Headline Partner

Lab Live is designed to provide you with the maximum return on investment. Your brand can showcase practical advice and innovative updates while drawing attention to a key theme within the laboratory industry. This makes Lab Live a unique way for brands to interact and network with key prospects whilst building a community and raising brand awareness.

For each Lab Live talk there is the opportunity for one headline partner, giving greater exposure and major brand awareness. This exclusive high-profile sponsorship will offer the following:

### Pre –Talk

- Dedicated e-shot to our targeted database of 30,000
- Inclusion in the Lab Innovations newsletter in that particular month
- 1 pop up on the Lab Innovations website for one month
- 1 header banner on the Lab Innovations homepage for one month
- Full project management

### During – Talk

- Inclusion in the welcome address to all attendees
- 20-minute digital talk
- Ability to post polls and answer real-time questions
- All digital attendees signposted to your profile link after the presentation for networking
- Interactive profile and networking space to host your technical details and experts
- Branding across the Lab Innovations website, Lab Live registration page and digital platform
- Intro and outro advertisement/holding slide for the keynote presentation
- Enhanced branding on the keynote opening slide
- Enhanced branding on all promotion and the Lab Live digital platform

### Post – Talk

- Full reporting and analytics
- Opt-in data capture and lead generation
- Your session hosted on demand for 12 months

## Lab Live – Strategic Partner

For each Lab Live talk there is the opportunity for two companies to have strategic partner status, receiving brand exposure throughout the digital session. This level of sponsorship will offer the following:

### Pre –Talk

- 1 MPU on the Lab Innovations homepage for one month
- Inclusion in the Lab Innovations newsletter in that month
- Full project management

### During – Talk

- 20-minute digital talk
- Ability to post polls and answer real-time questions
- All digital attendees signposted to your profile link after the presentation for networking
- Interactive profile and networking space to host your technical details and experts
- Branding across the Lab Innovations website, Lab Live registration page and digital platform
- Branding on the keynote presentation opening slide
- Enhanced branding on all promotion and the Lab Live digital platform

### Post – Talk

- Full reporting and analytics
- Opt-in data capture and lead generation
- Your session hosted on demand for 12 months

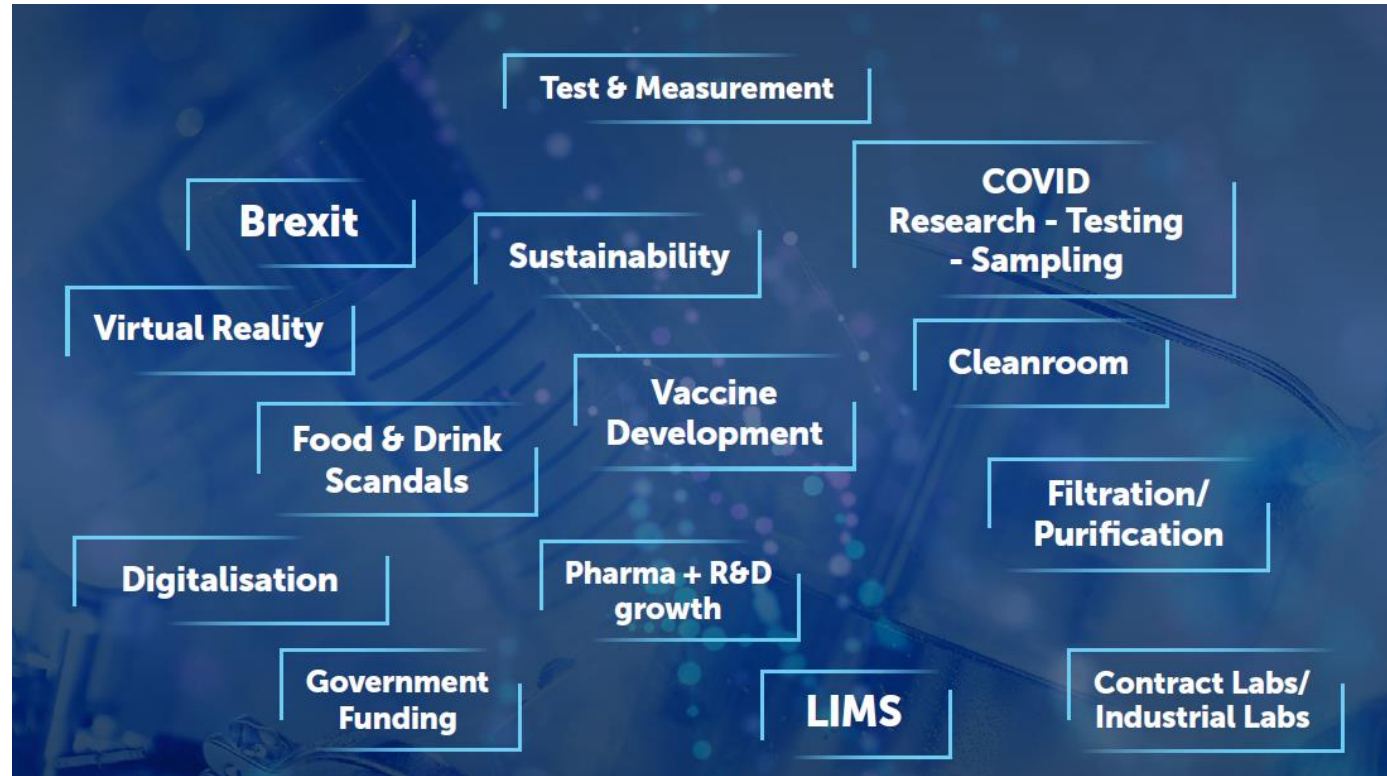
## Lab Live – Sponsor

The remaining 3 participating contributors will have 'Sponsor' status. As a sponsor, your package will offer the following:

- 20-minute pre-recorded digital talk
- All digital attendees signposted to your profile link after the presentation for networking
- Interactive profile and networking space to host your technical details and experts
- Full project management
- Branding across the Lab Innovations website, Lab Live registration page and digital platform
- Full reporting and analytics
- Opt-in data capture and lead generation
- Your session hosted on demand for 12 months

## Lab Live – Focus Areas

Lab Live will showcase key themes that are most in demand from our laboratory audience:





## Lab Live – Previous Attendees



UNIVERSITY OF  
CAMBRIDGE



Unilever



CANCER  
RESEARCH  
UK



# Promotional Campaign Examples

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LAB LIVE.

Powered by

Autoscribe

INFORMATICS

Register now >

The Secrets of Successful LIMS Configuration | Samuel Clark, Autoscribe Informatics

Thursday 19th November 2020, 3pm (GMT)

Hello Emma,

Are you interested in learning the secrets of LIMS configuration to allow easier modifications, extensions and upgrades? How can you ensure your implementation is successful? All laboratories are different, and therefore LIMS need to be configured to meet differing needs, as well as to be regularly updated to ensure long-term success.

Using Autoscribe Informatics's experience of hundreds of LIMS projects, this session will show you the secrets of configuration, 'best practice' configuration techniques, and how to avoid disaster.

Samuel Clark, LIMS Consultant at Autoscribe Informatics joins the Lab Live line up with The Secrets of Successful LIMS Configuration, Thursday 19th November, 3pm GMT.

Register to attend this session

Lab Live | The Secrets of Successful LIMS Configuration

Speaker:

Samuel Clark

LIMS Consultant

Autoscribe Informatics

When:

Thursday 19 November 2020 | 3pm-4pm (GMT)

Samuel will cover...

- What types of "configuration" exist in the market
- How to determine which type a vendor uses
- The reasons people require configuration
- The value of choosing truly configurable software
- How to make your LIMS project a success
- Examples of best practice to ensure your LIMS project runs smoothly

LAB LIVE.

21st Century Technicians: Challenges, Insights and Innovation

Thursday 22 October | 11am

Laurence Dawkins-Hall

Professional Registration Support mentor, the Science Council Teaching Technician, Cancer Centre, University of Leicester

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Register now >

Marketing emails to 30,000 targeted contacts

Social media promotion to over 5,000 followers

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The Secrets of Successful LIMS Configuration

Thursday 19 November 2020 | 3pm

Samuel Clark

LIMS Consultant, Autoscribe Informatics

1 week to go >

LAB LIVE.



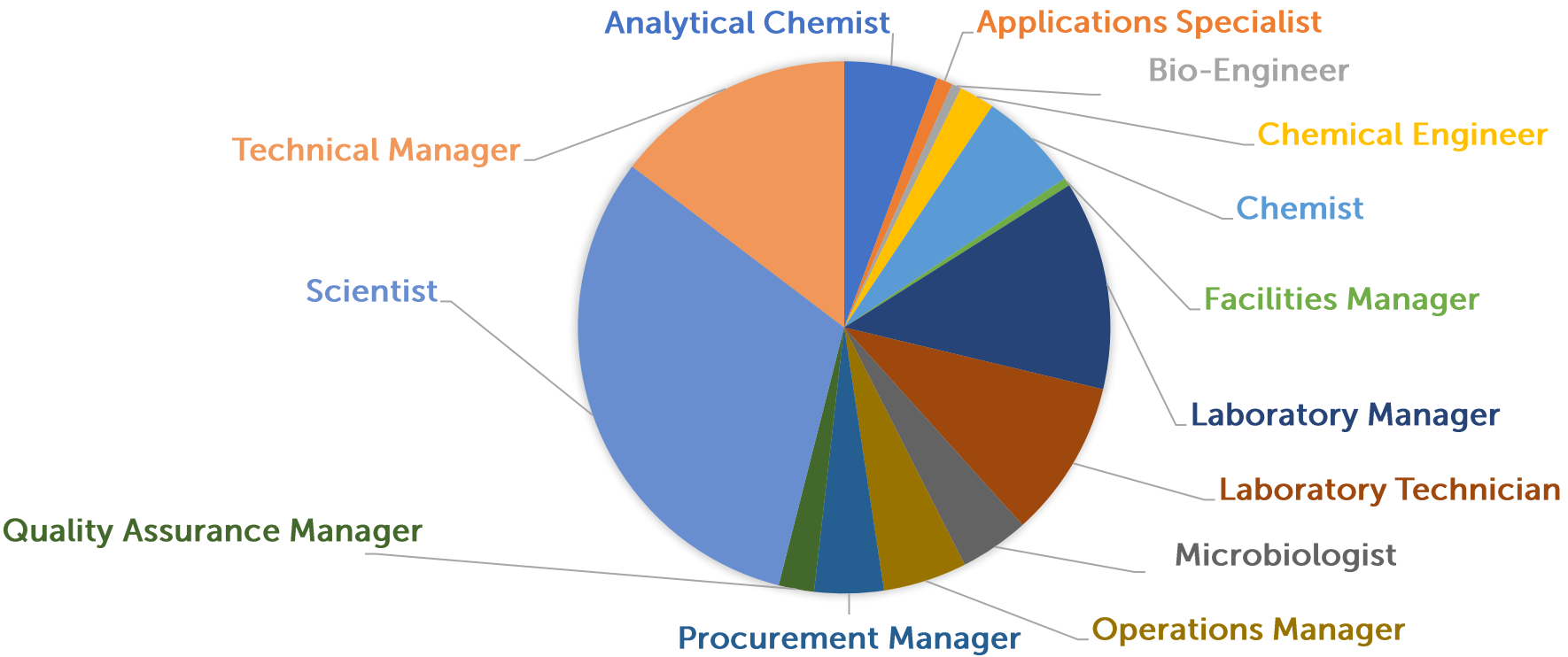
LAB LIVE.

1 hour to go!

Register now >

# Breakdown of Targeted Contacts

30,000 laboratory industry contacts broken down into job titles as per diagram.







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## Thank you

Contact us today to book your Lab Live digital opportunity and engage your brand within the industry!

by **EASYFAIRS**

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