

Sponsorship Prospectus

Short Courses: January 23–24, 2010 ○ **Conference:** January 24–27, 2010 ○ **Exhibition:** January 24–26, 2010

Maximize Your Return at LabAutomation2010. Be a Sponsor. It's Good Business.

In this economy, successful companies take nothing for granted. Budgets are carefully scrutinized, and opportunities are weighed in terms of which can generate the greatest return on investment. These decisions can be tough, but they make good business sense.

Year after year, the LabAutomation conference and exhibition delivers a first-class educational program, hands-on access to new technologies and applications, and a worldwide network of diverse scientific researchers and business professionals. This network of decision makers is your target audience. Don't miss an opportunity to reach out to them at LabAutomation2010, January 23-27, Palm Springs, CA.

Take advantage of our unique and high-profile sponsorship opportunities. Sponsorships help you increase your visibility, build brand awareness and drive more traffic to your booth. This year's traditional and new sponsorships provide you with the ideal way to deliver your message to more buyers, enabling you to achieve the greatest return on your investment. Sponsorship truly is good business.

SPONSORSHIP LEVELS

PLATINUM—\$10,000

- One-time use of ALA membership mailing list for 2010 pre-event marketing in email or print format (membership list approximately 8,000)
- One-time use of ALA membership mailing list for 2010 post-event marketing in email or print format
- One complimentary Industry Workshop Session
- One complimentary full-page black & white ad in the LabAutomation2010 Final Program
- Three complimentary full-conference passes
- Three priority points toward 2011 exhibitor space selection
- Logo recognition as a Sponsor in the online Preliminary Program PDF (subject to deadline)
- Logo recognition as a Sponsor in the Final Program (subject to deadline)
- Logo recognition on LabAutomation2010 website with link to your site
- Logo recognition on prominent on-site signage, including registration kick panels
- Sponsor recognition sign for display in booth
- Sponsor ribbons for all booth staff

GOLD—\$7,500

- One-time use of ALA membership mailing list for 2010 pre-event marketing in email or print format (membership list approximately 8,000)
- One complimentary half-page black & white ad in the LabAutomation2010 Final Program
- Two complimentary full-conference passes
- Two priority points toward 2011 exhibitor space selection
- Logo recognition on LabAutomation2010 website with link to your site
- Logo recognition as a Sponsor in the online Preliminary Program PDF (subject to deadline)
- Logo recognition as a Sponsor in the Final Program (subject to deadline)
- Logo recognition on prominent on-site signage, including registration kick panels
- Sponsor recognition sign for display in booth
- Sponsor ribbons for all booth staff

SILVER—\$5,000

- One priority point toward 2011 exhibitor space selection
- Logo recognition on LabAutomation2010 website with link to your site
- Logo recognition as a Sponsor in the online Preliminary Program PDF (subject to deadline)
- Logo recognition as a Sponsor in the Final Program (subject to deadline)
- Logo recognition on prominent on-site signage, including registration kick panels
- Sponsor recognition sign for display in booth
- Sponsor ribbons for all booth staff

Premier Sponsor:



Agilent Technologies

LabAutomation 2010

Where Science, Technology and Industry Come Together

Sponsorship Prospectus

Short Courses: January 23–24, 2010 ○ Conference: January 24–27, 2010 ○ Exhibition: January 24–26, 2010

Below is a list of events and promotional items available for sponsorship surrounding LabAutomation2010's Annual Conference and Exhibition.

PLATINUM SPONSORSHIPS

Thumb Drive	\$12,000
Conference Tote Bag	\$12,000
On-site Pocket Program Guide	\$10,000
Plenary Speaker Series	\$10,000

GOLD SPONSORSHIPS

Hotel Key Cards	\$ 8,500
Aisle Signs	\$ 8,500
Bottle Travel Set	\$ 8,500
Conference Note Pads	\$ 7,500
Hand Sanitizer on Leash	\$ 7,500
Exhibit Hall Lunch	\$ 7,500
Cyber/Wifi Café (per kiosk)	\$ 7,500

SILVER SPONSORSHIPS

Hotel Door Drop	\$ 6,000
Highlighter Pens	\$ 6,000
Education Tracks (5 available)	\$ 5,000
Daily Refreshment Breaks	\$ 5,000
Career Fair	\$ 5,000
ALA Student Program	\$ 5,000

LIMITED LEVEL SPONSORSHIPS

Conference Bag Insert (5 available)	\$ 2,500
Hanging Sign (2 available)	\$ 2,500
Standing Sign Board	\$ 2,000
Sustaining Sponsor	\$ 1,000

PLATINUM SPONSORSHIPS

Thumb Drive— **\$12,000 Investment** **NEW!**

Final Program will be pre-loaded on each thumb drive and will be distributed to all conference attendees.

Benefits include:

- Opportunity to pre-load your promotional material/brochure onto the Thumb Drive
- One-color company logo imprinted on one side, ALA logo printed on the other

Conference Tote Bags— **\$12,000 Investment**

Presented to each conference attendee at the time of registration. These tote bags will be used during and long after the conference providing maximum marketing impact.

Benefits include:

- Company logo imprinted on all bags (along with LabAutomation2010 logo) and distributed to attendees at registration
- One complimentary conference bag insert

On-Site Pocket Program Guide— **\$10,000 Investment**

The Pocket Program Guide was one of the most popular and sought after items at LabAutomation2009. Every attendee will be provided with a pocket-size program guide that will feature a program-at-a-glance, a list of all conference sessions, convention center map, list of exhibitors, exhibit hall map and more.

Benefits include:

- Your company advertisement on the back cover of the Guide
- Your company logo on the front cover

Plenary Speaker Series— **\$10,000 Investment**

Every year LabAutomation features plenary speakers that exemplify the mission of ALA—to advance science and education related to laboratory automation. Attendees look forward to the opportunity

to interact with the visionaries that inspire us all, making the Series sponsorship a high profile opportunity for your company.

Day One Speaker: R. Graham Cooks, Henry B. Haas, Distinguished Professor of Analytical Chemistry, Purdue University

Day Two Speaker: Hod Lipson, Associate Professor, Mechanical and Aerospace Engineering, Cornell University

Benefits include:

- Sponsorship of the Day One and Day Two Plenary Speaker Sessions
- Recognition of sponsorship from the podium
- Brief speaking opportunity (2 minutes)
- Logo projected in room during event walk-in
- Logo on signage at entrance to room
- VIP seating at sessions
- Your company name included in the Program Overview in the Final Program acknowledging your sponsorship of the Plenary Speaker Series (subject to deadline)
- Opportunity to distribute literature at event

GOLD SPONSORSHIPS

Hotel Key Cards— **\$8,500 Investment**

Be the last name attendees see as they leave their rooms for the conference and the first when they return to their rooms in the evening. Your logo and the LabAutomation2010 logo will be imprinted on each key card, providing thousands of impressions.

Aisle Signs— **\$8,500 Investment**

Increase awareness of your company as the exclusive sponsor of the Exhibit Hall aisle signs. Your company logo and booth number will be displayed on all signs.

LabAutomation 2010

Where Science, Technology and Industry Come Together

Sponsorship Prospectus

Short Courses: January 23–24, 2010 ○ **Conference:** January 24–27, 2010 ○ **Exhibition:** January 24–26, 2010

Bottle Travel Set— \$8,500 Investment

Simplify traveling with carry-on luggage. Attendees will use and re-use this TSA approved bottle travel set over and over. Kit includes four refillable plastic bottles in a clear plastic bag. Your company logo will be imprinted on the clear plastic and handed out to each attendee in the conference tote.

Conference Note Pads— \$7,500 Investment

Each note pad will display your company-designed artwork on the cover and interior pages of the note pad, providing a unique promotional opportunity beyond the conference. Attendees will not only use the note pad in the scientific sessions but, back at the office for others to see as well.

Hand Sanitizer on Leash— \$7,500 Investment

Attendees will appreciate and use the antibacterial hand sanitizer at the conference and after they return home. The sanitizer “jacket” will feature your company’s logo and will be given to each attendee in the conference bag.

Exhibit Hall Lunch— \$7,500 Investment (Monday or Tuesday)

Attendees receive a complimentary box lunch each day on the exhibit hall floor. Your company logo in sticker format will be placed on each box lunch. Table tents and napkins with your company logo will be provided as well. There will be an opportunity to distribute company literature and verbal recognition by show management acknowledging your sponsorship.

Cyber/WiFi Café— \$7,500 Investment (2 stations per kiosk)

LabAutomation2010 has combined the best of both worlds! The on-site Cyber/WiFi Café will provide daily e-mail access to attendees throughout the conference.

Located in a high traffic area your logo will be seen repeatedly by attendees throughout the conference.

Benefits include:

- Each kiosk will display your logo on the panels above each of the computers (two computers per kiosk)
- Wifi area will be set-up and designated next to the Cyber Café area
- Logo on all computer desktops
- Logo as screensaver on all computers
- Company website as the default site on all computers
- Logo on all Cyber/Wifi Café signage
- Opportunity to provide mouse pads at all stations

SILVER LEVEL SPONSORSHIPS

Hotel Door Drop— \$6,000 Investment

Extend your marketing reach by delivering your promotional literature directly to the doors of the LabAutomation attendees in the major hotels of the ALA room block. (LabAutomation cannot guarantee materials will be placed completely under attendees door.) Please specify which night you prefer for your Door Drop on sponsorship application.

Highlighter Pens— \$6,000 Investment

Your logo will be imprinted on pens given to all conference attendees in their tote bag they receive at registration. This is a great opportunity for exposure both during and after the conference.

Education Tracks— \$5,000 per Track (5 available)

LabAutomation2010 offers participants access to the world’s top 100 podium presentations on the science of laboratory automation. Expert faculty

NEW!

leads these exclusive, peer-reviewed presentations from multiple industries and disciplines spanning five specialized tracks. Sponsors receive company logo on track signage, Schedule-At-A-Glance signage in registration area, and an opportunity for a one-time brochure distribution in the session room.

- Detection and Separation
- High-Throughput Technologies
- Informatics
- Micro-and Nanotechnologies
- Evolving Applications for Laboratory Automation, featuring Agriculture and Food

Daily Refreshment Breaks— \$5,000 Investment for each day

As attendees relax and prepare for the next session, let them see your company’s logo at the same time. Located in the Exhibit Hall, these break stations will provide high traffic and exposure for your company. Your company logo will be on all signage in the break areas as well as your logo on table tents and napkins. You also have the opportunity to distribute literature in break areas.

Career Fair— \$5,000 Investment

The ALA Career Fair is a prime recruiting fair for the biotechnology sciences. Dozens of companies participate in various ways in this fully functional career center and have immediate access to hundreds of qualified candidates.

- Company logo on on-site Career Fair Signage and in pre-event marketing
- Logo placement and link on the ALA Career Connections website
- Unlimited job postings on-site and on-line
- Résumé database access until June 2010
- Separate interview area to conduct unlimited interviews on-site

LabAutomation 2010

Where Science, Technology and Industry Come Together

Sponsorship Prospectus

Short Courses: January 23–24, 2010 ○ **Conference:** January 24–27, 2010 ○ **Exhibition:** January 24–26, 2010

ALA Student Program— \$5,000 Investment

Exclusive sponsorship of the Student and Early-Career Professionals Program at LabAutomation2010

- Logo on all student and EC Prof HTML emails (pre-show) and on-site fliers for students and ED Profs
- Logo recognition on Student and ED Profs webpage
- Life After Graduate School course and First Year On the Job course(s), presented by ACS offered free of charge to all student attendees
- Logo recognition on all presentation slides
- One-time use of the student attendee list (pre and post-show)
- Opportunity to display literature on each seat during Life After Graduate School course
- Exclusive sponsor of the Student and Early Career Professionals Mixer including signage and table tents

LIMITED SPONSORSHIPS

Conference Bag Insert— \$2,500 Investment (5 available)

Your promotional piece will be included in the LabAutomation conference bags given out to attendees at registration.

Hanging Sign— \$2,500 Investment (2 available)

Your advertisement will be prominently displayed on a foam core board hanging in the hallways leading from the hotel to the conference. Attendees will view your banner as they arrive and leave the conference. These double-sided banners measure 8' wide x 4' high.

Standing Sign Board— \$2,000 Investment (5 available)

Your advertisement will be prominently displayed on these freestanding, double-sided signboards. Measuring 8' high and 3' wide, your signboard will be placed in a high traffic area at the conference.

Sustaining Sponsor— \$1,000 Investment

Logo will be placed in the Final Program, and on-site signage (subject to deadlines).

For Sponsorship Opportunities, Contact:

Mary Michalik, Sponsorship Manager
+1.312.541.0567 x665
mmichalik@labautomation.org

Mary Anne Miller, Sponsorship Sales
+1.312.541.0567 x668
mmiller@labautomation.org

For additional information go to labautomation.org/LA10