

CONNECT & ENGAGE

with SLAS Year-Round Sponsorships



Elevate your brand by partnering with the dynamic and innovative SLAS global community.





In the ever-evolving world of life sciences, the successful translation of discoveries and use of technologies demands a rich, interdisciplinary knowledge base, and that's exactly where SLAS shines.

The Society for Laboratory Automation and Screening (SLAS) is an international professional society of academic, industry and government researchers as well as developers and providers of laboratory automation technology and tools.

By focusing on the seamless translation of groundbreaking discoveries and emerging technologies, SLAS stands at the forefront of advancing scientific innovation.

Imagine your brand seamlessly integrated into the global SLAS community.

Engage and align with the SLAS community to gain unparalleled access to a diverse, well-connected audience of 19,000 scientists and technology users.

Maximize Your Impact Year-Round

Here are the opportunities to connect:

- Events
- Corporate Partnership
- Thought Leadership
- Webinars
- Advertising
- Podcasts



Become a part of our year-round engagement program and earn priority points for the SLAS International Conference & Exhibition and SLAS Europe Conference & Exhibition.

This priority point system allows companies with the highest accumulation of points, after the Premier Sponsor, to have priority selection of exhibit space as well as allowing for the most efficient and effective assignment of space within each exhibition hall. After the Premier Sponsor, companies that earn the most points will have the first opportunity to sign up for exhibit space for the following year's International and Europe Conference.

SLAS International Conference	
TYPE OF POINTS EARNED	PRIORITY POINTS
SLAS Corporate Partner Program—Tier 1	50 points
SLAS Corporate Partner Program—Tier 2	25 points
SLAS Exhibit Booth	5 points (per 10x10)
SLAS Sponsorship Dollars*	1 point per \$1,000 spent
Earning Guidelines	
January 15 through December 31, 2025	
Total Points will be calculated for upcoming conferences to select space for the following year's conference	

*Sponsorship Dollars include any non-event opportunities listed in this visibility prospectus

SLAS Europe Conference	
TYPE OF POINTS EARNED	PRIORITY POINTS
SLAS Corporate Partner Program—Tier 1	50 points
SLAS Corporate Partner Program—Tier 2	25 points
SLAS Exhibit Booth	5 points (per 9 sqm)
SLAS Sponsorship Dollars*	1 Point per €1,000 spent
Earning Guidelines	
15 May 2025 through 30 April 2026	
Total Points will be calculated for upcoming conferences to select space for the following year's conference	

*Sponsorship Dollars include any non-event opportunities listed in this visibility prospectus

International Conference and Exhibition

Our flagship annual event draws more than 7,700 life sciences researchers, sample managers, data engineers and laboratory automation users from around the globe. Over four days, attendees dive into 150 scientific sessions spanning nine educational tracks and explore a dynamic exhibition with nearly 400 exhibitors.

This is your opportunity to:

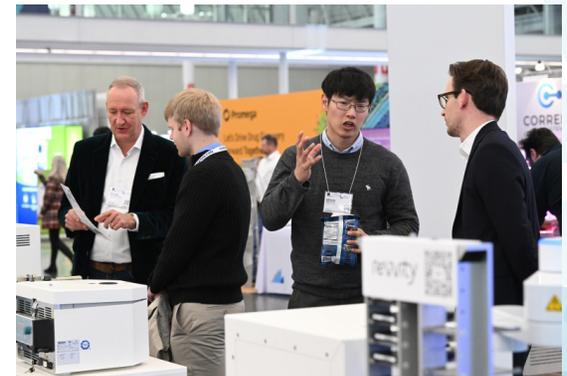
- Build and elevate your brand.
- Strengthen existing customer relationships.
- Forge new collaborations and partnerships.
- Showcase your latest products and services to an educated and influential audience.

AUDIENCE:

Approximately 7,700 international life sciences researchers, sample managers, data engineers and laboratory automation users from around the world.

“It is the singular best conference and tradeshow to attend for laboratory automation.”

—SLAS2024 exhibitor



Europe Conference and Exhibition

Held annually in late May, SLAS Europe is our premier event for the European life sciences community, attracting over 1,200 professionals.

With three days of education and networking, 50 scientific sessions and a dynamic exhibition featuring nearly 120 companies, it's an unmissable event for those looking to make a mark in Europe.

This is your opportunity to:

- Strengthen your brand in the European life sciences community.
- Forge new collaborations and partnerships.
- Showcase your latest products and services to a European audience.



AUDIENCE:

More than 1,200 life sciences researchers, sample managers, data engineers and laboratory automation users based in Europe.

Meet-Ups

Get involved with the local SLAS community.

Designed to promote interactive discussion and foster collaboration at the local level, SLAS Meet-Ups are an excellent opportunity to meet SLAS regional communities in key cities across the U.S. and Europe. Past Meet-Up locations include Oss, Netherlands; Frankfurt, Germany; Vienna, Austria and London, UK.

Meet-Ups are in-person informal networking events centered around one or more hot topics in life sciences and technology. These casual, free events are open to everyone and are a great way to get to know regional colleagues, companies and potential customers.

There are varied formats; some are standalone networking receptions, and others are co-located with a full day of educational sessions.

AUDIENCE:

Up to 100 regional life sciences researchers, sample managers, data engineers and laboratory automation users.

PRICE:

\$1,500 per Meet-Up located in the U.S.

€1,000 per Meet-Up located in Europe

BENEFITS:

Promotional exposure

- Exclusive sponsorship for selected Meet-Up.
- Logo recognition on all marketing, including promotional emails and SLAS website.
- Logo display on onsite signage.

Access

- Opt-in registration list with emails and phone numbers for all registered attendees.
- Opportunity to address the attendees at event.

Production/Event management

- SLAS handles all event management and production.

Full listing of Meet-Ups is available on the SLAS website:

<https://www.slas.org/events/>

NEW for 2025



Forge a powerful alliance with SLAS through our Corporate Partner Program.

Gain brand recognition as a leader in the field, and enjoy an array of exclusive benefits and discounts designed to enhance your visibility and influence within the SLAS community.

BENEFITS	TIER 1	TIER 2
Event Benefits		
Priority Points towards Space Selection at the International Conference & Exhibition	50 Points	25 Points
Priority Points towards Space Selection at the Europe Conference & Exhibition	50 Points	25 Points
Corporate Member Recognition in Exhibition Booth at the International Conference & Exhibition and Europe Conference & Exhibition	Yes	Yes
Discount on Sponsored Webinar	10%	10%
Member Access		
Use of SLAS Email List (opt-in/GDPR compliant)	One time per year	One time per year
Full Access to the SLAS Member Directory	Yes	No
Brand Exposure		
Participation in SLAS Corporate Partner Highlight Program—Month-long promotional campaign highlighting all SLAS Corporate Partners on SLAS social media channels and the SLAS weekly e-newsletter <i>Point-to-Point</i>	Yes	No
Participation in SLAS Corporate Partner FYI Talk Program—Recorded 5-minute informational presentation (audio or video) made available on SLAS APPLIED	Yes	No
Listing on the SLAS Corporate Partner Directory	Yes	Yes
Additional Benefits		
SLAS Job Board Postings for One Year (unlimited 30-day postings)	Free	No
Complimentary Individual Premier Memberships	3 memberships	No
	Price per year	\$5,000
		\$2,500

Optional Student Membership Add-On: +\$450

For an additional \$450 per year, your organization can sponsor the membership of 10 full-time graduate or undergraduate students pursuing a degree related to life sciences discovery and technology. Your donation will be directly applied to a fund, enabling these students to expand their professional development, build their professional network and take advantage of SLAS educational offerings.

Webinars

Showcase your thought leadership to a global SLAS Community.

Sponsored webinars offer a unique platform to deliver your expertise, thought leadership and best practices directly to the SLAS community. Your presentation, 1 hour in length, can be about industry trends, technical demonstration, a proven case study and/or insights from your company experts. The content must focus on knowledge and expertise and not be a specific sales pitch.

Free for SLAS members to attend, these webinars provide a powerful opportunity to engage with key professionals in laboratory automation, showcasing your content to a highly relevant audience.

ESTIMATED AUDIENCE: 50 SLAS members*

Please note that attendance numbers are based upon projected engagement. Actual attendance may vary as SLAS does not yet have historical data.

Dates to be approved by the sponsor and SLAS.

PRICE: \$7,500 per webinar

NEW for 2025

BENEFITS:

Content

- 1 hour time period for your desired content.
- Sponsor determines speakers and content; however, all webinar content must focus on thought leadership, not a sales pitch/product demo. A proposed topic and summary must be approved by SLAS at least 45 days before the scheduled webinar.

Promotional Exposure

- **Email**—SLAS will send out four dedicated emails to the full SLAS membership with your webinar title description, speakers, date, time, registration link, and company logo.
 - Email cadence: 30 days prior, weekly thereafter, and one the day prior to the webinar.
- **Point-to-Point Enewsletter**—weekly feature starting 30 days prior, distributed to 17,000 opted-in subscribers.
- **Social Media**—SLAS will post webinar title, date, time, registration link on SLAS LinkedIn up to two weeks prior to webinar.
- **Website**—SLAS will post your webinar title, description, speakers, date, time, registration link and company logo on the SLAS website events page 30 days prior to webinar date. Cross listing in SLAS CONNECTED online networking platform.

Access

- **Registration list:**
 - First Name, Last Name, Company and Title for all registered attendees who opt in to share their information will be provided.

Production

- Hosted by SLAS on Zoom webinars.
- 15- to 20-minute practice session/speaker tech check is included and will be scheduled up to 5 days prior to your webinar.

NEW Platform in March 2025

Advertising Opportunities

Extend your brand's reach with our diverse advertising platforms:

- **Website:** Advertise on the SLAS website, the main information source for our entire membership.
- **Retargeting:** Our website retargeting will keep your brand in front of SLAS website visitors anywhere, anytime.
- **Podcast Sponsorship:** Gain exposure through our popular podcast, **New Matter: Inside the Minds of SLAS Scientists**, with dedicated ad spots and banner placements.
- **Point-to-Point eNewsletter:** Reach top-tier industry experts with your advertisement in our weekly eNewsletter, a must-read for decision-makers with purchasing power.

For more information, please contact:

Andrea Schermerhorn, CEM, DES, Senior Sales Manager, slas@discoversb.com



SLAS Website

Laboratory automation and life sciences professionals turn to SLAS.org for the latest industry insights, membership benefits, event details, webinars, career opportunities and more. Now, you can position your brand directly in front of this highly engaged audience through targeted website advertising.

Advertising on the SLAS website ensures your company stays visible to influential decision-makers, helping you build brand awareness, drive engagement and make a lasting impact in the life sciences community.

Premium Banner Ad Placement

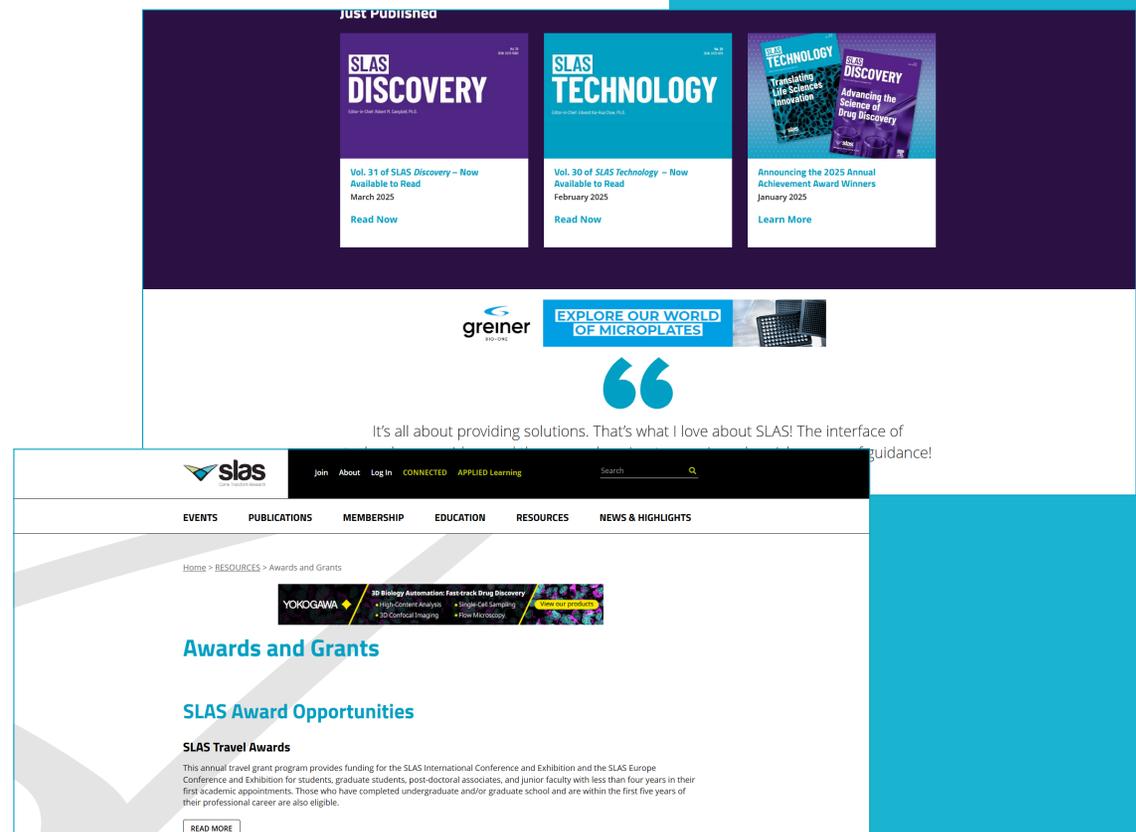
Your ad will be prominently displayed in high-traffic areas across SLAS.org:

[Homepage](#) – Mid-section banner

[Interior Pages](#) – Leaderboard banner

Your ad will rotate across both locations, ensuring maximum exposure to industry professionals. A limited number of 10 advertisers are featured per month, maintaining high visibility for your brand.

Amplify Your Brand with SLAS Website Advertising



SLAS Website cont.

Ad Specifications & Reach

Banner Ad Size: 728x90 pixels

Average Monthly Impressions:

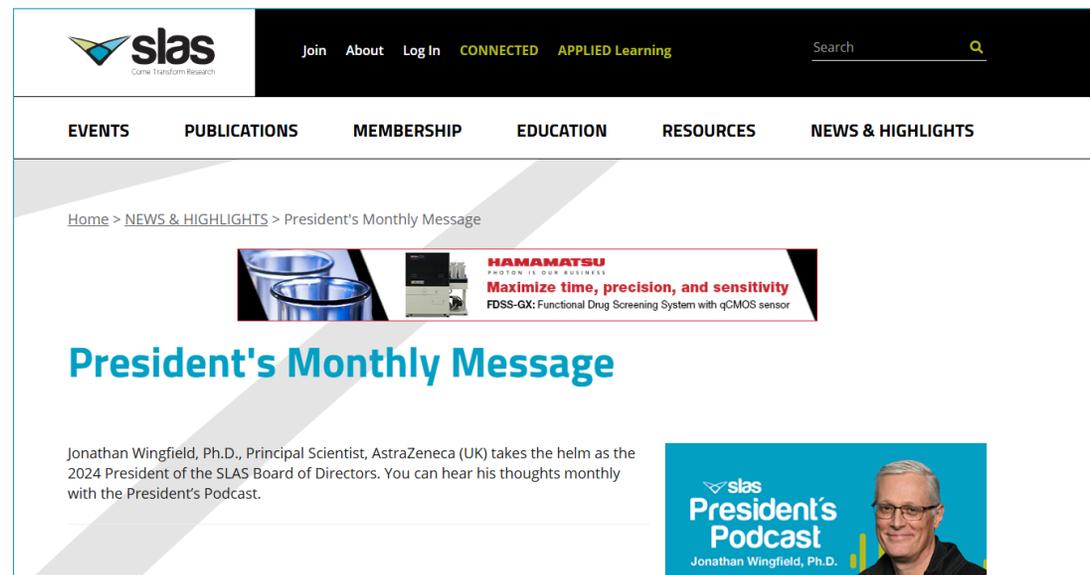
78,152 (Based on data from March 2024 – February 2025)

Investment Options

6 Months: \$4,230 (\$705 per month)

12 Months: \$7,620 (\$635 per month)

Secure your ad placement today and connect with key decision-makers in the SLAS community!



Contact:

Andrea Schermerhorn,
CEM, DES

Senior Sales Manager
slas@discoversb.com

SLAS Ad Retargeting

Every day, laboratory automation professionals visit SLAS.org to explore industry news, membership benefits, upcoming events, webinar opportunities, career postings and more. Now, you can extend your brand's visibility beyond the SLAS website and stay top-of-mind with this highly engaged audience through targeted ad retargeting.

How It Works:

- We strategically place ad tracking pixels on SLAS's highest-traffic pages, ensuring your brand reaches professionals actively seeking automation solutions, cutting-edge technologies, and industry insights.
- After visiting SLAS.org, users will continue to see your ads as they browse other websites—keeping your brand in front of a highly relevant audience.

This seamless retargeting strategy helps drive traffic to your website (or selected destination), reinforcing your message and increasing engagement with potential customers.

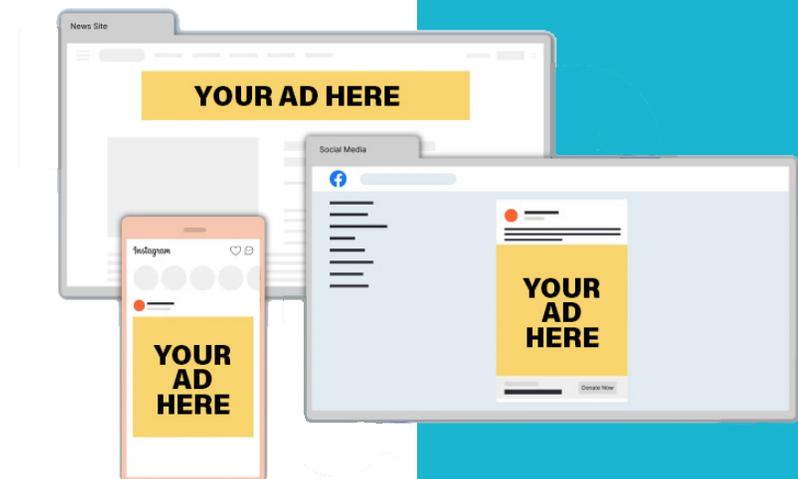
Why Invest in Ad Retargeting?

- **Target the Right Audience**
Reach laboratory automation professionals already engaged with SLAS content and events.
- **Increase Brand Recognition**
Keep your company top-of-mind as professionals research solutions and plan future investments.
- **Boost Engagement & Conversions**
Retargeted visitors are more likely to take action, making this an efficient and high-impact digital advertising opportunity.

Stay in Front
of Laboratory
Automation
Professionals
with Ad
Retargeting

Contact:

Andrea Schermerhorn,
CEM, DES
Senior Sales Manager
slas@discoversb.com



SLAS Ad Retargeting cont.

Don't miss the chance to stay visible to key decision-makers in the SLAS community—secure your ad retargeting package today!

Pricing & Impressions

(Each package is limited to one company per month, beginning April 2025)

Starter Package – \$1,800

- Estimated Impressions: **30,000**
- Duration: **30 days**
- Ideal for advertisers testing retargeting or working with smaller budgets.

Growth Package – \$2,600

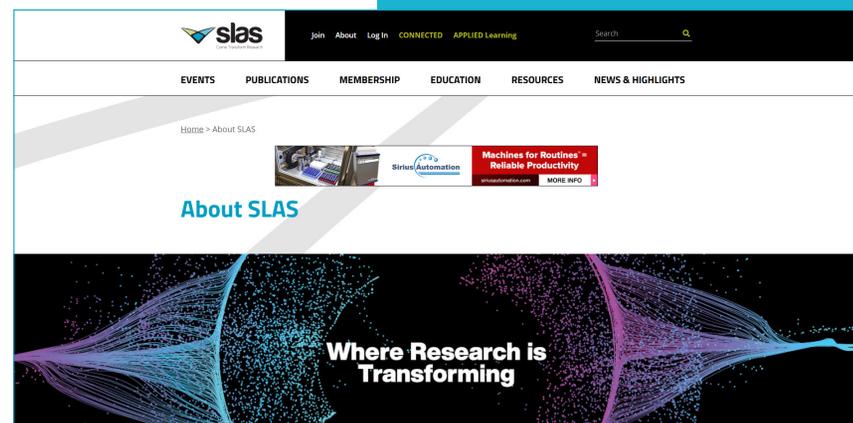
- Estimated Impressions: **45,000**
- Duration: **30 days**
- Designed for mid-sized advertisers looking for increased exposure.

Secure your spot today—limited availability ensures premium visibility!

Make Every Click Count

To secure retargeting, or for more information please contact:

Andrea Schermerhorn, CEM, DES
Senior Sales Manager
slas@discoversb.com



Point-to-Point newsletter

Reach top-tier industry experts.

Delivered weekly to the inboxes of subscribers, *SLAS Point-to-Point* keeps professionals informed of the topics that matter most. *Point-to-Point* tackles today's most relevant stories gathered from leading news media sources and other critical industry publications. It also adds highlights from SLAS, job listings from SLAS Career Connections and product showcases.

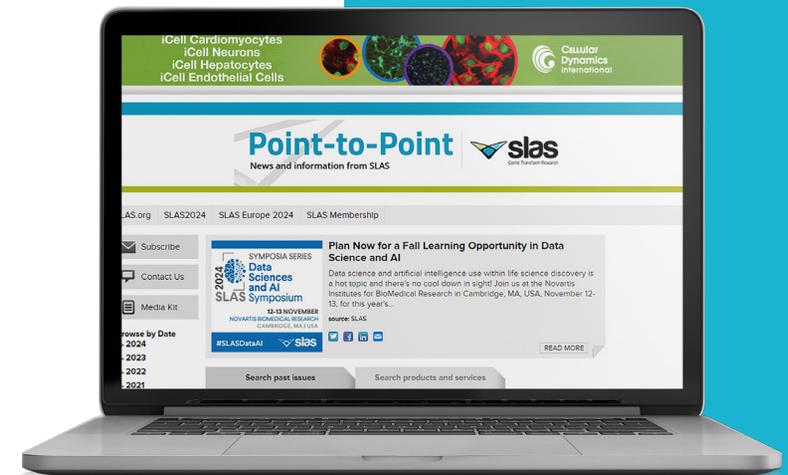
Subscribers are decision-makers with purchasing power – the top-tier experts in the industry.

Audience: Subscribers to *SLAS Point-to-Point* have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.

Contact:

MultiView Sales at +1-972-402-7070 or salesinquiries@multiview.com.



New Matter: Inside the Minds of SLAS Scientists

CRISPR, microfluidics, lab management, the joy of winning an award, cellular imaging, innovative robotics, the evolving workplace and big data. These are just a few topics on the SLAS podcast, New Matter: Inside the Minds of SLAS Scientists.

SLAS Podcasts average 15-20 minutes in length and are presented in an interview style. Hosted on Buzzsprout, you will find the podcast on Apple Podcasts, Spotify, Stitcher, Google Podcasts and more.

BENEFITS:

Content

- Sponsorship exposure includes no bearing on the content of the presented podcasts, which are selected and determined at the discretion of SLAS.

Advertising

- Banner ad on Podcast library home page for the month of sponsorship.
- Clickable (tracked using sponsor Google Analytics).
- 30-second ad spot at the beginning of each podcast within the month of sponsorship.
- Script provided by sponsor and read by podcast host. *(SLAS must approve the script and reserves the right to edit for clarity/readability.)*

Promotional exposure

- Sponsor recognition in the Podcast library show notes for each podcast presented in the month of sponsorship (can include external links to sponsor site).
- Recognition as sponsor in SLAS social media posts promoting each podcast presented during the month of sponsorship.
- Recognition as sponsor in SLAS weekly eNewsletter (*Point-to-Point*) promoting each podcast presented during the month of sponsorship.

DATES/PRICING:

New Matter podcasts are released each week. Exclusive sponsorship is for the entire month so your sponsorship is for 4/5 podcasts, depending upon the month.

November	\$1,750
December	\$1,750
January	\$2,250
February	\$3,000
March	\$2,250
April - October	\$1,750





CONNECT & ENGAGE

with SLAS Year-Round Sponsorships

CONTACT INFORMATION:

Interested in securing one of the valuable sponsorship opportunities outlined in this Visibility Prospectus?
Please use the contact information below for your inquiry.

Events:	Andrea Schermerhorn, slas@discoversb.com
Meet-Ups:	Andrea Schermerhorn, slas@discoversb.com
Corporate Partnerships:	Andrea Schermerhorn, slas@discoversb.com
Webinars:	Andrea Schermerhorn, slas@discoversb.com
Sponsored Emails:	salesinquiries@multiview.com
Advertising (Website):	Andrea Schermerhorn, slas@discoversb.com
Advertising (Retargeting):	Andrea Schermerhorn, slas@discoversb.com
Advertising (Podcast):	Andrea Schermerhorn, slas@discoversb.com
Advertising (<i>Point-to-Point</i> Newsletter):	salesinquiries@multiview.com

