

slas
europe

2023

CONFERENCE
& EXHIBITION

22-26 MAY

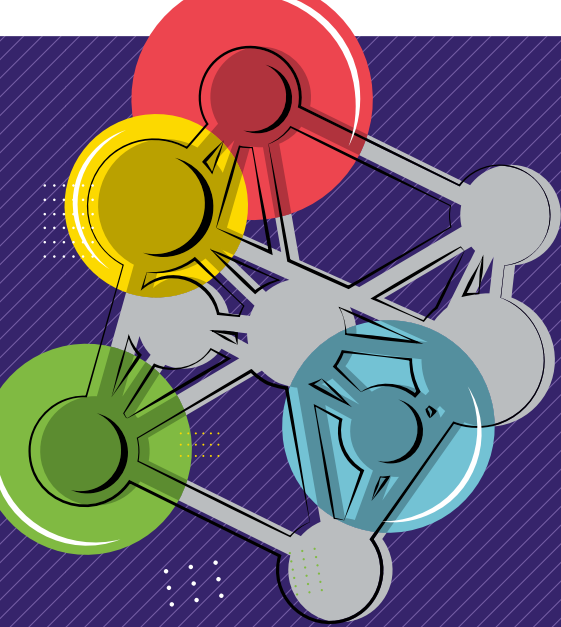
Brussels, Belgium

**SCIENCE
SET IN
MOTION**

**SPONSORSHIP
PROSPECTUS**

[SLAS.ORG/EUROPE2023](https://slas.org/europe2023) • [#SLASEUROPE2023](https://twitter.com/SLASEUROPE2023)

 **slas**



SCIENCE SET IN MOTION



The Society for Laboratory Automation and Screening (SLAS) is an international

professional society made up of academic, industry and government life sciences researchers coupled with the leading developers and providers of laboratory automation technology and tools. SLAS advances scientific innovation by providing education, collaboration and professional development opportunities that unite scientists across disciplines to transform research.

The SLAS Europe 2023 Conference and Exhibition returns to Brussels, where we held our very first Europe conference in 2018! We'll be setting science in motion at the Brussels Expo with more than 100 exhibitors, as well as a special area for startup and emerging life sciences companies in our Innovation AveNEW section. We'll have an Ignite Theatre with special programming and Ignite Award presentations, and the keynote auditorium will be just steps away from the exhibition floor!

Brussels is the perfect place for you to connect, find collaborators, get feedback, generate new ideas for your products and meet with some of the most creative minds in research all under one roof. Set your marketing plan in motion and reserve your exhibit and sponsorship soon to get the best exposure to the most diverse audience in life sciences.

Why Exhibit?

Access

Connect with more than 1,000 attendees from the life sciences community.

Educate

Exhibitors will receive access to the full conference and can attend all educational sessions and networking events.

Network

Join discussions and interact with attendees inside the exhibit hall, networking events, education and other events.

Influence

SLAS conference attendees have significant purchasing power or influence over the role of purchasing within their institution.

Attendee Demographics

Roles in Purchasing



7% Specify Purchases



25% Approver



48% Influencer

Organization Type



14%
Academic/
Non-Profit
Research Lab
(up from previous years)



59%
Commercial
Entity (up from
previous years)



Primary Area of Interest

- 58%** Laboratory Technology/Automation
- 45%** Drug Discovery
- 33%** Drug Development
- 24%** Informatics/Bioinformatics
- 23%** Basic Research

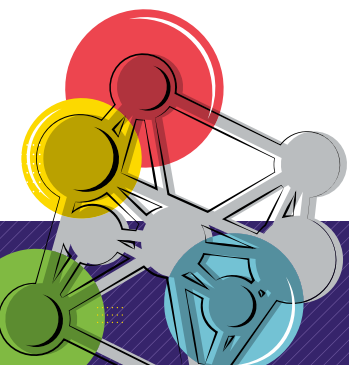


Past Exhibitors

3D Systems
Advanced Microfluidics SA
Affinite Instruments
Agilent Technologies
AMETEK Vision Research
Analytik Jena GmbH
Andreas Hettich GmbH
& Co. KG
AnuCell Biosystems
Aquarray GmbH
Araceli Biosciences
ASKION
Astech Projects Ltd.
Automata
AVANTOR
Azenta Life Sciences
Baker Company
Beckman Coulter Life Sciences
Benchling
BICO Group
Biosero
Bio-Techne
BMG LABTECH GmbH
BRAND GmbH + CO KG
Brooks Automation
Cell Signaling Technology
Cellbox Solutions GmbH
Cognex Services Ltd.
Collaborative Drug Discovery
Contained Air Solutions Limited
Core Life Analytics BV
Corning Life Sciences
Curiox Biosystems
Dotmatics, Inc.
eLabNext

ELRIG
ELVESYS
Emulate
Emulseo
EQUIcon Software GmbH Jena
Evotec
Flow Robotics
Fluigent
FORMULATRIX
FOX BIOSYSTEMS NV
Fraunhofer IPA
Fritz Gyger AG
FUJIFILM Wako Chemicals Corp.
GC Biotech BV
Greiner Bio-One
Grenova, Inc.
Hahn-Schickard-Gesellschaft
Hamilton Bonaduz AG
HighRes Biosolutions
Iktos
InSphero AG
INTEGRA Biosciences
ION Biosciences
Irish Life Sciences
iST Scientific
Kbiosystems & Porvair Sciences
Kilobaser GmbH
Lab Services B.V.
LabArchives, LLC
LabMinds
LarianTech
Marrow Scientific
Mgi International Sales Co.
MIMETAS BV
Molecular Devices (UK) Ltd
MolGen B.V.
NanoTemper Technologies, Inc.
NETRI
Nuvolo Technologies
Omega Bio-Tek

Opentrons
Optics 11 Life
PerkinElmer
Pivot Park Screening Centre
Promega UK
QINSTRUMENTS GmbH
REGENHU
Reshape Biotech
Samplix
SARSTEDT AG & Co. KG
Specs
Sphere Fluidics
SPT Labtech
Steribar Systems Ltd
SYNENTEC GmbH
Synthace Ltd.
Synthego
Tecan
Teledyne Photometrics
TetraScience
Thermo Fisher Scientific
Thermo Fisher Scientific -
Lab Automation
Titian Software
TWD TradeWinds Inc
Waters Corporation
Wildcat Laboratory Solutions
Worldwide Glass Resources
Xavo Software AG
Yokogawa Deutschland GmbH
Zeiss
Zhejiang Concern Biological
Technology Co. Ltd.
Ziath Ltd.



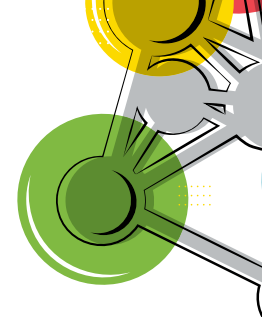


Exhibit Hall Schedule

Installation

Monday 22 May 2023 10:00 – 18:00 (Raw Stand)
Tuesday 23 May 2023 10:00 – 18:00* (Shell Scheme)

*No new Entry after 18:00 – those in the hall can remain until 20:00

Exhibit Hall Hours

Wednesday 24 May 2023 10:00 – 18:30 (Lunch & Reception Provided)
Thursday 25 May 2023 10:00 – 18:00 (Lunch & Reception Provided)

Dismantle

Thursday 25 May 2023 18:15 (NOT BEFORE) Freight delivery Begins
Thursday 25 May 2023 18:00 – 23:59
Friday 26 May 2023 8:00 – 20:00



This schedule is tentative and subject to change. If the official exhibit hall schedule changes, all exhibitors will be notified in writing.



Exhibit Pricing and Benefits

Booth 9 SQM – Raw

€4,260* 3x3 m booth

This option includes:

- 1 Exhibitor Full Conference Badge
- 5 Exhibitor Booth Personnel Badges
- 3 Customer Exhibition-Only Visitor Badges
- Company listing in Program Guide, on the website and conference app
- All ancillary services are at an additional charge through the Exhibitor Service Kit.

Booth 18 SQM – Raw

€8,200* 3x6 m booth

This option includes:

- 2 Exhibitor Full Conference Badge
- 10 Exhibitor Booth Personnel Badges
- 6 Customer Exhibition-Only Visitor Badges
- Company listing in Program Guide, on the website and conference app
- All ancillary services are at an additional charge through the Exhibitor Service Kit.

Island Booth 36 SQM – Raw

€18,760* 6x6 m booth

This option includes:

- 4 Exhibitor Full Conference Badge
- 20 Exhibitor Booth Personnel Badges
- 12 Customer Exhibition-Only Visitor Badges
- Company listing in Program Guide, on the website and conference app
- All ancillary services are at an additional charge through the Exhibitor Service Kit.

Booth 9 SQM – Equipped/Shell Scheme

€6,160* 3 x 3 m booth

This option includes:

- Walls in 2m50 high quality Aluvision/matrix frames
- White infill panels
- Name Board
- Light grey carpet in stand
- 2 long arm LED spot lights per wall
- 1x white demonstration counter
- 2x stool
- 1 Wastebasket
- 1x Electricity twin socket
- 1 Power connection - 500W
- 1 Exhibitor Full Conference Badge
- 5 Exhibitor Booth Personnel Badges
- 3 Customer Exhibition-Only Visitor Badges
- Company Listing in Program Guide, on the website and in the conference app

Booth 18 SQM - Equipped/Shell Scheme

€12,000* 3 x 6 m booth

This option includes:

- Walls in 2m50 high quality Aluvision/matrix frames
- White infill panels
- Name Board
- Light grey carpet in stand
- 2 long arm LED spot lights per wall
- 2x white demonstration counter
- 4x stool
- 2 Wastebasket
- 2x Electricity twin socket
- 2 Power connection - 500W
- 2 Exhibitor Full Conference Badge
- 10 Exhibitor Booth Personnel Badges
- 6 Customer Exhibition-Only Visitor Badges
- Company Listing in Program Guide, on the website and in the conference app

*All prices are excluding VAT and graphics/design charges apply. Belgium VAT is 21%.

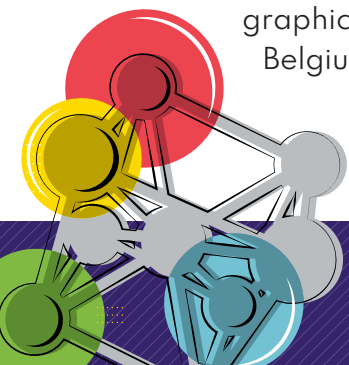


Exhibit Pricing and Benefits cont.

Upcharge Options for Booth

Corner Location Add €350* (per corner)

Payment Terms

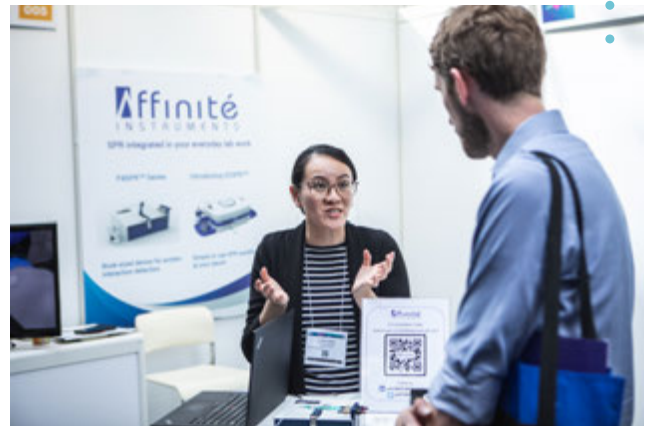
30% DEPOSIT DUE by 21 November 2022.
Payment options include wire transfer and credit card.

The final payment is due by 16 January 2023.

Applications received must be accompanied by a nonrefundable deposit in the amount of 30% of the total space rental charges (not including VAT). Applications received without such payment will not be processed nor will space assignment be made.

Cancellation and Refunds

All cancellations of space must be received in writing. If space is reduced, the net reduction of space will be treated as a cancellation of that space. If Show Management receives a written request for cancellation of space prior to 16 January 2023 the exhibitor will be liable for 30% of the total space rental charges. No refunds will be made after 16 January 2023.



More Sponsorship Opportunities than Waffle Varieties

This is your opportunity to get your company's products and services into the hands of the global life sciences community. Exhibiting and adding an impactful sponsorship opportunity at the SLAS Europe 2023 Conference and Exhibition in Brussels, 22-26 May, will be the best investment you make all year.

The SLAS Europe conference takes place at the Brussels Expo, a modern and accommodating venue to showcase your laboratory technologies and innovation; choose a sponsorship package or a la carte opportunity to fit your budget and your goals.

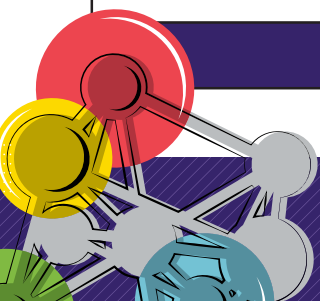
We can help you customize a package to maximize your company's visibility – whether that's through the scientific education program, networking events, signage or communications.

Sponsorship Participation Levels

*Participation level is determined based on total spending per company, not including VAT.

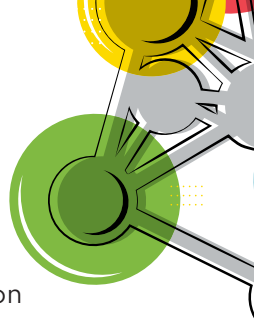
	Silver Level	Gold Level	Platinum Level	Diamond Level
Total Spend*	€2,500 - €4,999	€5,000 - €9,999	€10,000 - €14,999	> €15,000
Exhibitor Full Registration Badges (for staff use)			1	2
Attendee Full Conference Registration Badges (for customer use)			1	2
Pre-Conference Registrant email			X	X
Post Conference Registrant email		X	X	X
Logo Recognition on SLAS Europe 2023 Website event sponsor page	X	X	X	X
Logo recognition on SLAS Europe 2023 signage	X	X	X	X
Sponsor Recognition sign in company booth	X	X	X	X
Sponsor recognition ribbons for onsite staff	X	X	X	X

One Priority Point per €1,000 spent





Priority Point System



Exhibitors and sponsors will accumulate points towards the booth assignment process for the following year's event. 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 SLAS Europe 2024, while at SLAS Europe 2023.

This new points system will ensure a fair and transparent process for all parties involved. Priority Points will reset each year and will accumulate year over year. This means that points will not be lost due to merger, acquisition or by missing a year for unforeseen circumstances.



Qualifier

SLAS Corporate Member

Booth Size

Sponsorship Dollars

Points Earned

50

5 (per 3m x 3m)

1 point per €1,000 spent

NOTES:

- SLAS has the right to remove points for booth violations. This would include late set-up or early tear-down of the booth, violation of height and space restrictions, unauthorized use of attendee mailing list, etc. This is done at the discretion of SLAS.
- When companies are acquired, merged, or consolidated in a single year, SLAS will use the points from the company with the greatest amount accumulated. They will not be combined. The SLAS Exhibition Manager must be notified, in writing, by the acquiring company to assume the higher point total.
- Should a company sell or split into two separate companies that would also participate as an exhibitor, all priority points will be split evenly between the two exhibitors unless otherwise mutually desired as part of the divestiture agreement. (Providing that the new exhibit applies for space within two years of the split. After two years, the original company keeps all points).
- If the total points between exhibitors are equal and the companies requested a tie-breaker, it will be decided by:
 - Continuity of years exhibiting
 - Number of years exhibiting
 - SLAS membership
- SLAS Show Management shall be the final arbiter of all ties or disputes related to the point system.
- SLAS will administer the awarded points according to the rules and guidelines. Only SLAS maintains the master list of points for each event.
- The preferences stated on the contract are for guidance and are not guaranteed by SLAS. In the event of conflicts regarding space requests or conditions beyond its control, SLAS reserves the right to rearrange the floor plan and/or relocate any exhibit at any time.

If you have any questions, please contact Andrea Schermerhorn at ASchermerhorn@discoversb.com.

SLAS Ignite Award & Program

€7,500 – Exclusive

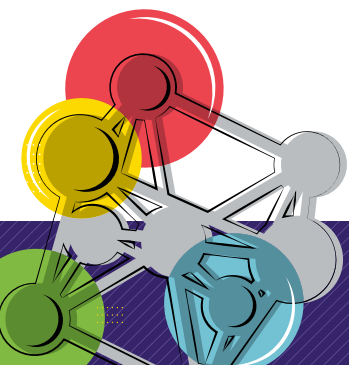
The SLAS Ignite Theatre at Brussels 2023 will feature scientific speakers with experts from academia, industry, startups, and tech transfer and business development contributing to the conversation. The Innovation AveNEW Ignite Award finalists' presentations will also take place in the theatre.

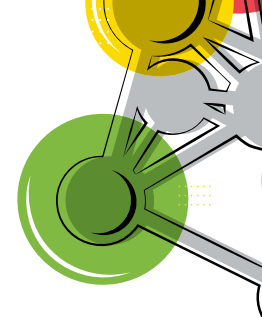
Be the official sponsor of the SLAS Ignite Award and receive your company logo on signage at the conference, in the SLAS online Event Scheduler and on the SLAS Mobile App, giving your company thousands of additional impressions.

The SLAS Ignite Award recognizes the best start-up or emerging technology company exhibiting within Innovation AveNEW, the specially designated area within the Exhibition.

Benefits Include:

- Logo recognition in the SLAS Event Scheduler and Mobile App
- Recognition at all Ignite Award presentations
- Signage at all Ignite Award presentations
- Recognition in post-event awards press release and notifications
- Opportunity to provide chair drop at the Startups 101 Panel Discussion and Ignite finalists' presentations in the Exhibition Theater (Handout to be pre-approved by SLAS)





Educational Opportunities cont.

Exhibitor Tutorials

€ 2,750 - 12 Available

Exhibitor tutorials are an important part of the Europe 2023 program and a great way to connect with attendees. These sessions are held at the Brussels Expo and space is booked directly through SLAS. These tutorials will also be available on-demand in APPLIED post-event. The fees below do not include food/beverage. Once space is confirmed, food/beverage orders should be arranged with the approved caterer directly.

Exhibitor tutorials are available in 45-minute time slots. A limited number of tutorial slots are available, and **exhibitors may request one tutorial slot**. If additional slots are requested, requests will be put on a waiting list until **7 April 2023**. After this date, exhibitors will be allowed to secure additional tutorial time slots in the order in which the forms were received based on room availability.

The room is set in classroom-style. Audiovisual equipment is included in the price (LCD projector/screen and podium microphone). It is the responsibility of the company to invite guests, manage registration and advertise tutorials to customers. Tutorial-related expenses (i.e., catering, internet) must be arranged by the company directly with Brussels Expo.

Exhibitor Tutorial Availability:

Wednesday, 24 May

13:30 - 14:15 - 4 Available

Thursday, 25 May

9:30 - 10:15 - 4 Available

12:30 - 13:15 - 4 Available



Educational Opportunities

Keynote Presentation Sponsorship

€3,500 – 3 Available

Get your company name, logo, and message in front of attendees as they watch thought leaders sharing best-in-class information for the scientific field. Additional logo recognition in session listings on the website and in the Event Scheduler.

Keynote Presentation Availability:

Wednesday 24 May

9:30-10:30 –

OPENING KEYNOTE: Miguel Alcalde

CSIC Research Professor – Profesor de Investigación
CSIC- Department of Biocatalysis Institute of
Catalysis, Spain

16:30 – 17:30 –

Susanne Müller-Knapp

Chief Operating Officer, Structural Genomics
Consortium, Frankfurt

Thursday 25 May

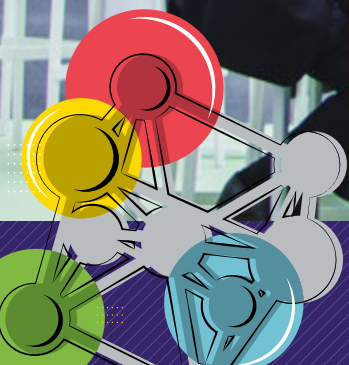
16:30 – 17:30 –

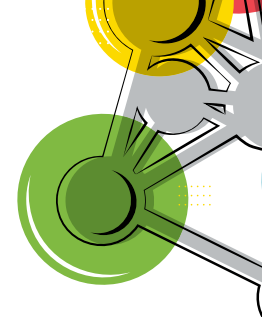
CLOSING KEYNOTE: Garry Pairaudeau, Ph.D.

Chief Technology Officer, Exscientia, Oxford, UK

Benefits include:

- Logo recognition on event signage
- Logo recognition as keynote sponsor on the event website and in all SLAS promotional materials
- Sponsor recognition in the keynote presentation opening remarks
- Sponsor recognition in keynote presentation walk-in and transition slides
- Logo recognition in the Event Scheduler and conference app
- Chair drop in the session room (drop item provided by the sponsor, approved by SLAS)





Educational Opportunities cont.

Poster Session & eGallery Sponsorship

€3,500 – Exclusive

Sponsor the highly popular Poster eGallery and reach SLAS attendees as they participate in scientific poster presentations. Physical posters will be located in the exhibit hall.

Sponsorship includes logo recognition as sponsor on:

- Event signage in the poster area
- The event website
- The online eGallery
- Mobile Conference app
- All SLAS promotional materials



Educational Opportunities

Scientific Sessions

€3,000 – 16 Available

Sponsor one of our highly popular Scientific Sessions during SLAS Europe 2023.

Benefits include:

- Logo recognition on session walk-in slides
- Logo recognition as session sponsor on event signage, on the event website and in all SLAS promotional materials
- Logo recognition as session sponsor in Event Scheduler and conference app

SLAS can accommodate only one (1) sponsor per session.

Please note that sponsor support does not include the opportunity to address the scientific session audience or have any input on the content presented. Session content is determined at the sole discretion of the Scientific Program Committee and SLAS.

Scientific Short Courses

€3,000 – 3 Available

Each year Short Courses provide additional, in-depth instruction on topics, issues and techniques related to the laboratory science and technology community.

Short Courses require additional registration and take place on Tuesday 23 May 2023.

Benefits include:

- The company logo will be on signage at the Short Course room entrance
- Opportunity to place company literature in the Short Course room for display
- Short Course sponsor logo recognition on Europe 2023 event sponsor page
- Logo recognition as course sponsor in the Europe 2023 Event Scheduler and Mobile App
- (1) One Complimentary course registration.

Restrictions apply and are subject to approval by SLAS.

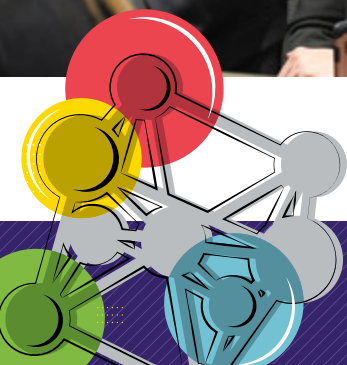
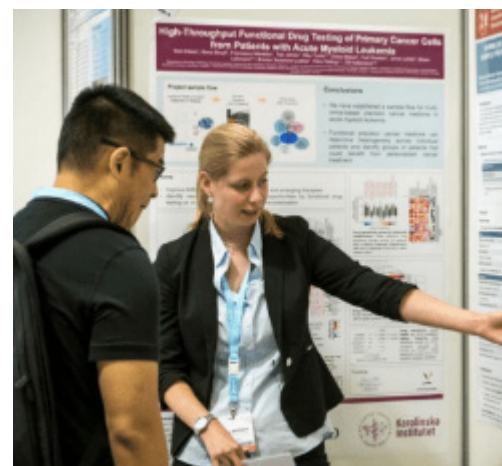
Student Poster Award

€2,500 – Exclusive

The best student poster is selected each year at the conference. Help support this important program.

Benefits include:

- Photo opportunity with awardees onsite at event
- Recognition in post-event awards press release and notifications
- Recognition as sponsor of the award in an award announcement at the live event
- Logo recognition as the Student Poster Award sponsor in all event materials



Educational Opportunities cont.

Solution Spotlight Presentations

€2,150 – 28 Available

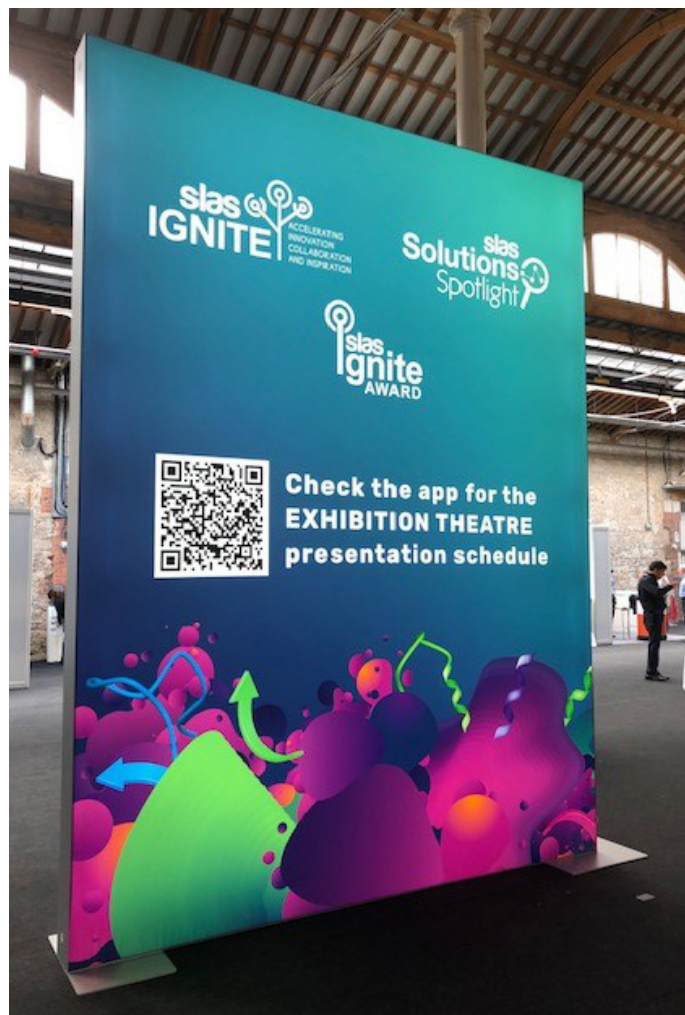
Solutions Spotlight are 15-minute presentations in the Europe 2023 Exhibition Theater. Solutions Spotlight opportunities are a great way to highlight a new technology or customer case study in a prominent, public venue on the exhibition floor. Companies delivering Solutions Spotlight presentations are featured on the event website, event scheduler, and attendee program materials. Post-Europe 2023, your presentation will be moved to SLAS APPLIED online learning management system.

Exhibitors may request a maximum of one Solutions Spotlight slot. If additional slots are requested, requests will be put on a waiting list until 7 April 2023. After this date, exhibitors will be allowed to secure additional time slots in the order in which the forms were received based on room availability.

Basic AV will be included in the theater: LCD monitor, podium, podium mic, wireless lavalier microphone, slide advancer/laser pointer, and an AV technician. Each company's name will appear on signage at the theater.

Solutions Spotlight Availability:

Wednesday 24 May	Thursday 25 May
11:30 – 11:45	10:30 – 10:45
11:45 – 12:00	10:45 – 11:00
12:00 – 12:15	11:00 – 11:15
12:15 – 12:30	11:15 – 11:30
12:30 – 12:45	11:30 – 11:45
12:45 – 13:00	11:45 – 12:00
14:45 – 15:00	12:00 – 12:15
15:00 – 15:15	14:00 – 14:15
15:15 – 15:30	14:15 – 14:30
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16:00 – 16:15	15:00 – 15:15
	15:15 – 15:30
	15:30 – 15:45
	15:45 – 16:00
	16:00 – 16:15



SIG Sponsorship

€1,750 – 3 Available

Sponsor one of our Special Interest Groups (SIGs) who will meet during the event.

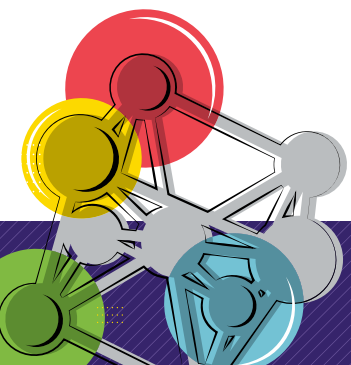
Benefits include:

- Logo recognition in SIG meeting room
- Logo recognition in session listing on the website, on the conference app, and itinerary planner

SIG Meeting Availability:

SIG meeting schedule is determined as soon as is possible leading up to the live event and is at the discretion of the individual SIG chairs and the event organizers. The sponsor has no influence over the SIG schedule.

Sponsor support does not include the opportunity to address the SIG audience within the SIG or have any input on the content presented by the SIG unless invited to do so by the SIG chair or moderator. SIG content is determined at the sole discretion of the SIG Chair and SLAS.



Branding Opportunities

Premier Sponsor Package

€20,000 – Exclusive

Recognition as Premier Sponsor in all materials including:

- Website
- Email campaigns
- Event Mobile App and Itinerary Planner
- Branding on outside windows at entrance of hall
- Logo branding on flag poles outside of hall
- Toberlone Unit
- One Exhibitor Tutorial
- Branding throughout the facility (printed and digital)
- Digital Signage at Venue
- Sponsor Recognition at the opening party in the exhibit hall
 - Branded napkins at all bar locations
 - Branded tent cards at all bar locations
 - Signage
- Ten (10) Complimentary Exhibition only Passes for your onsite staff to attend (€75 per)
- Five (5) Complimentary Exhibition only Passes for customers to attend (€75 per)

Conference Badge Holders and Lanyards

€6,500 – Exclusive

Badge holders and lanyards provide highly visible recognition throughout Europe 2023. Place your company logo prominently on the badge holders that are distributed to all full conference and exhibition only participants who are required to wear them throughout the conference.

Benefits include:

- Company logo (one color) on badge holder and lanyard.
- Lanyards and badge holders will be produced by SLAS according to badge specifications; sponsorship includes the cost of production.

Conference Tote Bag

€6,500 – Exclusive

Presented to each Europe 2023 full-conference participant, these official conference tote bags are used during and long after the conference providing maximum marketing impact.

Benefits include:

- Company logo imprinted on all bags (along with SLAS logo)
- One complimentary conference bag insert (valued at an additional €2,500).

Conference Tote Bag Insert

€2,500 – 10 Available

Your promotional piece will be included in the Europe 2023 conference bags given out to full conference participants. Item must be a completely assembled piece of advertising collateral, approved by SLAS prior to production.

The cost of production and shipping is the responsibility of the sponsor.



Signage Opportunities

Registration Sponsorship

€12,500 – Exclusive

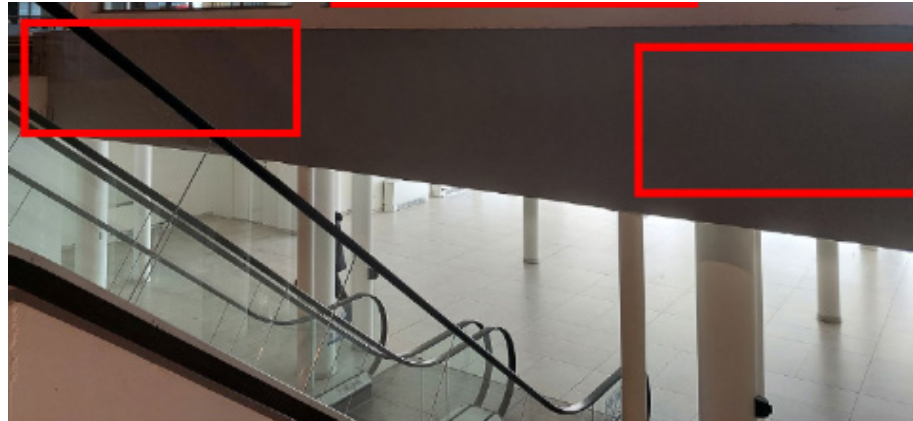
Brand the registration area where all of the attendee traffic funnels through to pick up their badges. Your company logo will be displayed in this highly visible area that receives exposure for every event attendee. **Panel size is approximately 1380 wide x 860 high.**

Sponsor will also have their company logo on all SLAS Europe 2023 registration information web pages and attendee registration confirmation emails as well as the mobile app, event scheduler and signage throughout the venue.

Overhead Wall Stickers (Exhibit Hall)

€5,000 each – 2 Available

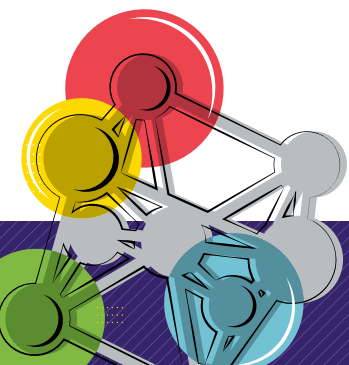
These overhead banners will hang be on the wall above the stairs and will be seen by every attendee as they enter/exit the event. **Banner size is 4150 cm wide x 1320 cm high.**

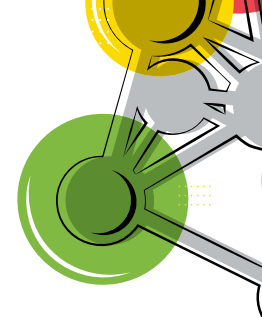


Event Entrance Floor Stickers

€3,500 each – 4 available

Increase awareness of your company by sponsoring high-impact floor signage decals placed in the main entrance lobby area. The floor signage will be visible to attendees as they pass through the main entrance and through registration. These eye-catching custom floor graphics can help you promote your brand as it will be one of the first to be seen. **Sticker size is 100 cm x 100 cm.**





Signage Opportunities cont.

Event Exhibition Floor Stickers

€3,000 each – 4 Available

Increase awareness of your company by sponsoring high-impact floor signage decals placed throughout the exhibition area. The floor signage will be visible to attendees as they navigate through the exhibition hall.

Sticker size is 100 cm x 100 cm.

Expo Center Outside Banner

€3,500 – Exclusive

Put your company logo front and center as attendees enter the Brussels Expo. Your logo will be placed in a frame outside the entrance for all to see as they come through the gate to begin their day. **Banner size is 628 cm wide x 274 cm high.**



Expo Center Hub Sticker

€3,500 – Exclusive

Put your company logo front and center as attendees arrive at the Brussels Expo. Your logo will be placed on the outside of the hub across from the entrance of the conference. This will be seen by all attendees as they arrive at the expo. **Sticker size is 401 cm wide x 212 cm high.**

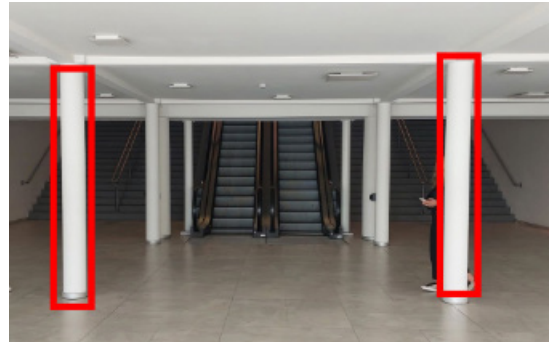


Signage Opportunities cont.

Column Wrap

€3,500 each - 2 Available

Wrap your logo on columns in the registration area. Your brand will be seen by all attendees as they collect their badges and start their day. Column size is 820 cm wide x 2940 cm high.



Mezzanine Banner

€3,500 - Exclusive

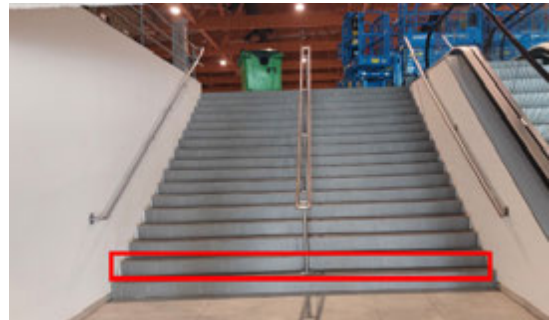
This banner hangs off the mezzanine down the main aisle of the exhibition hall. As attendees navigate throughout the hall, your custom banner will be seen by all. Banner size is 600cm x 200cm.



Entrance Steps

€5,000 each - 2 Available

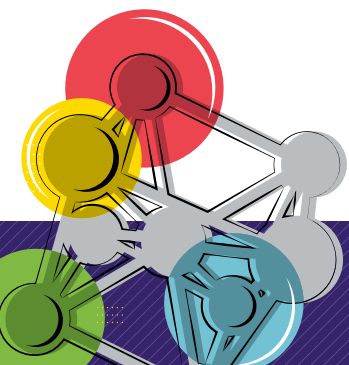
Put your brand in front of attendees as they enter the expo. You can brand a set of stairs that are visible to everyone as they come through the doors and head into the exhibition area. Stair size is 4350 cm wide x 165 cm high.



Escalator Cling

€7,500 - Exclusive

Place your logo on the two glass escalator railings in the registration area that lead to the exhibit hall. Your brand will be seen by all attendees as they collect their badges and start their day. Cling size is 300 cm wide x 50 cm high.

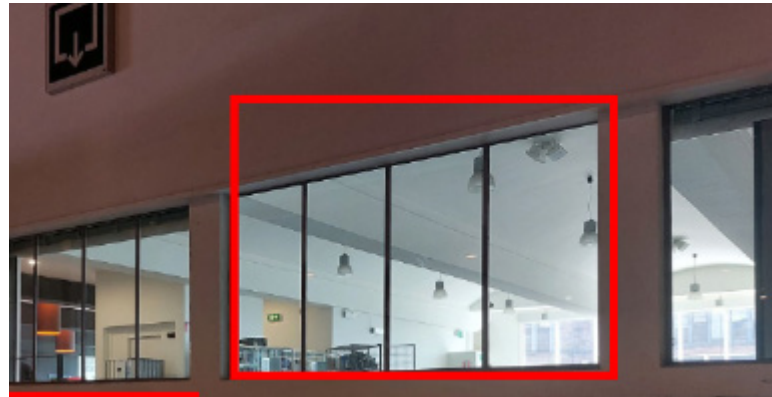


Signage Opportunities cont.

Main Glass Window Cling

€7,500 – Exclusive

Prominently promote your brand on the four glass windows that overlook the exhibit hall. This high visibility cling will be seen throughout the hall to all attendees as they enter and leave. **Cling size is 880 cm wide x 1880 cm high.**



Elevator Cling

€2,500 each – 2 Available

Place your company branding inside the elevator for attendees to see as they head to and from meeting room space. Each sponsorship will include two clings placed inside the elevator. **Cling size is 60 cm wide x 60 cm high.**

Toblerone Unit

€3,500 – 4 Available

Place your company message out in front of attendees as they navigate around the exhibition hall. These units will be prominently displayed.



Networking Opportunities

Make My Day Sponsorship

€1,500 – Exclusive

Sometimes the smallest things can make the biggest impact! Let your brand enhance attendees' conference day with simple pleasures sure to improve their SLAS Europe 2023 experience! Make My Day vouchers put €5,00 Gift Cards from a local establishment— Quantity of 50— in your hands to distribute to booth visitors.

Benefits include:

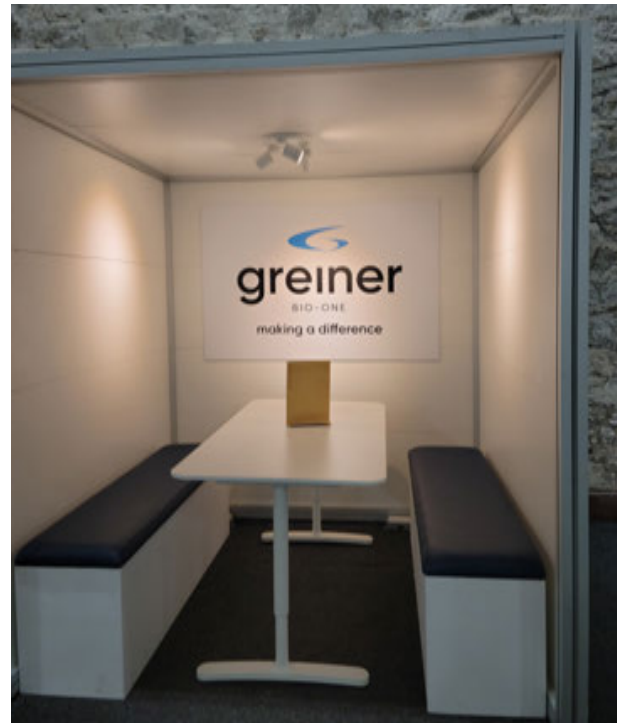
- Fifty (50) €5,00 Gift Cards to a local establishment to hand out from your booth.
- Signs at your booth alerting attendees about Make My Day promotions and direct them to you.
- Recognition as Make My Day sponsor in all applicable event promotional materials.



Private Meeting Pods

€7,500 – 3 Available

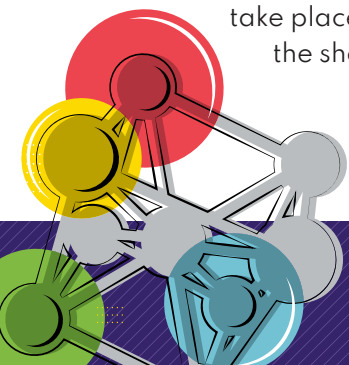
Get a private branded meeting space away from your booth so you can meet with customers just steps from the exhibition floor.



Passport to Prizes

€1,500 – 10 Available

Drive traffic to your booth with Passport to Prizes! Each in-person attendee will receive a passport with their registration materials. Attendees will be instructed to stop at each participating exhibitor to receive a “stamp” on their passport. Recognition as Passport to Prizes participant in SLAS Event Scheduler and the Mobile App and in all contest promotions. SLAS will provide prizes to attendees who enter their passport card into a random drawing (scheduled to take place in the SLAS Booth at the close of the show on Thursday, 25 May).



Digital Opportunities

Mobile App Splash Screen

€6,000 – Exclusive

Gain valuable exposure for your brand by sponsoring the Mobile App Splash Page. The sponsor splash appears each time the event app is launched. It immediately follows the event splash page and stays on the screen for 1-3 seconds (configurable). Both the event splash screen and the sponsor splash screen are static full-page images.

Mobile App Tile Ads

€4,000 – 3 Available

Welcome attendees with an ad on the Europe 2023 mobile app! Your company ad will be displayed on the homepage and will include a button that links directly to your site (or preferred URL).



Event Platform Rotating Banner

€3,000 – 5 Available

Gain exposure for your company in the pre-event promotions, throughout the event and on-demand with a rotating tower ad on the event platform home page. This ad will rotate with all pertinent conference information and event platform functions for three seconds and is clickable to an external URL of your choosing.

Mobile App Home Screen Sticky Banner

€3,000 – Exclusive

Your banner ad will be visible on the bottom of the app home screen and will not move as attendees scroll through the app features.

Show Daily eNewsletter

€2,500 – 2 Available, 1 Wed and 1 Thurs

Sponsor the daily show e-mail, which includes key updates to attendees on what to look for each day during this event. The show daily captures important updates for attendees each day, putting the highlights at their fingertips.

Sponsor banner logo will appear on the e-mail as the official show daily sponsor for the event day chosen.

Digital Opportunities cont.

Mobile App Push Notifications

€2,000 – 3 Available

Push notifications deliver value to your customers and prospects, right on their conference app home screens. Push notifications are a proven, proactive way to drive engagement and brand awareness. Use the SLAS push notifications as an opportunity to get attendees to your booth, a special event or offer, or alert attendees to your company promotions and giveaways.

SLAS Community E-Mails

Share important information about your company and products at precisely the right time. Reach over 8,000 SLAS members before, during, and after the virtual event.

Pre-Event Email to SLAS Membership,

Two (2) per week in April - Eight (8) Total
€2,500 each

Pre-Event Email to SLAS Membership,

Two (2) per week in May Eight (8) Total
€3,100 each

During Event Email to SLAS Membership,

One (1) per day, Three (3) Total
€2,500 each

Post-Event Email to SLAS Membership,

Two (2) per week in June, Eight (8) available
€2,000 each



Social Media Packages

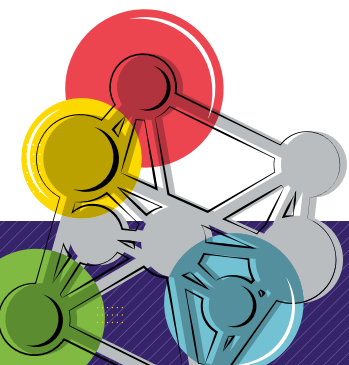
€2,500

SLAS Social Media Sponsorship can help your organization communicate its messaging to engaged life sciences and technology attendees and followers of specific SLAS events and social media platforms.

Benefits include:

- 1 Facebook post, 2 Tweets and 1 LinkedIn Post

Posts are subject to editorial and schedule review by the SLAS Marketing and Communications Manager.



Digital Opportunities cont.

SLAS New Matter Podcast Sponsorship

(Monthly Exclusive, Pre & Post Event)

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 you'll find on **New Matter: Inside the Minds of SLAS Scientists.**



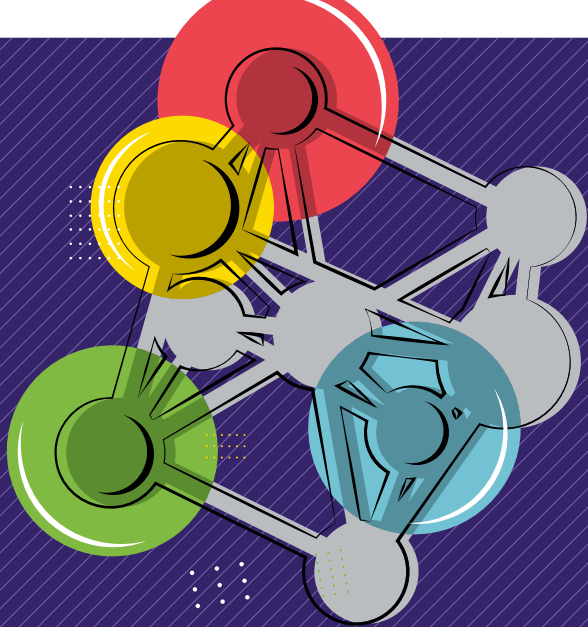
Hosted on Buzzsprout, you can also find us on Spotify, Stitcher, Google Podcasts, and more. Podcasts are 15-20 minutes in length on average and are presented in an interview style. New Matter podcasts are released each week, and release is promoted by SLAS on social media and in the weekly Point-to-Point eNewsletter.

Deliverables:

- 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
 - 4-5 Podcasts each month
 - Script provided by sponsor and read by podcast host
 - SLAS must approve the script and reserves the right to edit for clarity/readability. •
- 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.

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

- **April 2023 - €2,250**
- **May 2023 - €3,250**
- **June 2023 - €2,250**



**TO RESERVE YOUR
SPONSORSHIP OR FOR
MORE INFORMATION,
PLEASE CONTACT:**

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