The 2018 Life Science Industry Awards®

Sponsorship Brochure
November 6 | San Diego, CA

WWW.LIFESCIENCEINDUSTRYAWARDS.COM
CELEBRATE THE ROCK STARS OF THE LIFE SCIENCE INDUSTRY

An SFN (Society for Neuroscience) affiliated event, the Life Science Industry Awards® presented by BioInformatics Inc., is the industry’s most prestigious awards ceremony — the “Grammys” for life science product manufacturers, with winners in 10 service categories. Join us in raising your glass to the rock stars of life science. Mingle with over 200 executives and representatives from all of the leading life science tools companies during our social hour. After, our keynote speaker will open the ceremony and presentation of awards.

REASONS TO BECOME A SPONSOR

- **Gain Visibility**
  Highlight the role your firm plays in the growth of the life science industry

- **Build Relationships**
  Network with executives and leaders from the industry’s most successful and innovative companies

- **Celebrate Greatness**
  Recognize the best customer-centric life science companies in the industry

- **Promote Yourself**
  One conversation provides exceptional return on investment for this once-a-year opportunity

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AWARDS CATEGORIES

- Best Use of the Internet & Social Media
- Most Responsive Customer Service
- Most Knowledgable Technical Support
- Most Useful Website
- Most Helpful Sales Reps
- Company to Watch in 2019
- Best Overall Customer Experience
- Most Memorable Advertisement — Print
- Most Memorable Advertisement — Online
- Most Environmentally Friendly Company

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OUR METHODOLOGY

Thousands of scientists individually vote for the best-in-class life science supplier companies in multiple service categories. We field an online survey to solicit nominations from our online community of scientific experts, The Science Advisory Board®. The winners for each award category are determined by a rigorous statistical analysis of the survey results to calculate a Customer Value Score for each supplier. The Customer Value score is used to determine the ranking of each company based not only on the number of votes received but also on the depth of the company’s customer loyalty and satisfaction. Included in each category is a "best-in-class" ranking chart that identifies the five finalists and the company selected as winners.
SPONSORSHIP PACKAGES

Deadline for sponsorship is October 12, 2018

Champion the companies that power scientific discovery

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CONTACT US

events@bioinfoinc.com
703.778.3080 x37
ABOUT BIOINFORMATICS INC.

BioInformatics Inc. is honored to host the Life Science Industry Awards for over a decade. This will be our 10th awards ceremony. BioInformatics and our divisions combine to form the leading research and advisory firm serving the life science, analytical instrument and diagnostic industries. Our expertise includes assessing the size and attractiveness of markets, optimizing product configurations and pricing, validating corporate acquisitions, measuring customers’ brand loyalty, and evaluating brand strength and positioning. Our multi-disciplinary team is comprised of industry veterans, market research experts, consultants and survey statisticians. We leverage the world’s largest panel of scientific and clinical customers to bring forward the voice of the customer and recognize companies for their outstanding services.

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COME JOIN THE PARTY

November 6 from 6:30-8:30pm
Hard Rock Hotel, San Diego
207 Fifth Ave, San Diego, CA 92101

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