

The 2018 Life Science Industry Awards[®]

Sponsorship Brochure
November 6 | San Diego, CA

WWW.LIFESCIENCEINDUSTRYAWARDS.COM

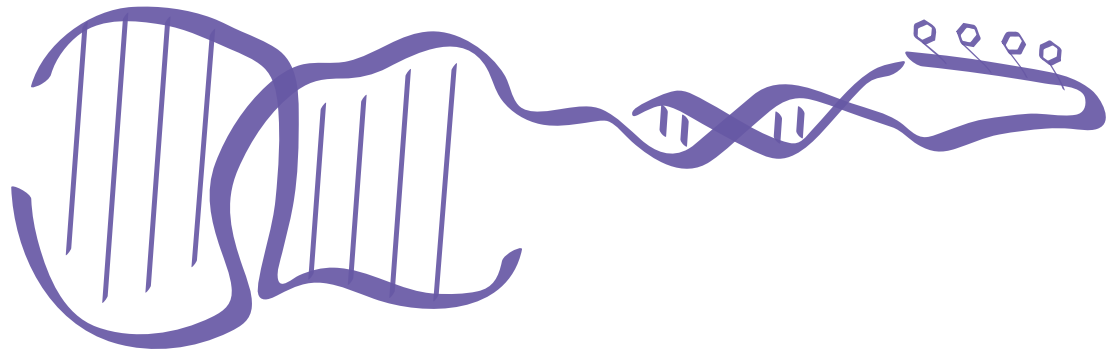


LSIA
2018

November 6
Hard Rock Hotel
San Diego

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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Champion the companies that power scientific discovery



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AWARDS CATEGORIES



Best Use of the
Internet & Social
Media



Most Responsive
Customer Service



Most
Knowledgeable
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.

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SPONSORSHIP PACKAGES

Deadline for sponsorship is October 12, 2018

**Champion the companies that
power scientific discovery**

PLATINUM	GOLD	SILVER
\$9,000	\$6,000	\$3,000
Present award in category of choice associated with your Brand	—	—
Company logo on Step & Repeat	—	—
Premiere signage placement	Premiere signage placement	—
Post-awards marketing broadcast to attendees	Post-awards marketing broadcast to attendees	—
Company logo and description in all event marketing materials including printed invites and tickets	Company logo and description in all event marketing materials including printed invites and tickets	Company logo and description in all event marketing materials including printed invites and tickets
Full Page Advertisement in Program	Half Page Advertisement in Program	Quarter Page Advertisement in Program
On-screen website/presentation recognition	On-screen website/presentation recognition	On-screen website/presentation recognition
10 Tickets with reserved table	6 Tickets	4 Tickets

CONTACT US

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703.778.3080 x37

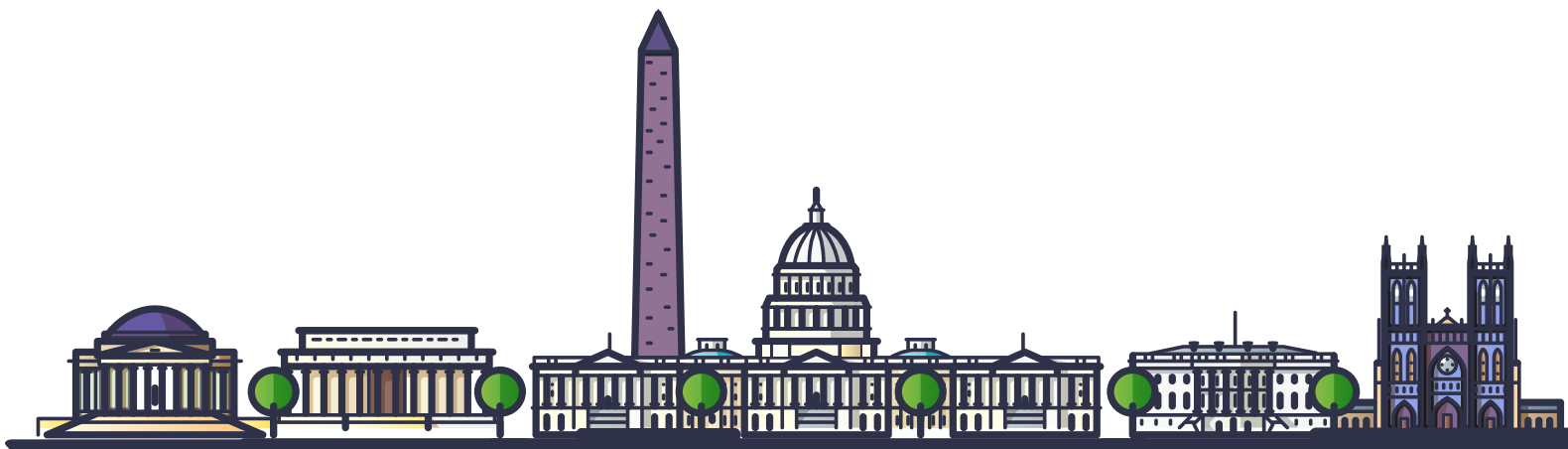
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ABOUT BIOINFORMATICS INC.

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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