

**slas**  
**2017**

INTERNATIONAL  
CONFERENCE & EXHIBITION

**FEB. 4-8** | **WASHINGTON DC**  
**SLAS2017.ORG**

WALTER E. WASHINGTON CONVENTION CENTER



# RESEARCH: THE POSSIBILITIES.

**SHORT COURSES:** February 4-5 | **CONFERENCE:** February 4-8 | **EXHIBITS:** February 6-8

## **SLAS2017** Exhibitor Prospectus

SLAS2017 is the flagship annual conference from SLAS, the Society for Laboratory Automation & Screening. SLAS2017 will convene thousands of the world's leading scientists, researchers, engineers and business leaders working in life sciences technology and discovery. Participate in SLAS2017 to build your brand, fortify customer relationships, meet new prospects and showcase your latest products and services to a learned, global, connected audience of scientific technology experts.

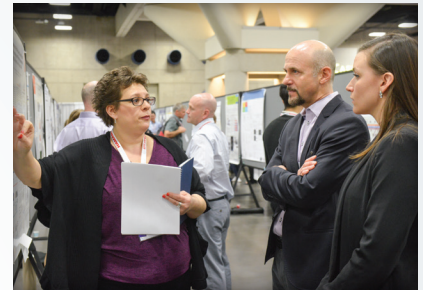
### **RESERVE YOUR EXHIBIT BOOTH TODAY!**

More than 90% of the SLAS2017 Exhibition is sold out as of June 1. Act fast to ensure your participation.

For more information, visit [SLAS2017.org/exhibitors](http://SLAS2017.org/exhibitors)

 **slas**  
Come Transform Research

**SLAS2017** is the premier annual event dedicated to life sciences discovery and technology. Hosting thousands of scientists, researchers, engineers and technology professionals from leading engineering, industry, government and academic institutions, SLAS2017 is taking place in the U.S. capital from **February 4-8**.



### SLAS ATTENDEE PROFILE

**87%** 

of SLAS2016 attendees play a role in product specification and purchasing decisions at their organization.

**65%** 

of SLAS2016 attendees placed orders or indicated that they plan to place orders as a result of attending the SLAS2016 Exhibition. The average amount of the planned purchase was more than \$219,000.

**58%** 

of SLAS2016 attendees report spending 6 or more hours in the Exhibition.



### ATTENDEE TOP AREAS OF INTEREST

- 88%** | Automation and High-Throughput Technologies
- 80%** | Assay Development and Screening
- 58%** | Bioanalytic Techniques
- 57%** | Drug Target Biology
- 57%** | Micro/Nano Technologies

### JOB ROLES OF SLAS ATTENDEES

- 44%** | Scientist/Researcher/Engineer
- 16%** | Industry Management
- 11%** | Academia - Faculty/Researcher/Administration
- 11%** | Sales/Marketing/Business Development
- 4%** | Industry Executive Management

### ORGANIZATIONAL AFFILIATION OF SLAS ATTENDEES

**48%** 

Industry

**17%** 

Academia/  
Institute

**12%** 

Product &  
Service Provider



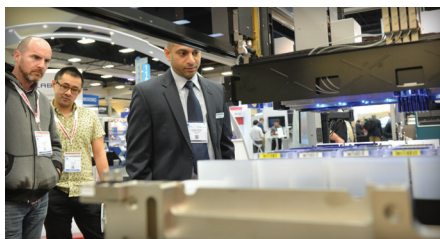
Sources: SLAS2016 registration and attendee evaluation reports.

# Secure Your Booth Space Now

Sign up to exhibit at SLAS2017 today. As of June 1, more than 90% of the exhibition floor is sold out!

## EXHIBITOR BENEFITS

- Access to SLAS2017 attendee list
- One full-conference registration per booth
- Presence on the SLAS2017 website
- Exhibits-only badges
- Company listing and description on the SLAS2017 online floor plan and in the SLAS2017 Conference App
- Networking with SLAS' diverse global membership



## EXHIBIT SPACE RENTAL

\$3,700 per 10' x 10' booth; there is a \$150 charge for each corner. Required deposit: 30% of the total space rental charges. Applications received after September 30, 2016, must include full payment.

## EXHIBITOR KIT

In late October, exhibitors will receive an email containing the link to the online Exhibitor Service Kit from Freeman, the official show decorator. This kit includes information and order forms for furnishings, shipping, utilities, lead retrieval and more from Freeman and other official show suppliers to maximize your SLAS2017 investment.

## SPONSORSHIP OPPORTUNITIES

SLAS2017 sponsorship opportunities include a variety of promotional options, including the SLAS2017 Conference App, attendee pocket guide, tote bags, high visibility giveaways, signage and much more. These sponsorships are an excellent way to promote your company through meaningful, direct and positive exposure to your target market during SLAS2017 and beyond.

**For more information on SLAS2017 sponsorship opportunities, contact**

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**MATT MCLAUGHLIN**  
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## REAP THE REWARDS OF SLAS MEMBERSHIP

SLAS delivers a host of timely, relevant and valuable educational programs and services to its members on a year-round basis. Professionals at all levels who actively invest their time and energy in their SLAS memberships often experience immeasurable returns on their investments. Those who contribute as volunteers and committee members enjoy even greater access and advantages.

Scientific education, practical information, professional career-building and valuable networking opportunities can open many doors to personal and professional success. Improve your standing as a subject matter expert in the unique field of life sciences discovery and technology. Join the only international, non-profit society devoted exclusively to this rapidly-evolving field.

## MEMBERSHIP BENEFITS INCLUDE

- Registration discounts for SLAS conferences and events
- Networking with world-renowned experts and leading-edge organizations in the field of life sciences discovery and technology through SLAS events and forums
- Access to a collaborative, dynamic and global scientific community, where professionals come together to share common concerns, ideas and interests
- Print and online subscriptions to the Society's two journals: the *Journal of Biomolecular Screening* (JBS) and/or the *Journal of Laboratory Automation* (JALA)
- Year-round education through the SLAS Webinar Series and on demand archives of web-based education
- Opportunities to participate in SLAS committees and work groups

## MAKE SLAS2017 A PART OF YOUR INTEGRATED MARKETING PLAN

SLAS2017 is the premier conference and exhibition focused exclusively on the fast-evolving field of life sciences discovery and technology. Exhibiting at SLAS2017 offers an exceptional opportunity for global visibility for your company, as well as unique access to a well-informed, well-connected global community of Influential professionals who are pioneering innovative technologies for the laboratory. SLAS2017 attracts a diverse cross-section of technology users, educators, scientists, engineers and business leaders looking for new insights, techniques and solutions related to scientific technologies. When you partner with SLAS, you'll discover a comprehensive marketing platform which will help your company achieve its business objectives and connect you with a leading-edge community of life sciences professionals.

## ADDITIONAL ADVERTISING OPPORTUNITIES WITH SLAS

### Scientific Journals:

*Journal of Biomolecular Screening (JBS)* (in print and online) and *Journal of Laboratory Automation (JALA)* (in print and online):  
**Contact:** Kelsey Ohle at [kelsey.ohle@sagepub.com](mailto:kelsey.ohle@sagepub.com) or +1.805.410.7474.

### WEEKLY E-NEWS BRIEF

#### SLAS Point-to-Point:

**Contact:** Colby Horton at [chorton@multibriefs.com](mailto:chorton@multibriefs.com) or 1.469.420.2601.

### SLAS2017 DAILY NEWS

**Contact:** Colby Horton at [chorton@multibriefs.com](mailto:chorton@multibriefs.com) or 1.469.420.2601.

### ONLINE E-ZINE

#### SLAS ELECTRONIC LABORATORY NEIGHBORHOOD (ELN):

**Contact:** Kelsey Ohle at [kelsey.ohle@sagepub.com](mailto:kelsey.ohle@sagepub.com) or +1.805.410.7474.

### MAILING LIST RENTAL

**Contact:** Infocus Marketing at [sales@infocusmarketing.com](mailto:sales@infocusmarketing.com) or +1.800.708.5478.

## SLAS2017 Exhibition Preliminary Schedule:

### Exhibit Hall Set-Up

Saturday, February 4 | 8:00 am – 5:00 pm  
Sunday, February 5 | 8:00 am – 5:00 pm

### Exhibition Hours

Monday, February 6	10:00 am - 6:00 pm	Exhibit Hall Lunch and Evening Reception
Tuesday, February 7	9:30 am – 6:00 pm	Exhibit Hall Lunch and Evening Reception
Wednesday, February 8	9:00 am – 1:00 pm	Exhibit Hall Lunch

### Exhibit Hall Dismantle

Wednesday, February 8 | 1:00 pm – 10:00 pm  
Thursday, February 9 | 8:00 am – Noon

### For Exhibit Space Information, Contact:

#### BARRY SACKS

##### Exhibit Manager

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the  
**marketplace**<sup>™</sup>  
For Laboratory Science  
and Technology  
at **SLAS.org**

The MarketPlace at SLAS.org, the retail side of the SLAS award-winning wiki LabAutopedia, is the ultimate online product directory for life sciences discovery and technology products and services. Search product providers by category or geography, find contact information of retailers and resellers, see product demo videos, and much more. Start your product and services search at [marketplace.slas.org](http://marketplace.slas.org)!

