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Sneak Peak.....Antibody Survey

One of the first points that have come out of the Antibody Survey that's just being prepped for publication [later this month](#) –

After locating the antibody you would like to purchase as a result of using Biocompare, how long after locating it on Biocompare is the antibody purchased?

- Immediately 8.3%
- Within a day 24%
- Within a week 51%
- Within a month 14.2%
- Over a month 2.5%

83.3% of Biocompare users purchase an antibody within 1 week of finding it on Biocompare



**SOCIETY for
NEUROSCIENCE**

SfN in October (Chicago) is just around the corner and we have about 4 or 5 video shoot slots left as most are now booked up.

If you want either a tradeshow video, testimonial video or a webinar / seminar shoot, please drop us a note -

hturnbull@comparenetworks.com

Tradeshow video

- An interview with our editor in-chief at your booth
- Takes 45 minutes total
- Video team at your booth adds a nice boost to foot traffic
- Integrate any footage/photos that you want to provide along with any product shots and/or data
- Final video will be put on Biocompare
- As well as given to you a week after the show finishes
- You can take this HD video and post it to your webpage and all your social media channels
- **All for under \$3000**

Workshop/Presentation/Symposium

- Filmed to create a custom-branded, mobile-compatible interface giving much greater exposure to your event
- 20 minutes to set up
- We are discreet and we also will collect the slides from the presenter that day
- Final video will be ready one week or sooner from filming and the entire console can be embedded on any webpage and will retain its functionality
- **All for under \$3000**

We can also shoot -

- Greenscreen Testimonials
- Corporate Parties with Interviews about how cool a company is
- Roundtable discussions your booth with your Key players and / or Customers

September Editorial

- 1st** Latest Tools for Monitoring the Lipidome
- 3rd** PARP Detection & Apoptosis
- 8th** 3D Cell Culture
- 10th** Glycans in Cellular Regulation
- 15th** IR & NIR Cellular Imaging
- 20th** Single Cell Analysis & Manipulation
- 22nd** Microfluidics
- 24th** Label-Free Cell-Based Analysis
- 29th** Selecting a Protein Gel Stain

Send in your Editorial to Peter Fung -
editorial@biocompare.com

Meet us at....

ECI, Vienna - 6th - 9th Sep
MipTec, Basel - 22nd - 24th Sep
Biotechnica, Hannover - 6th - 8th Oct

Here are some of the key presentations at
ACP-LS - 10th - 11th Sep
San Mateo
www.acp-ls.org

Key Note Speaker

David Weber

Chief Commercial Officer, **Affymetrix**

Three Sides to Every Story –
The state of Marketing in Life Science
Hamid Ghanadan, Principal, The Linus Group

The Future Model for Demand and Conversion
Deepak Mistry, Director of Strategic Planning at Panasonic Healthcare

Case Studies in SEO and Banner Ad
Placement to Support Product Positioning
Garima Mehta, Manager of eBusiness, Affymetrix

Low and No Cost Tools for Small Companies
Joe Flynn, Executive VP and Chief Commercial Officer at Seventh Wave Laboratories LLC

Leveraging Digital Marketing in
Small Life Science Supplier Organizations
Sean Brunner, Director of Digital Marketing Bio-Techne

Product and Market Development in
Emerging Markets
Gloria Young, Current Principal at Young Burke

PLUS

Sales and Marketing Bootcamp
(Pre-meeting Workshop) **Guy Page, Pacific Biomarketing Group**

For further information on any of the above features contact:

Hilary Turnbull

hturnbull@comparenetworks.com

+44(0)1875.825.700

