

BIOCOMPARE

The Buyer's Guide for Life Sciences



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Biocompare Video Team:

ACMG	9 th – 11 th March, Tampa
Pittcon	6 th – 10 th March, Atlanta
Experimental Bio	2 nd – 6 th April, San Diego
AACR	16 th - 20 th April, New Orleans
AAI	13 th – 17 th May, Seattle
ASHG	6 th – 10 th October, Baltimore
SfN	12 th – 16 th November, San Diego

Please note that additional coverage may be available at ESHG

Tradeshaw 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 for 12 months
- ❖ 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 below \$3000

Moving visuals are in our DNA



Our brains today are much more sophisticated than our cave-dwelling ancestors', but in some respects, we have similar behaviours and instincts. We're evolutionarily adapted to quickly respond to the combination of image, sound, and motion.

Video allows us to eliminate visual complexities out of our communication and explain complex ideas to any number of people anywhere. We're hardwired to pay attention to and understand things that move, and adding sound increases the effect.

Bonus Tip – since people are **27.4 times more likely to click-through online video ads** than standard banners and almost 12 times more than rich media ads, you could also **run your video in a Biocompare banner at the normal banner rate.**

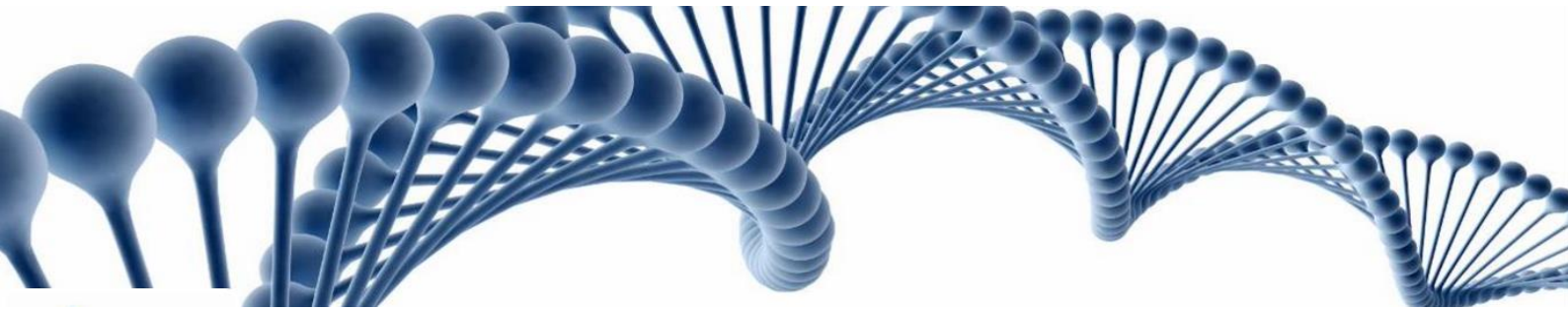
If you've got an **Oral or Poster Presentation** at any of the meetings our Video Teams are at (see left), or you want to have a Booth / Customer Video shot, then get in touch.

Workshop/Presentation/Symposium

- ❖ Greenscreen Testimonials
- ❖ Corporate Parties with Interviews about how cool a company is
- ❖ Roundtable discussions your booth with your Key players and / or Customers
- ❖ Filmed to create a custom-branded, mobile-compatible interface
- ❖ 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 below \$3000

To book your slot or to find out more, please email: hturnbull@comparenetworks.com/ ewatson@comparenetworks.com or call+44(0)1875.825.700



Upcoming Editorials

March 2016

03/01/16	Tools for live-cell imaging
03/03/16	HPLC/FPLC
03/08/16	Data analysis software tools
03/10/16	Western blotting: Chemilum vs. Fluor vs colorimetric
03/15/16	BioProcessing-protein characterization and lead identification
03/17/16	Advances in centrifuges
03/22/16	Molecular cytogenetics a clinical pathologist's perspective
03/24/16	Charge separation of proteins
03/29/16	Characterizing the microbiome
03/31/16	Assessing the health of your cell culture

April 2016

04/05/2016	Cell signaling tools
07/07/2016	Apoptosis (Caspase analysis)
04/12/2016	PCR Buyers Guide
04/14/2016	3D imaging
04/19/2016	MicroRNA research tools for cancer studies
04/21/2016	Testing chemical toxicity
04/26/2016	Circulating DNA biomarker analysis
04/28/2016	MS in the clinic

Send your Editorial to pfung@biocompare.com

Biocompare Party at AACR

If you are going to AACR – get in touch to receive an invitation to the Biocompare party!

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ewatson@comparenetworks.com

Free eBook: 7 Steps to Developing a Comprehensive Life Science Marketing Plan

Knowing which marketing tactics and services you require is tricky without a well-researched, strategic plan. But creating one without the right tools can be a time-consuming and challenging task.

Biostrata has just produced an eBook to guide you through the seven step process to developing a comprehensive life science marketing strategy and tactical plan that will help your business stand out from the competition, raise awareness, get leads and generate revenue. If you'd like a copy of it, please ask us to email it to you:

hturnbull@comparenetworks.com / ewatson@comparenetworks.com

For further information on any of the above features, please contact:
hturnbull@comparenetworks.com / ewatson@comparenetworks.com
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