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With ASHG, Maryland and SfN, Chicago approaching, you can meet with the [Biocompare Editor](#) to talk about features you could be included in.

Also, if you are [hosting an event](#) at ASHG /SfN, or a [poster](#), or have an [Exhibition Booth](#), and would like to get some [extra mileage](#) out of that, then a video that you can share with a [much bigger audience](#) could give you a lot more [traction for your investment](#).

If you would like some examples of the types of videos that the Biocompare team can do for you or to meet with our Editor – please drop me a note hturnbull@comparenetworks.com or give me a call +44(0)1875.825.700.

[Video team](#) at your booth adds a nice boost to [foot traffic](#). (i.e. People will be curious as to what's going on and stop and watch). We can also [integrate footage/photos](#) that you will provide along with any [product shots and/or data](#).

If you have a presentation that you'd like to repurpose to make into an [enduring video](#) that you can use for [client presentations](#) and for your salesforce, we can do that very discreetly.

The final HD videos will be:

- Be given to you a week after the show finishes – your sales team can use it for follow up to the show
- Be put on Biocompare (including customized buttons to take the end user to your product listing page or to any page of your choice (to drive leads)
- Have full mobile functionality, so you can post it to your webpage and all your social media channels
- Your copyright
- **Cost is only \$2500**

5 Steps to plan effectively for Life Science Conferences, Trade Shows and Exhibitions

[Step 1 - Event Selection](#)

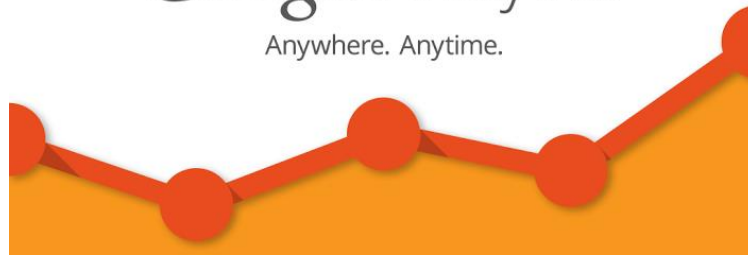
[Step 2 - Exhibition booth layout & material planning](#)

[Step 3 - Pre-show email](#)

[Step 4 - Post-show email](#)

[Step 5 - Assessing return of Investment](#)

If you would be interested in a link to the full article, please contact us.



When it comes to free analytics software, nothing comes close to Google Analytics. Over **28,365,107** sites use it, which makes it the most popular analytics solution on the market. Although it has some limitations, it's fantastic as a free product.

To download this cheat sheet of [6 advanced google analytics tricks](#) that all site owners should know - please email hturnbull@comparenetworks.com.

October Editorial

- 1/10/2015** 3D Printing in the lab
- 6/10/2015** Whole-genome sequencing
- 8/10/2015** PCR instrumentation update
- 13/10/2015** Circulating DNA biomarker analysis
- 15/10/2015** Brain initiative technologies
- 20/10/2015** Neuronal stem cells
- 22/10/2015** In vivo imaging
- 27/10/2015** Genetic analysis: Real-time vs Digital vs End-point PCR
- 29/10/2015** Laboratory apps for scientists (update)

Remember, you can send in Editorial at any time and you can target your Featured Products & Web Banners to appear with these articles, email news@biocompare.com

2015 Biocompare Antibody Market Report

In July, Biocompare conducted its biennial antibody market survey. The aim of the survey was to better understand the gaps and challenges that researchers encounter when validating and determining the quality of antibodies. The survey found that technical content in the form of citations, data images and user reviews drive product consideration. Researchers place higher value on brand awareness and technical content than on price and availability when making their purchasing decisions. Survey respondents revealed that one-third of antibody users are currently spending \$500 to \$1000 per month on antibodies and this purchasing habit is predicted to increase 5.5% in 2016.

For more info and a copy of the Executive Summary, please email

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