SLAS Social Media Event Social Media Sponsorship Program: Reach New Audiences and Increase Market Share

The SLAS Social Media Event Social Media Sponsorship Program can help your organization communicate its messaging to engaged life sciences and technology attendees and followers of specific SLAS events, including the SLAS International Conference and Exhibition. Attendees of SLAS events include scientists, researchers, purchasing influencers, academics and industry representatives from leading drug discovery and academic institutions from around the world.

**Who:** Companies and organizations who want to communicate their brand message to a specific audience during events via SLAS social media platforms.

**What:** SLAS will post sponsored social media messages on specific SLAS social media platforms on behalf of your company or organization. Posts will be limited to Facebook, Twitter and LinkedIn.

**Why:** Posting to social media before, during, and after an SLAS event is an effective way to pique interest in your company and drive traffic to your exhibit booth. Plus, gain last-minute visitors while engaging those who are already planning to visit your booth. Your social media posts are a great way to answer questions or provide a link to a piece of content or a product or service demo.

**SLAS Social Media by the Numbers**

Facebook: Society for Laboratory Automation and Screening
2,804 followers and 2,558 total likes
SLAS
@SLAS_Org

We're a global community focused on advancing life sciences discovery and technology.
How do you say SLAS? bit.ly/SLASvid

📍 Oak Brook, IL  🌐 SLAS.org  🎈 Born January 12, 1997
Joined September 2010

624 Following  2,576 Followers

Twitter: @SLAS_Org
2,609 followers

LinkedIn: Society for Laboratory Automation and Screening
10,233 followers
Plan Your Social Media Campaign Around These Important SLAS Events

2019 Global Symposia

SLAS 2019 Americas Sample Management Symposium
November 20 - 21, 2019
Boston, MA, USA
Produced by practicing researchers, this second annual symposium will highlight advances in traditional compound management and how research organizations are evolving by partnering with biological and clinical groups to support—and reinvent—modern drug discovery processes.

Graph: SLAS 2018 Americas Sample Management Symposium Social Media Reach
Posting range: November 11-15, 2018

2020 Global Symposia

SLAS 2020 European Sample Management Symposium
March 16-17
Berlin, Germany

SLAS 2020 AI in Process Automation
September 2-3
Boston, MA, USA

SLAS 2020 Advanced 3D Human Models and High-Content Analysis Conference
TBD

SLAS 2020 Americas Sample Management Symposium
November 5-6
Boston, MA, USA
SLAS 2020 International Conference and Exhibition
January 25-29, 2020
San Diego, CA, USA
The SLAS International Conference and Exhibition is the flagship event of the Society, bringing together thousands of scientists, researchers, academics, and government professionals looking to leverage life sciences discovery and technology to drive results for their respective organizations. Key professional disciplines represented at SLAS2020 include advances in bioanalytical and biomarkers, assay development and screening, automation and high-throughput technologies, biologics discovery, cellular technologies, data analysis and informatics, drug target strategies, micro- and nanotechnologies, molecular libraries and precision medical technologies.

Graph: SLAS2019 Social Media Reach
Posting range: February 2-8, 2019
SLAS Europe 2020 Conference and Exhibition
June 2-5, 2020
Vienna, Austria
The SLAS Europe 2020 Conference and Exhibition audience includes a diverse group of technology users, educators, scientists, engineers and business leaders looking for new insights, techniques and solutions related to scientific technologies. This year’s conference will offer participants a scientific program featuring first-class laboratory science and technology education in instrumentation, assays and diagnostics.

Graph: SLAS Europe 2019 Social Media Reach
Posting range: June 24-29, 2019
**SLAS Social Media Sponsorships Rates**

Sponsor receives one post on each of SLAS’ social media platforms including Facebook, Twitter and LinkedIn. Sponsor supplies copy, image or video, and URL.

<table>
<thead>
<tr>
<th>Month</th>
<th>Rate*</th>
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<tbody>
<tr>
<td>January (Bonus Audience -SLAS2020)</td>
<td>$4,000</td>
</tr>
<tr>
<td>February</td>
<td>$1,500</td>
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<tr>
<td>March</td>
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<tr>
<td>April</td>
<td>$1,500</td>
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<tr>
<td>May</td>
<td>$2,000</td>
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<tr>
<td>June (Bonus Audience - SLAS Europe 2020)</td>
<td>$3,000</td>
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<tr>
<td>July</td>
<td>$2,500</td>
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<td>August</td>
<td>$1,500</td>
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<tr>
<td>September</td>
<td>$2,000</td>
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<tr>
<td>October</td>
<td>$3,000</td>
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<tr>
<td>November (Bonus Audience - SLAS 2019 AI in Process Automation Symposium and SLAS 2019 Advanced 3D Human Models and High-Content Analysis)</td>
<td>$3,500</td>
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<tr>
<td>December</td>
<td>$1,500</td>
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</tbody>
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*Advertise 2 or more times to earn a 10% frequency discount off the total cost.*
SLAS Social Media Sponsorship Guidelines

Facebook

- Please tag the Society for Laboratory Automation Screening in your posts. You will need to like our page in order to tag us.
- Images should be kept to a width of 504 pixels; recommended size is 1,200 x 628 pixels.
- Facebook doesn’t have a character limit, but if possible, please limit your post to 300 characters or less.
- If the post is event-specific, please make sure to mention the name of the event or use the official hashtag of the event. (Not necessary for Facebook as hashtags aren’t widely used.)

Twitter

- Please tag @slas_org in your posts.
- If the post is event-specific, please make sure to mention the name of the event or use the official hashtag of the event. (This will be provided upon purchase.)
- Image sizes: minimum 600 X 335 pixels, although larger images (for example 1200 X 675) will be better optimized for when users click to expand images.
- Twitter has expanded its character limit to 280 characters, but shorter, concise messaging is encouraged.

LinkedIn

- Please tag the Society for Laboratory Automation Screening in your posts. You will need to like our official group page in order to tag us.
- Images should be kept to a width of 504 pixels; recommended size is 1,200 x 628 pixels.
- LinkedIn doesn’t have a character limit, but if possible, please limit your post to 300 characters or less.
- If the post is event-specific, please make sure to mention the name of the event or use the official hashtag of the event. (Not necessary for Facebook as hashtags aren’t widely used.)

Posts are subject to editorial and schedule review by the SLAS Marketing and Communications Manager.

For More Information Contact:

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