



Exhibitor & Sponsorship Prospectus

The #1 event dedicated to lab professionals

summit.labmanager.com/leadership

2025 Lab Manager[®]

LEADERSHIP SUMMIT

April 7-9, 2025

Sheraton Pittsburgh
Hotel at Station Square
Pittsburgh, PA

APR
7-9
2025

 2025 Lab Manager
LEADERSHIP SUMMIT
Sheraton Pittsburgh Hotel at Station Square, Pittsburgh, PA

The Lab Manager Leadership Summit

Introducing the premier event of 2025: The Lab Manager Leadership Summit is an unparalleled gathering exclusively tailored for laboratory leaders and decision-makers. Esteemed figures from a variety of industries including clinical, forensic, environmental, food and beverage, pharma, and life science will converge at this essential event, making it the ultimate platform for exhibitors and sponsors to elevate their brand visibility and engage directly with influential laboratory decision-makers. This event will be held at the Sheraton Pittsburgh Hotel at Station Square in Pittsburgh, PA, April 7-9, 2025.

The Leadership Summit offers technology and service providers an electrifying exhibition experience. From exclusive business-to-business engagements to direct business-to-consumer interactions, exhibitors will have the opportunity to showcase their cutting-edge products and services to an esteemed global audience of laboratory leaders and professionals. Don't miss your chance to make waves in the industry join us at The Leadership Summit and position your brand at the forefront of laboratory innovation

About Us

Lab Manager provides guidance and resources to help laboratory leaders run their labs like a business. We are the only media brand specifically focused on all aspects of running a lab, including:

- Health & Safety
- Lab Quality
- Lab Leadership
- Lab Staffing
- Business Management
- Asset Management
- Lab Design
- Lab Products & Services
- Sustainability
- And more!

Many laboratory managers started as bench scientists. While their training includes all they need to be great researchers, most scientific programs don't cover the skills needed to effectively manage a lab. *Lab Manager's* content, including a print magazine, digital offerings, webinars, videos, events, and the Lab Manager Academy offers tips, strategies, and insight to enable readers to be strong leaders in their labs.



Why Exhibit?



Access Key Decision-Makers Who Matter:

Connect directly with lab purchasing leaders in clinical, pharma, and life sciences, giving your business a clear path to key decision-makers.



Unlock Networking Opportunities That Lead to Partnerships:

Engage in exclusive social events, panels, and workshops tailored to foster relationships that can open doors to new business.



Gain Valuable Market Insights and Real-Time Feedback:

Understand the needs of lab leaders firsthand, helping you adapt your products to better meet industry demands.



Boost Brand Visibility Among Engaged, Targeted Audiences:

Present your innovations and elevate your brand in front of an attentive and highly relevant audience.



Generate High-Quality Leads for Real Business Impact:

Capture high-quality leads from potential clients actively searching for lab solutions, giving you a stronger sales pipeline.



Position Your Brand as a Thought Leader:

Share expertise and insights through panels and speaker sessions, establishing your company as a go-to industry authority.



Business Expansion:

Expand your market reach by accessing a diverse network of attendees across the lab sector.



Maximize ROI Through Strategic Connections:

Forge connections that convert into revenue, delivering measurable returns for your investment.



Build Long-Term, Strategic Partnerships:

Cultivate relationships with lab leaders that go beyond the summit, fostering ongoing business growth and collaboration.

Maximize Your Exposure and Engagement Opportunities

This year, we're focused on providing exhibitors like you with more ways to engage and build relationships with our carefully curated audience of lab managers. Here's what you'll receive:

- 6' Table-Top Booth with 2 chairs, electrical access, and 2 exhibitor passes
- Brand Presence in the event guide, app, and on the website
- Networking Opportunities: Take advantage of numerous opportunities to connect with attendees throughout the summit, including during social events, interactive panel discussions, and engaging workshops
- Post-Show Leads: Receive a list of all attendees for post-show follow-up

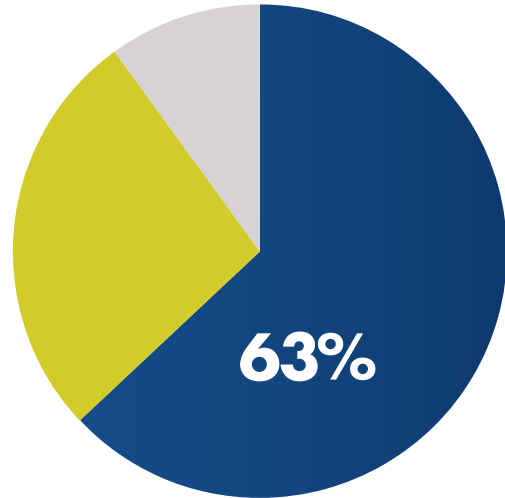
Bonus Exposure: All exhibitors will be featured in the January 2025 digital Leadership Summit, providing additional exposure and a combined total of 500+ leads. Don't miss this opportunity to position your brand front and center with those who are shaping the future of laboratory management.

175-200 EXPECTED ATTENDEES

Attendee Demographics

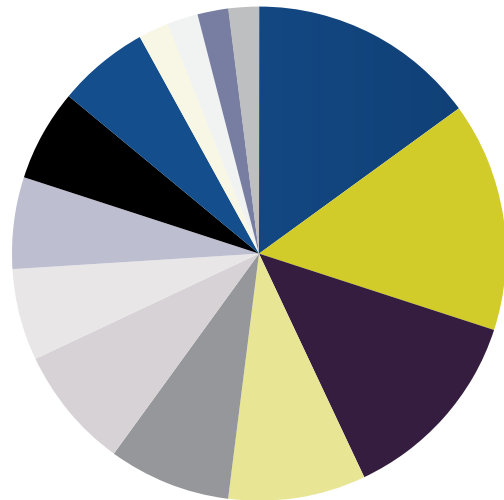
PURCHASING INVOLVEMENT:

- Approver/Final Decision Maker **63%**
- Influencer/Recommender **27%**
- Not Involved **10%**






A BROAD SPECTRUM OF PRIMARY FOCUS AREAS:

- Biotechnology/Life Sciences **15.2%**
- Medical/Pharmaceuticals **14.6%**
- Chemistry/Biochemistry **13.6%**
- Biological Sciences/Microbiology **9.4%**
- Academia **8.4%**
- Environmental Science **8.4%**
- Clinical - Diagnostics **5.8%**
- Engineering/Lab Design **5.8%**
- Other **5.8%**
- Molecular/Cell Biology/Genetics **5.8%**
- Pathology **2.1%**
- Energy/Petroleum/Plastics **2.1%**
- Animal Science/Veterinary **1.5%**
- Food & Beverage/Consumer Goods **1.5%**



Exhibitor & Sponsorship Opportunities

	Exhibitor	 Gold	 Platinum	 Diamond
Total Available		6	3	3
Price	Before November 30, 2024: \$3,500 After November 30, 2024: \$3,900	\$8,000	\$11,000	\$15,000
Full-Access Conference Pass (for staff and speaker use)	2	3	4	4
Post-show attendee list	✓	✓	✓	✓
Booth Exhibition Includes 6 ft table and chairs/power Included	✓	✓	✓	✓
Networking at all meals and receptions with attendees	✓	✓	✓	✓
Logo and company description on event website	✓	✓	✓	✓
Logo in event guide	✓	✓	✓	✓
Logo in promotional show emails to prospective attendees	✓	✓	✓	✓
Brand Sponsorship (Choose One)	×	<input type="checkbox"/> Lanyard Sponsor Your logo on attendee badge lanyards <input type="checkbox"/> Lunch Sponsor Includes your logo on a giveaway <input type="checkbox"/> Coffee Break Sponsor Includes your logo on a giveaway <input type="checkbox"/> Breakfast Sponsor includes your logo on signage <input type="checkbox"/> Leadership Excellence Awards Sponsorship includes your company rep to help hand out the awards, a company profile in the article coverage of the awards	<input type="checkbox"/> Network Reception Sponsor: Sponsorship includes your logo on signage <input type="checkbox"/> Audience Survey Gain valuable audience insights from live polling during the event and then extended to the full <i>Lab Manager</i> subscriber base <input type="checkbox"/> Headshot Lounge - Exclusive Sponsorship Includes your logo on signage at the Leadership Summit promoting the headshot lounge for 150+ attendees.	<input type="checkbox"/> Live Event Presentation, Post-event On-Demand Speaking opportunity will be recorded and made available as an on-demand webinar on the <i>LabManager</i> site + Ongoing promotion of on-demand webinar for up to 6 months
Full page ad in event guide	×	×	✓	✓
Speaking Opportunity 30-minute presentation with Q&A session. (Must be editorially approved and non-promotional)	×	×	×	✓

A La Carte

Expand your package with additional sponsorship opportunities to boost visibility and value. Browse our A La Carte options below, then reach out to our Sponsorship Manager for your custom package.

- Additional Booth Staff \$350**
 - ✓ One badge to each additional staff at your exhibitor booth
 - ✓ Booth booking required
- Conference T-Shirt \$5,000** **Exclusive**
 - ✓ Your logo on 200 official 2025 Leadership Summit T-shirts
 - ✓ Distributed to all attendees at the conference
 - ✓ Brand inclusion on the Leadership Summit app and website
- Seat Drops \$500**
 - ✓ Distribution of your literature at attendee's seats
 - ✓ Sponsor provides the materials to distribute
 - ✓ Brand inclusion on the conference app and website
- Headshot Lounge \$6,500** **Exclusive**
 - ✓ Includes your logo on signage at photo booth
 - ✓ Leadership Summit participants (150+) sign-up via QR code and receive 5-10 professional photos delivered with your branded gallery
- Conference Notebook & Pen Set \$2,500**
 - ✓ Exclusive sponsorship of conference notebook and pen set to be available in breakout and session rooms
 - ✓ 3.5x5.5" 80-sheet soft touch notebook with ribbon marker, elastic strap, pen loop, and pen
 - ✓ 4-color logo imprinted on black notebook and pen
 - ✓ Brand inclusion on the Leadership Summit app and website

ADD to any Sponsorship Package: Making a Business Case – Vendor Panel

ACT FAST: only 4 available

4 sponsors to sit on a panel to discuss:

- RFQs, service contracts, creating a business case for new products and services
- includes promotion of the panel discussion with your company logo

Add on Price: \$1,500

Reserve Your Booth Now!

ALYSSA MOORE

Senior Account Manager

amoore@labmanager.com

610.755.1589

For more information on the Lab Manager Leadership Summit, visit summit.labmanager.com/leadership

INVOICE & CONTRACT DETAILS

50% deposit is due when signing the contract. Second payment will be invoiced on January 1, 2025.

Cancellations must be received in writing by December 31, 2024. This cancellation will result in forfeit of your 50% deposit.