

Report 18-012 | Report Overview



2018 Conference & Exhibit Strategies in the Life Sciences: What's Working Now

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BioInformatics Inc.
part of Science and Medicine Group
671 N. Glebe Rd.
Suite 1620
Arlington, VA 22203

2018 Conference & Exhibit Strategies in the Life Sciences: What's Working Now

OVERVIEW

Conferences play an essential role in promoting communication among life scientists. The most important function of conferences—from a scientist's perspective—is to provide a forum for presenting cutting-edge research. In addition, conferences offer scientists opportunities for identifying new research directions or approaches, networking with colleagues, collaborations, and career advancement. Professional societies often play a large role in hosting these conferences and in connecting scientists to each other. Many vendors consider conferences to be valuable opportunities to interact with prospective and current customers in specific markets. Exhibiting at conferences continues to be a vital and indispensable part of most vendors marketing efforts. Knowing in advance what your customers expect and what motivates them to engage your brand's representatives at meetings are key building blocks to the success of your event's exhibiting strategy. The perspective of over a thousand conference attendees and customers is presented, allowing you to assess current best practices in the market and new ways to capture the attention and interest of your customers.

Objectives of this Report:

1. Help you select the right scientific conference by understanding what attracts life scientists and their perception about exhibitions
2. Aid in understanding the needs and expectations of life scientists have of professional societies and conference sponsors.
3. Aid in designing the ideal exhibit by assessing the trends in customer experience management at conferences

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■ REPORT CONTENTS

Executive Summary

- Expectations for Conferences
- Suggestions to Enhance the Appeal of Your Conference
- Perceptions of Your Professional Society
- Suggestions to Enhance the Appeal of Your Booth or Exhibit Floor

Scientific Conferences and the Attendee Experience

- Trends in Scientific Conferences
- Designing the Ideal Scientific Conference
- Scientific and Professional Society Satisfaction
- Selecting a Scientific Conference
- Impact of Scientific Conferences on Research
- Managing Scientists' Perceptions About Exhibit Halls

Methodology & Demographics

- Methodology
- Demographics

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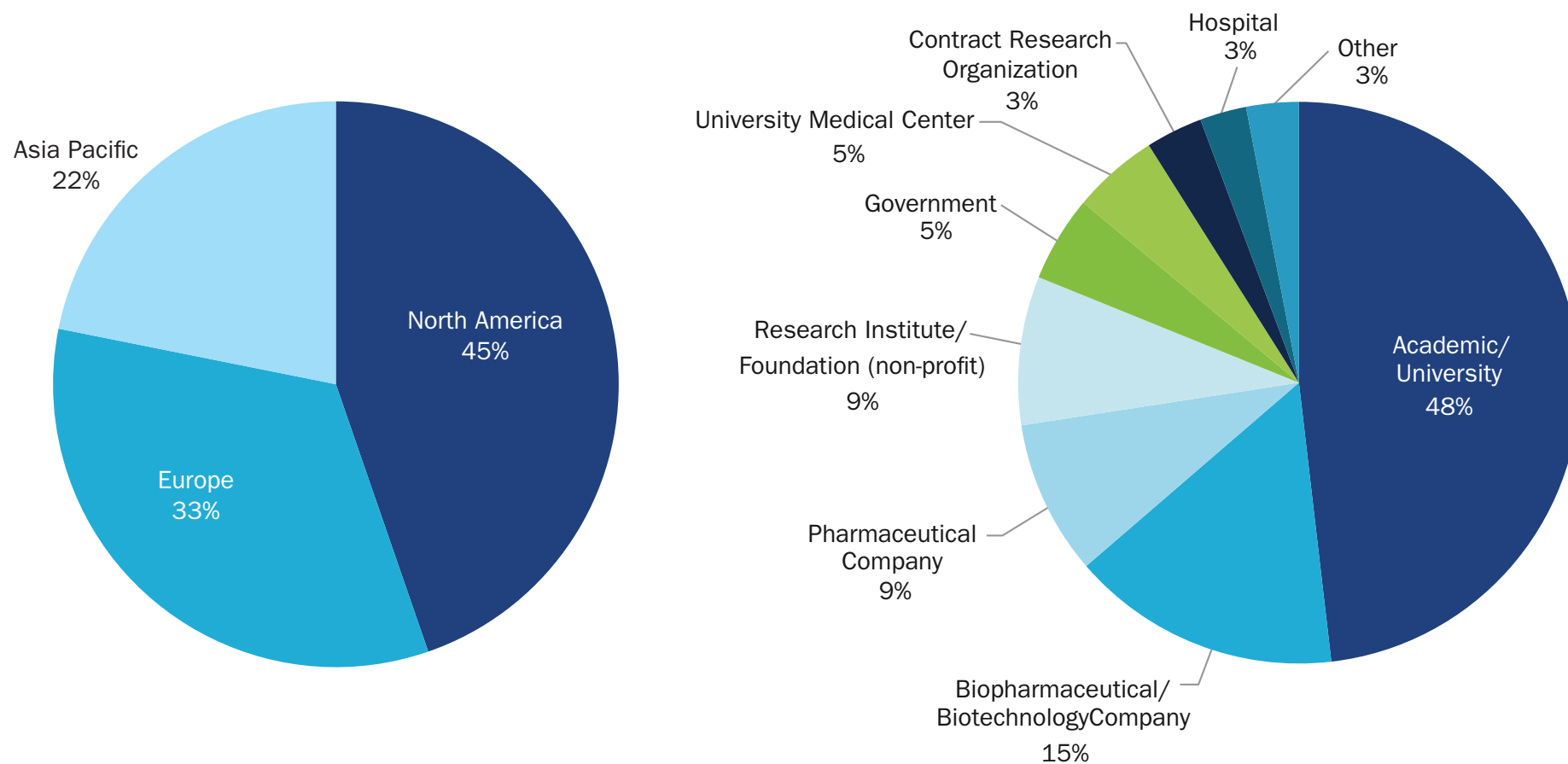


■ METHODOLOGIES

BioInformatics provides detailed information on scientists' experience at conferences and their expectations of an exhibit. The results of a **39-question online survey** of more than **1100 Life Scientists** from around the world is included, which provides substantive information on attendees' trends and opinions of conferences. In addition, this report also includes an in-depth analysis of customer experience profiles for 16 different exhibitors. This report is the most accurate, detailed and concise market research document covering the conference experience.

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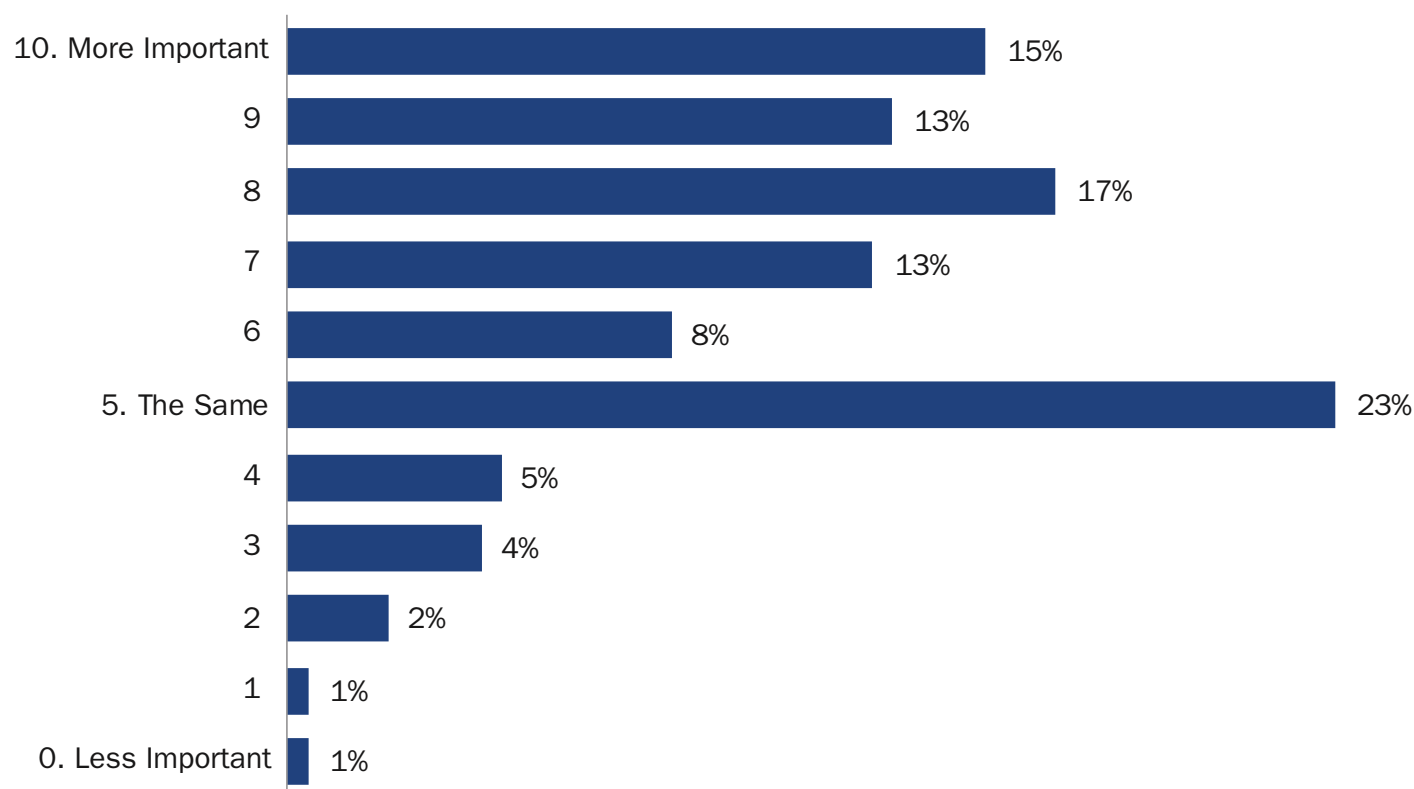
SAMPLE DATA



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SAMPLE DATA

COMPARED TO FIVE YEARS AGO, HOW IMPORTANT IS ATTENDING SCIENTIFIC CONFERENCES TO YOUR CAREER AND PROFESSIONAL DEVELOPMENT? (CHOOSE ONLY ONE)



■ WHY BUY OUR REPORTS?

Source of Independent, Unbiased Research

Unlike reports from other firms that are based on analyst's subjective summaries of information from publicly available sources, our reports are based on the results of detailed surveys of hundreds – even thousands – of scientific and medical professionals who buy your products.

Developed by a Team of Experts

Our questionnaires are developed by a multidisciplinary team of scientists, industry veterans and market research experts with years of experience. These professionals understand that survey questions need to be asked in a way that ensures the answers will directly address the business challenges you face. Once the surveyed data is collected, this same team creates a unique report that presents the reader with a thorough understanding of the topic, and the scientific and business implications of the results based on sophisticated statistical analytics.

Carefully Selected Survey Participants

When others promote results from their online surveys, they fail to mention the uncontrolled nature of their broadcast email invitations. To provide you with the most valid and accurate results possible, the respondents to our surveys are members of our unique online panel – The Science Advisory Board® - which consists of thousands of verified life science and biomedical professionals who have agreed to take part in our surveys, focus groups and other market research activities. These respondents are carefully selected based on their professional qualifications, market segments and geographic regions. We can even select them based on the products they use and their preferred suppliers.

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■ PRICING

Custom Analysis & Research Available

With your purchase of this report, we also invite you to set up a meeting with our report team of scientific and market analysts. We can answer any questions you may have about our findings, and we can also share what we believe to be the significant trends affecting your market.

Sale prices through June 29th, 2018:

Company-Wide License — \$5,850

Prices after June 29th, 2018:

Company-Wide License — \$6,500



■ ABOUT BIOINFORMATICS LLC

BioInformatics Inc., part of Science and Medicine Group, is the premier research and advisory firm serving the life science industry. Since 1994, we have been providing off -the-shelf reports, custom-designed studies, and market analysis that enables companies to understand their market and competitors through the eyes of the most important information source of all-the people who buy their products. By leveraging our online professional network of tens of thousands of scientific customers, we have supported more than 500 companies and provided insights that lead to better business decisions. Our actionable insights support assessing the size and attractiveness of markets, optimizing product configurations and pricing, validating corporate acquisitions, measuring of customers' brand loyalty, and evaluating of your brand strength and positioning. We help you grow, adapt, and change in a rapidly evolving market.

For more information about BioInformatics report and service offerings, please visit our website at www.bioinfoinc.com, call **703.778.3080 x19**, or email reports@bioinfoinc.com. For more information on the Science and Medicine Group, please visit our website at www.scienceandmedicinegroup.com.

BioInformatics, Inc.
671 North Glebe Road
Suite 1610
Arlington, VA 22203
703.778.3080
703.778.3081 (fax)
www.bioinfo.com

