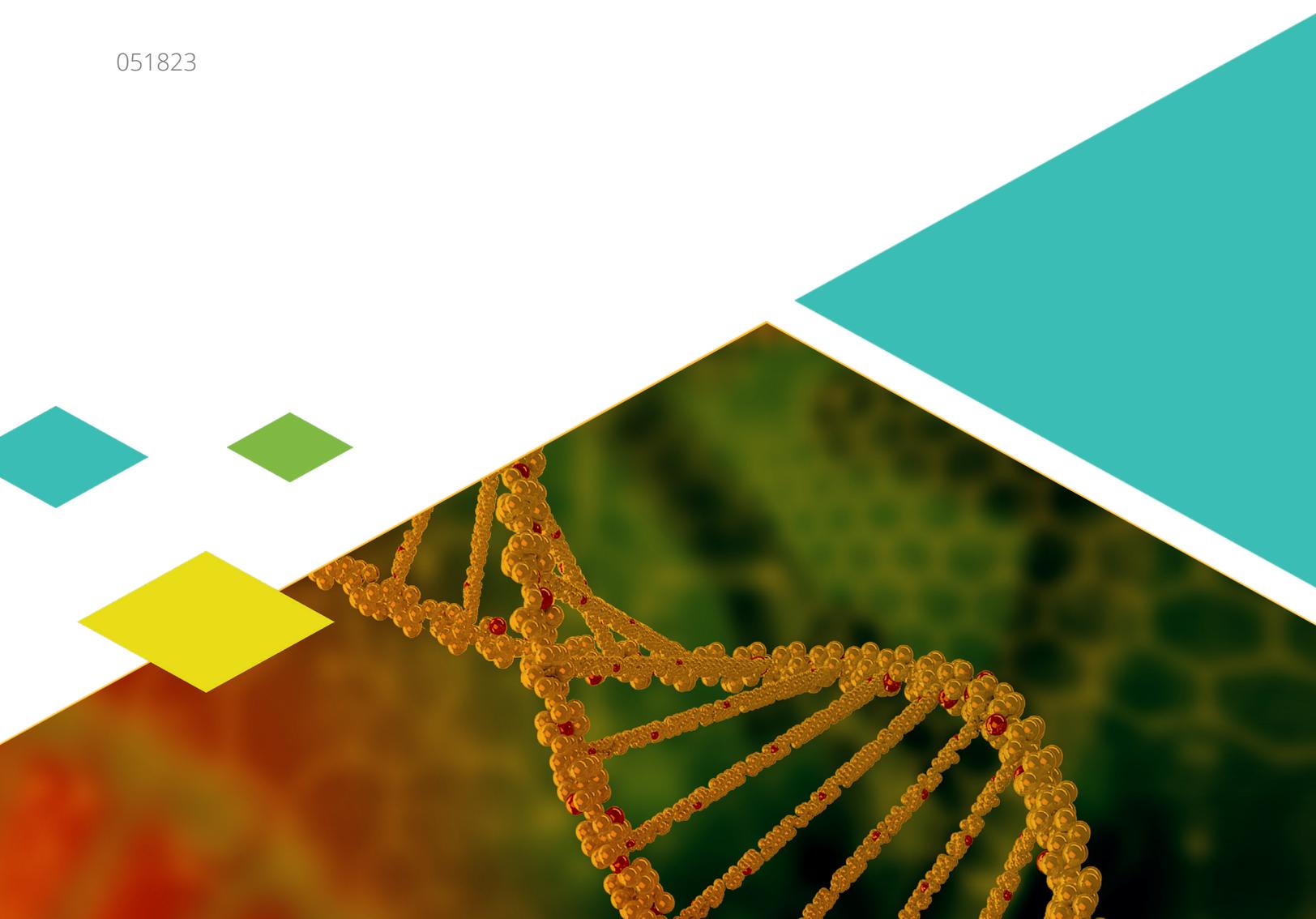


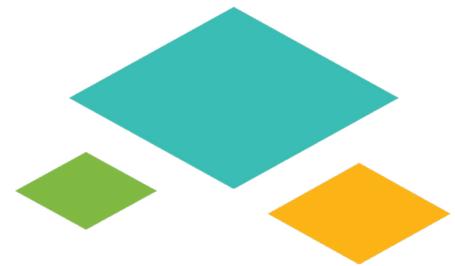


# CRISPR 2021

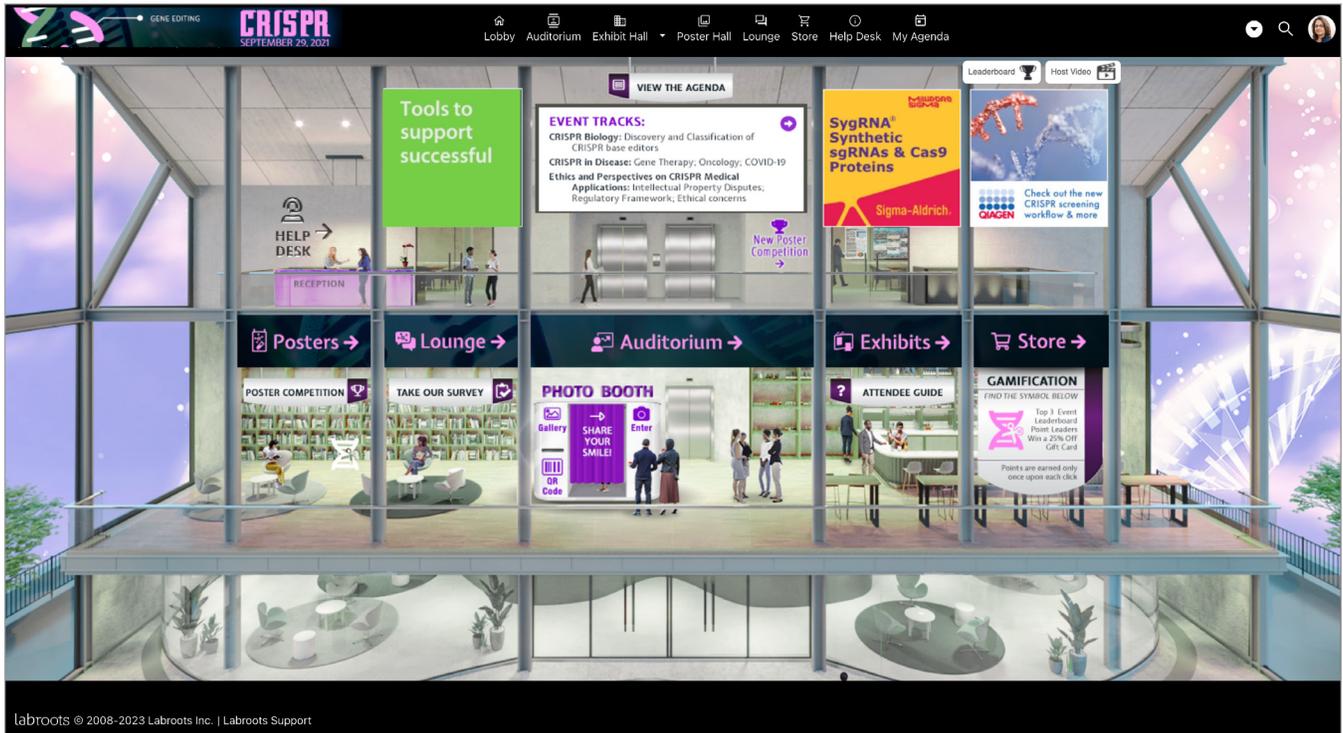
A Chati Virtual Event Case Study

051823





# What is a Chati Virtual Event?

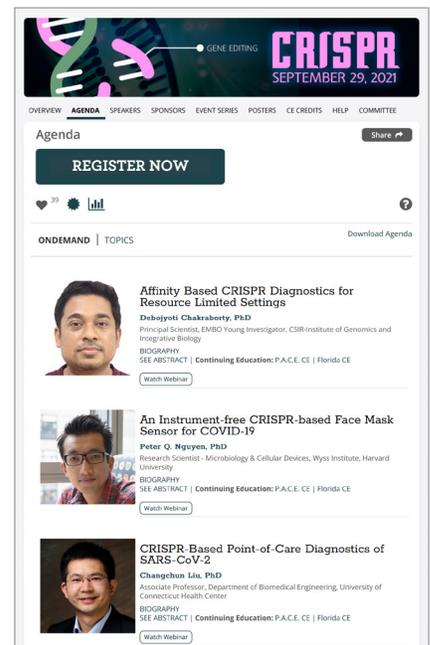


Lobby

Through fine-tuning scientific virtual conferences since 2008, Labroots invites world-renowned experts, chosen by event committee members, to present their latest research at Labroots Virtual Events throughout the calendar year. These events are free of cost to Labroots users, and act as an interactive virtual space that attendees can gather to discuss the topic at hand.

## CRISPR 2021, What Made it Special?

Well, let's dive into the event rooms, so you can see for yourself.



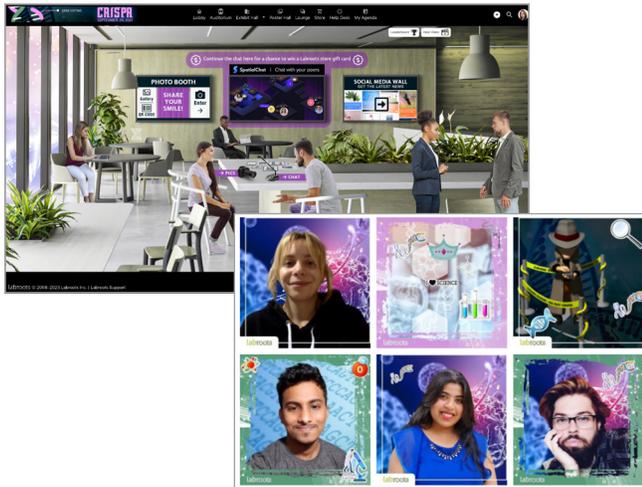
Event Agenda

## The Auditorium

Jam packed with live presentations the day of the event, the auditorium offered various presentations on CRISPR-based editing, next-gen editing tools, precision in gene editing, and more. Featuring the Keynote and Panel Presentations, the talks can now be viewed on demand. Upon entering a presentation found in the auditorium, attendees were able to engage with colleagues through an interactive chat component, and submit questions directly to the speaker.



Auditorium & Keynote Presentation



Networking Lounge & Photo Booth Gallery

## The Poster Hall

The poster hall allowed poster authors to share their work to a global audience in a truly interactive and engaging setting. Collected through the Labroots platform, all posters are branded with author contact information. During the live event on September 29th, CRISPR attendees could even chat with authors directly on their poster!



Auditorium & Keynote Presentation

## The Networking Lounge

The networking lounge acted as an area of the event where attendees could go relax, mingle, or even continue the conversation on the presentations they had just viewed.

This area of the event environment also incorporated a photo booth where you could take a selfie, Spatial.Chat (an extremely interactive networking tool with different rooms), and a social media wall to stay up-to-date on the happenings for this event, and upcoming Labroots Virtual Events.



Labroots Store

### The Exhibit Hall

The virtual exhibit hall is a room companies are able to showcase anything they want that is relevant to the event's topic. CRISPR featured eight different company booths, all unique in their own way, but all increasing awareness of their brand.

## A unique opportunity to be a part of Labroots users' virtual experience

### Exhibitor Booths

Having a company exhibitor booth at one of Labroots Virtual Events is a unique opportunity to be seen from a global audience. With companies able to display their products, offer chat sessions with reps, and market their brand to a tailored audience, there's no cap to the available customizations of these booths.

### The Labroots Store

All of Labroots Virtual Events have an event room where you can see the Science Store's latest products. Often with a hidden coupon code, this room of the event is definitely worth stopping in.

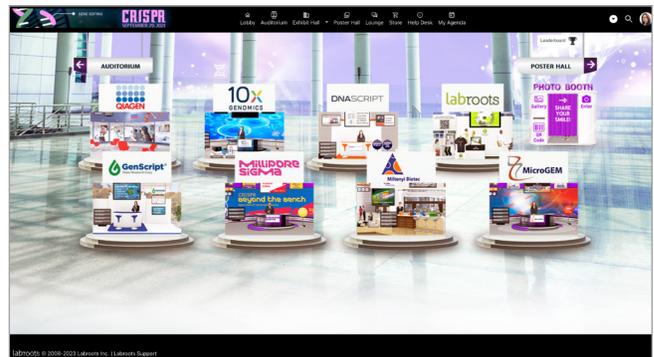


Exhibit Hall & Virtual Booths

### Exhibitor - Genescript Biotech

Genescript Biotech Corporation had a booth in CRISPR's exhibitor hall. Their booth had their catalog products displayed, an "About Us" section to increase brand awareness, a rep eager to chat, and more. Genescript was happy with their booth in CRISPR, and deemed it a success in their book.

### Exhibitor Booths Include:

- 1. Rep chat options
- 2. Two call to actions of your choice
- 3. An informational kiosk
- 4. Company social media handles
- 5. Three screens
- 6. A welcome video

Each exhibitor booth is adapted in custom colors to match your company. These booths are completely customizable, and are not limited to the options above. Clients are even able to work directly with our creative team to build the booth from scratch.



Genescript Booth



Booth Key Features

## CRISPR 2021, Another Successful Labroots Virtual Event

As the world's largest producer of life sciences virtual events, Labroots is excited to continuously host virtual events on topics that our users care about. Jam packed with opportunities to advertise your company, Labroots will not let you down.

Check out CRISPR 2021 on-demand [here](#), and click [here](#) to learn more about Labroots Virtual Event sponsorship opportunities.

### Client Testimonial

“ It seems to be another successful event, and it's always a pleasure working with Labroots. ”

Tiffany Pan  
NA Regional Marketing Specialist  
Genescript

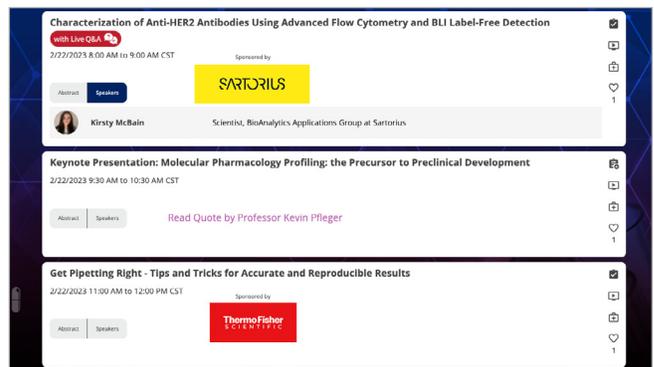
# Other sponsorship & advertising opportunities in Labroots Virtual Events

Being a part of a Labroots Virtual Event is truly gaining access to a global audience, tailored to specific scientific topics. With events remaining on-demand, your company can be continuously visible to attendees.

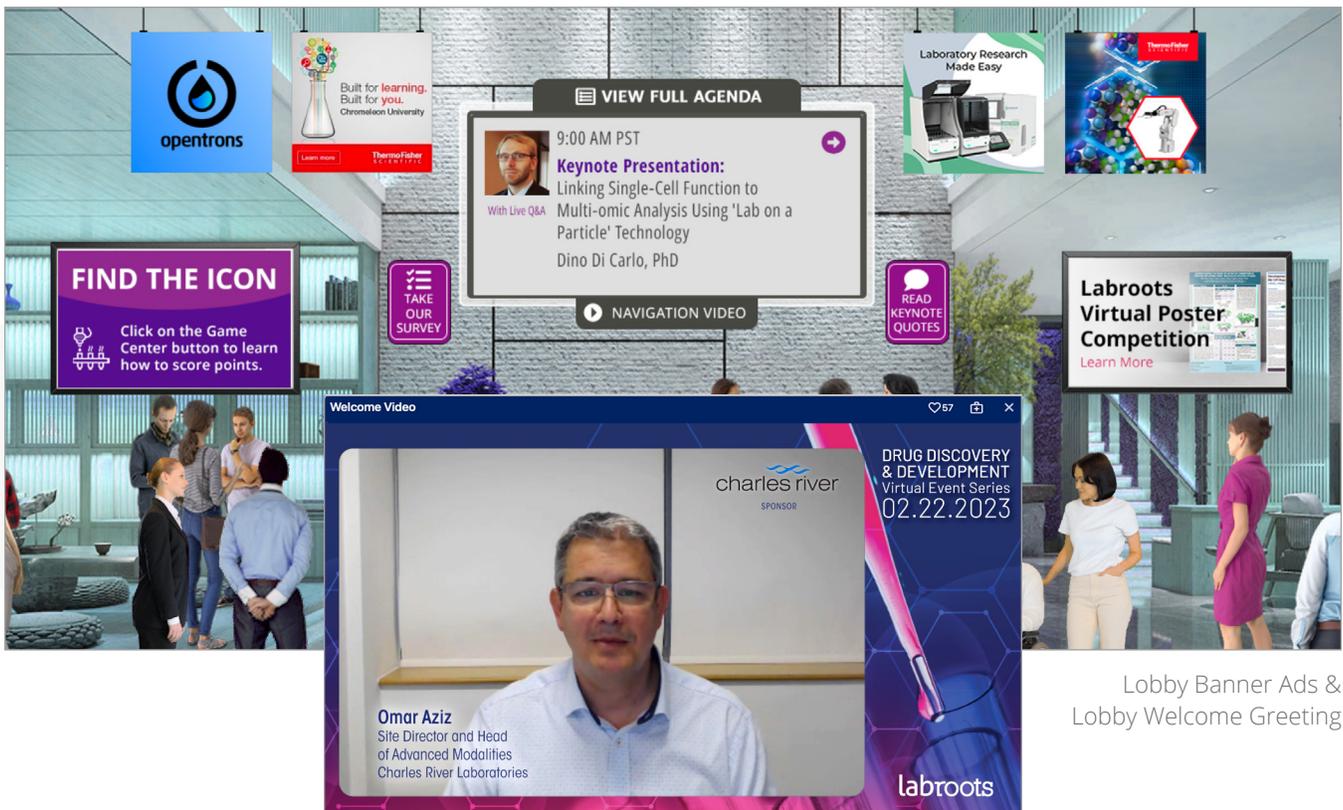
Sponsorship placements include; exhibitor booths, keynote speaker sponsorship (with in-studio opportunities), lobby greeting, virtual lab (custom), banner ads, pop-ups, and much more!



Exhibitor Booths



Keynote Speaker Sponsors



Lobby Banner Ads & Lobby Welcome Greeting