

BIO 2007 Conference Sales and Marketing Plan

Summary and Audience Analysis:

The goal is to present iMarc as an experienced resource for web initiatives. Establish credibility by presenting MassBio, Cubist, AdvanDx, and Galen Recruitment as examples. We must have creative solutions ready, be familiar with example sites, and consider challenges facing the audience:

- Many Bio-tech companies are in stealth or start-up mode.
- Often the primary contacts are founders and scientists with little marketing experience.
- Another difficulty is presenting complex scientific information in an engaging manner.

We will maximize exposure and networking opportunity by staffing the booth, occasionally being in the MBC Pavilion, having our own booth raffle, and including literature in the entrance area and press room.

Marketing Materials Needed:

Collateral: Company Background 8.5 x 11

Collateral: Business Cards

Promotions: Green iPod?, Sign, Raffle bowl

Promotions: Cubes of Truth

Demos: Updated Before & After

Demos: Cubist, AdvanDx, MassBio, Galen, others.

Booth:

Info: iMarc # 2152. Corner, linear booth 10'x10'. Each booth will be set with 8' high blue and teal back drape, 36" high blue side dividers, and a 7"x44" one line ID sign. The exhibit hall is NOT carpeted. Show management requires all exhibitors have their space carpeted. The aisles will be carpeted in teal.

Rules: Exhibit fixtures, components and signs will be permitted to a maximum height of 8'3". All display fixtures over 4' in height must be confined to that area of exhibitor's space that is at least 5' from the aisle line. Canopies and ceilings should not be lower than 7' from the floor and within 5' of any aisle.