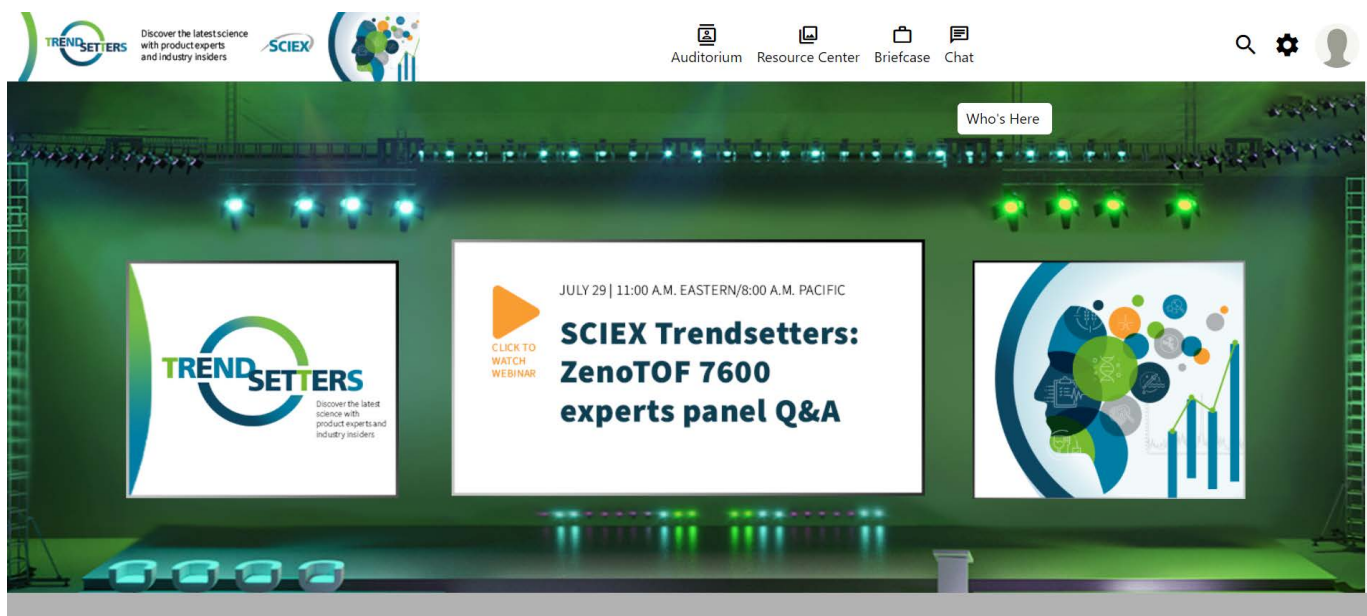


SCIEX TRENDSETTERS - Labroots First Webinar Plus



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Webinar Auditorium

What is a Labroots Webinar Plus?

Have you been interested in hosting something a little bit larger than a traditional webinar, but not ready to commit to an entire Custom Virtual Event? Luckily for you, Labroots is excited to announce the Webinar PLUS. More impactful than a traditional webinar, but less overall commitment in comparison to a Custom Virtual Event, the Labroots Webinar PLUS provides a more interactive experience to your audience.

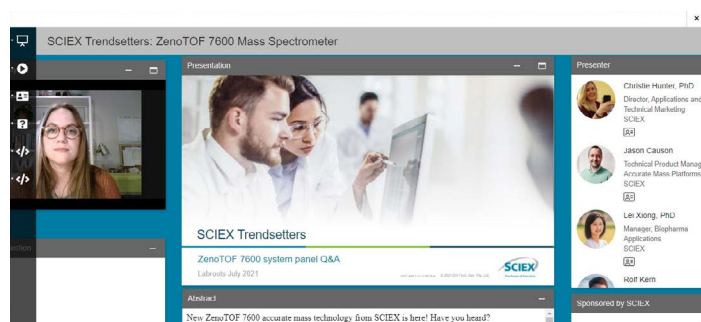
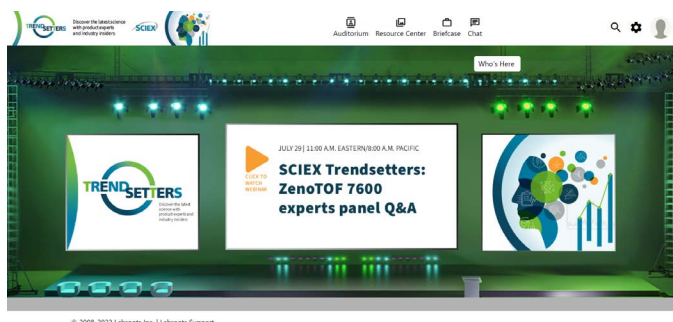
Having produced hundreds of virtual events and thousands of webinars over the last thirteen years, Labroots has a solution to fit every client's unique needs. That being said, we're excited to share about our new product offering. Webinars are limited by the event experience and customization that Labroots Custom Virtual Events offer. Alternatively, custom virtual events require a lot of content and time commitment to fill the whole event environment.

Here we introduce the Webinar PLUS, but what exactly is included?

- 60-90 minute Event
 - Will remain on-demand for 24 months
- Included Virtual Event Venue (much like our Custom Virtual Events)
 - Unique Microsite/Registration page
 - Resource Center or Media wall for attendees
 - Auditorium
- 1 Webinar
 - With Labroots Production support with licensing, hosting, and more.
- Marketing Package
 - Email Blasts x 3 (20,000 targeted recipients each)
 - Social Media Posts x 3 (to our targeted category pages)
 - Banner Ad x 1 Month
 - Newsletter Posting

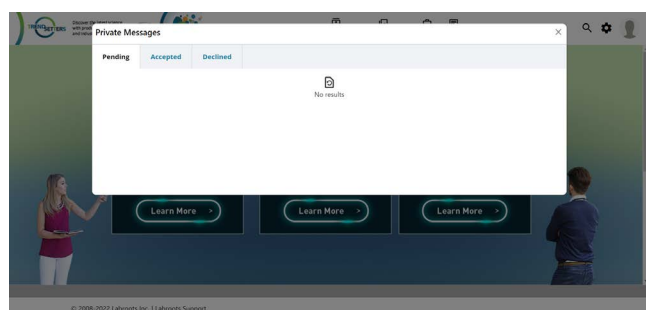
Labroots First Webinar Plus - A Success

With the desire to offer a more interactive experience than a traditional webinar, SCIEX Trendsetters: ZenoTOF 7600 experts panel Q&A offered something completely new and innovative for all attendees (and our client, of course). More interactive than a traditional webinar, SCIEX Trendsetters offered attendees the following:



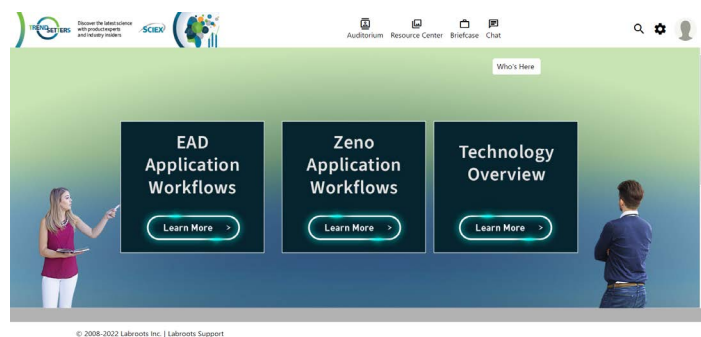
Engaging Auditorium

Upon entering SCIEX's Webinar PLUS, attendees are greeted by an engaging auditorium. Filled with various navigation components, and even a support section, movement throughout the Webinar PLUS is made simple. Completely customized to SCIEX's company colors, the auditorium was not only eye-catching, but promoted interactivity.



Experts Panel (the webinar)

Directly from the auditorium, attendees can click into the actual webinar. In SCIEX's case, this acted as an experts panel Q&A. Webinar presentations offer live videos of the speaker(s), a corresponding presentation, an area to ask questions, and even mini bios on the speaker(s). Organized in a way to maintain attendee engagement, it's safe to say this was a hit!



It's Time to Chat!

Throughout the entire Webinar PLUS, an "Invite people to chat" popup was accessible. Once opened, attendees could add people to an ongoing chat, start a new chat, or even begin a video call. This allowed attendees to interact with one another during the course of the Webinar PLUS.

Resource Center

Another room that attendees can easily navigate to from the auditorium, the Resource Center can act as an area to house any information you'd like your attendees to have access to. In SCIEX's case, they provided various resources on workflows and their technology (white papers, abstracts, video, etc.). Labroots was here to help organize this in a simple way from a navigation standpoint.



So why choose a Webinar PLUS with Labroots?

As Labroots' new turn-key solution for clients that want the look and feel of a virtual environment, but aren't quite ready to host a whole event, Webinar PLUS is the way to go.

Checkout SCIEX Trendsetters for yourself, by clicking [here](#).