



## Sponsored Webinars

LabMedica sponsored webinars are a highly popular content marketing channel for showcasing expertise, sharing research, and **generating viewership**

Promoted to over **80,000** clinical lab professionals worldwide on the LabMedica platform and social media, offering unparalleled visibility.

Enhance your authority by featuring your own experts on a Learning & Development (L&D) topic of your choice.

## LabMedica Webinars

### Included in this package are:

- ✓ Targeted marketing for your topic and speaker to maximize registration, utilizing dedicated emails and social media campaigns across LabMedica's various online channels.
- ✓ A banner on the LabMedica homepage prior to the event linking to the webinar registration page.
- ✓ A complete list of participants with comprehensive contact details, supplemented by ongoing attendees from the on-demand webinar.
- ✓ Prominent sponsor recognition in all pre-webinar marketing and during the live event, featuring your logo on registration pages.
- ✓ The option to distribute a white paper, eBook, or similar content asset in conjunction with your webinar, adding significant value to your investment.
- ✓ On-demand viewing displayed on website to maximize amount of viewers.

LABMEDICA's turnkey webinars provide unmatched visibility for your brand. We handle everything while you focus on growing your business.

Engage with LabMedica's webinars to position your brand in front of key decision-makers in the IVD market.

### Audience Breakdown

BY REGION		BY TYPE OF ESTABLISHMENT		BY SPECIALTY	
Europe	20,456	Hospital Laboratory	43,697	Anat. Pathology	6,542
Asia/Pacific	17,507	Independent/Reference Lab.	16,382	Clinical Chemistry/Biochemistry	15,319
Middle East & Africa	9,267	Blood Bank	1,280	Microbiology	7,226
Latin America	33,008	Public Health Laboratory	1,225	Hematology	3,618
		Industrial/Biomedical Lab.	1,137	Blood Bank	1,569
		Government Agency	1,542	Toxicology	694
		Research/Educational Lab.	5,742	General Lab Diagnostics	32,941
		Distributor/Dealer	6,438	Administration/Purchasing	2,422
		Other	2,965	Virology	601
				Oncology	644
				Endocrinology	417
				Serology	224
				Immunology	3,397
				Histology	329
				Cytology	405
				Other	4060