

the  
DIRECTORY

General Lab &  
Life Science

## About Labhoo

Labhoo offers a unique opportunity for companies to ensure they maximise their exposure on the Internet.

Labhoo.com is the world's largest directory and search engine for Life Science and General laboratory; containing complete contact information on over 25,000 companies and organisations,world-wide.

Our proprietary web site searching system enables scientists and marketing professionals to easily find what they are looking for without delay and without having to filter through irrelevant information.

### some stats...

- ▶ 25,000 companies & organizations in database
- ▶ 40,000 visitors to Labhoo each month
- ▶ 10% increase in visitor numbers each month
- ▶ 150,000 member database
- ▶ 60% of visitors are from scientific community
- ▶ 40% of visitors are from business community

## FOCUSED & UP-TO-DATE

- 25,000 companies and organizations
- Fully Searchable using keywords, activity, address...
- All companies include complete profile & contacts
- Widest press release distribution
- Click-thru statistics and graphs
- Comprehensive Events listing
- Extended presence across 10 daughter web sites
- Free Access - no charging for basic listing
- Advertise on LifeScience.TV network
- Promotion through google and twitter
- Inclusion in LinkedIn social networking communities



### The ultimate press release distribution system

Post press releases through Labhoo and receive distribution through thousands of magazines, journals and Internet sites, including ,Google, twitter, LinkedIn, DrugDiscovery.TV and LifeScience.TV.

With over 40,000 visitors per month combined with worldwide syndicated distribution and a membership database of over 150,000 scientists, there is no other medium that can guarantee the same comprehensive and focused promotion of your companies products & services.



Advertise your products and services with LifeScience.TV, an expanding network of wireless digital signage screens located throughout academic and commercial institutes in the UK.

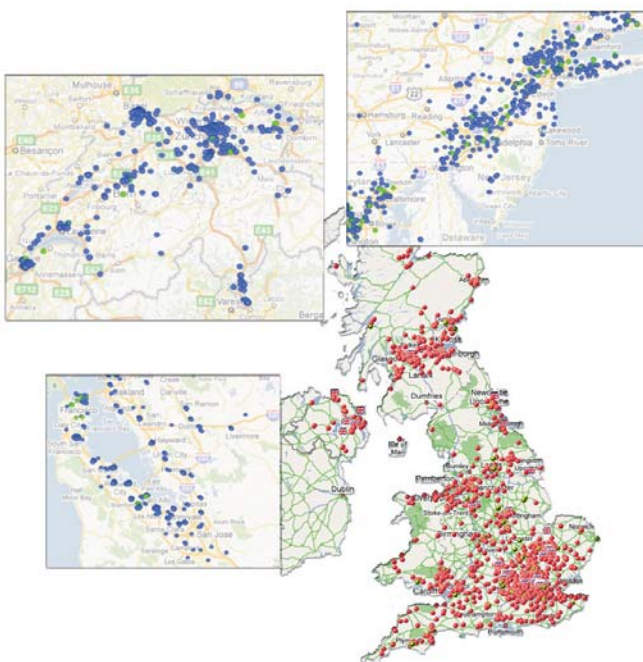


Image courtesy of Picodrop Ltd.  
ul Spectrophotometers

# membership plans

## BRONZE MEMBERSHIP.

**free of charge**

### Add Your Organization & Contact Details

Register your company in the unique Labhoo Search Engine, the world's most comprehensive Lab Industry Directory. With over 40,000 visitors per month you're guaranteed great exposure.

### Post to the B2B Contact Zone

Meeting section for distributors seeking suppliers and suppliers looking for distributors

### Post your vouchers and coupons

Post special offers and discounts onto Labhoo and partner sites

### Monthly Click-Through Report

View a real-time graph detailing the last 12 months worth of click throughs - divided into four categories - search results, A-Z directory, press releases and events.

### Inclusion in Labhoo Maps

All members benefit from a free inclusion in the unique Labhoo maps page.

## *NEW* Inclusion in the www.DrugDiscovery.tv portal

Get included within the 10,000+ companies detailed in our latest Pharma-Biotech directory

### Get YOUR Search Box

Get your own Labhoo Search box to add to your web site.

## SILVER MEMBERSHIP includes all of the above plus:

**GBP495 / USD921 / EUR728 per year**

### Post Press Releases with photos

Your news is displayed on Labhoo.com and also displayed on all exhibition partner web sites, LifeScience.TV and distributed through our syndicated RSS News Feed, Google, LinkedIn and twitter.

### Post Events and Conferences

If your organization is organising an event they wish scientists to know about, place a notice in our comprehensive guide to events, seminars, conferences and exhibitions.

### Add Your Company Logo

Make an impact by displaying your company logo in all search results and press releases

### Upload your PDF brochures

Your pdf brochures will be displayed in the main directory, press releases and throughout Google and other search engines

## GOLD MEMBERSHIP includes all of the above plus:

**GBP895 / USD1665 / EUR1316 per year**

## *NEW* LifeScience.TV network - advertise on 10 screens

Advertise your products and services with LifeScience.TV, an expanding network of wireless monitor screens located throughout academic and commercial institutes in the UK

### Add Keywords with Photos

Make sure you come top of the search results by choosing up to 10 keywords

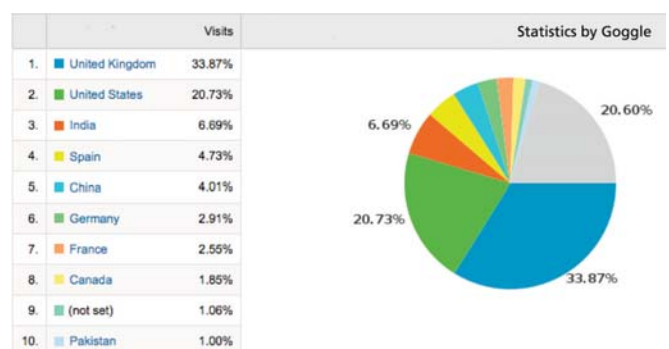
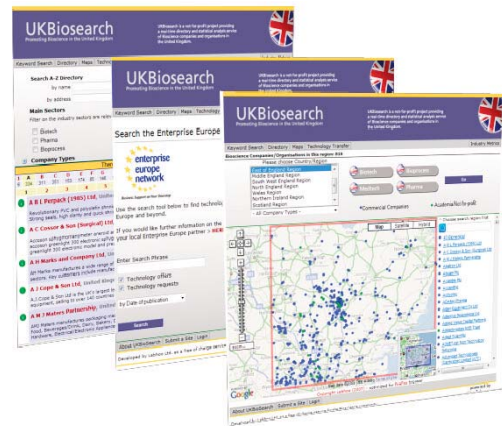
### Weekly News Letter Inclusion

Your Press releases, events and vouchers are included in our weekly newsletters distributed to over 10,000 scientists and industry leaders

## *NEW* PDF conversion to 3D page-turning brochures

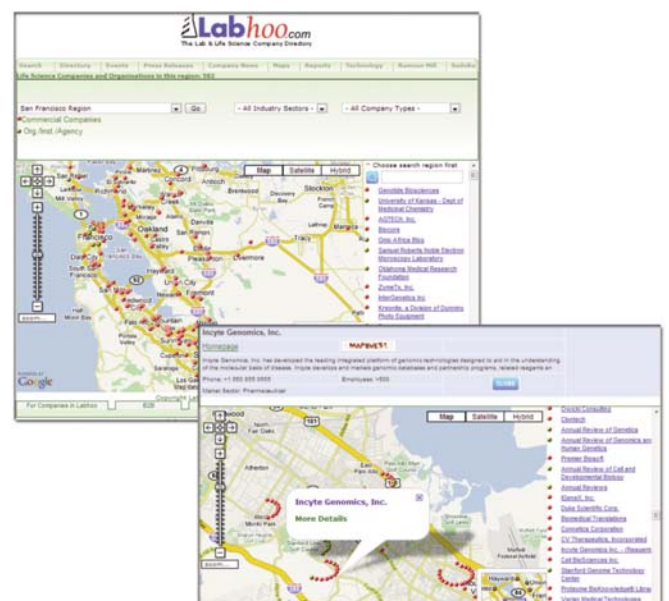
Upload your PDF brochures and get them converted to high-impact 3D brochures

# Demographics



## Labhoo Maps

Labhoo Maps provides a unique geographical representation displaying the location of over 25,000 companies and organizations worldwide.



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# contact us

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### Labhoo group websites:

#### **www.UKBiosearch.com**

The definitive source of company information for UK Bioscience.

#### **www.USBiosearch.com**

The definitive source of company information for USA Bioscience.

#### **www.DrugDiscovery.TV**

A focused Directory and search engine for the Pharma-Biotech sector.

#### **www.LifeScience.TV**

The only network of digital signage TV screens placed in key institutes across the UK. Promote your products and services directly to your customers.

#### **www.Storeflo.com**

Create your own virtual mall and embed it in your website. A novel way to display your suppliers, exhibitors, sponsors or members.

Ask us about our custom services:

**Mailing List Rental** : using our mailing server we can provide both a complete mailing service and targeted mailing lists, compiled from our 150,000 visitor database. Mailings can be targeted by sector, type and location. All mailings include click-through tracking and graphical statistics reports.

**Data Provision** : we can provide you Labhoo data subsets with complete company contact information in excel spreadsheet format.

**Data Analysis & Metrics** : If you are wanting to obtain specific market data such as industry sector turnover, yearly incorporations or country specific data, please contact our statistical analysis team.

**Custom Search Engines** : Labhoo operates a number of industry-specific search engines and has the capability to transform a static list of web addresses into a fully searchable resource. Ideal for providing a web search of exhibitors, organization members or sponsors.

