SciLeads

WEBINAR

Scientific Tradeshow Success

How to get real ROI at SFN or anywhere

SciLeads

Yes, you'll get the
recording + slides :)

Do you say SfN or Neuroscience?

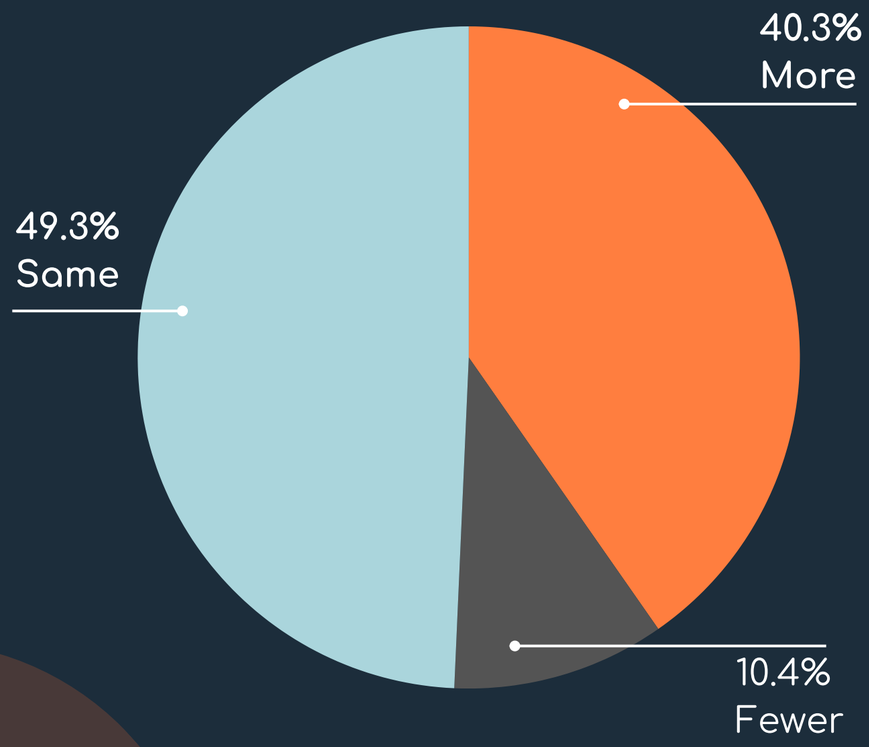


132 LinkedIn votes so far - go cast your vote + let’s settle this

The Science Sales & Marketing Survey 2027

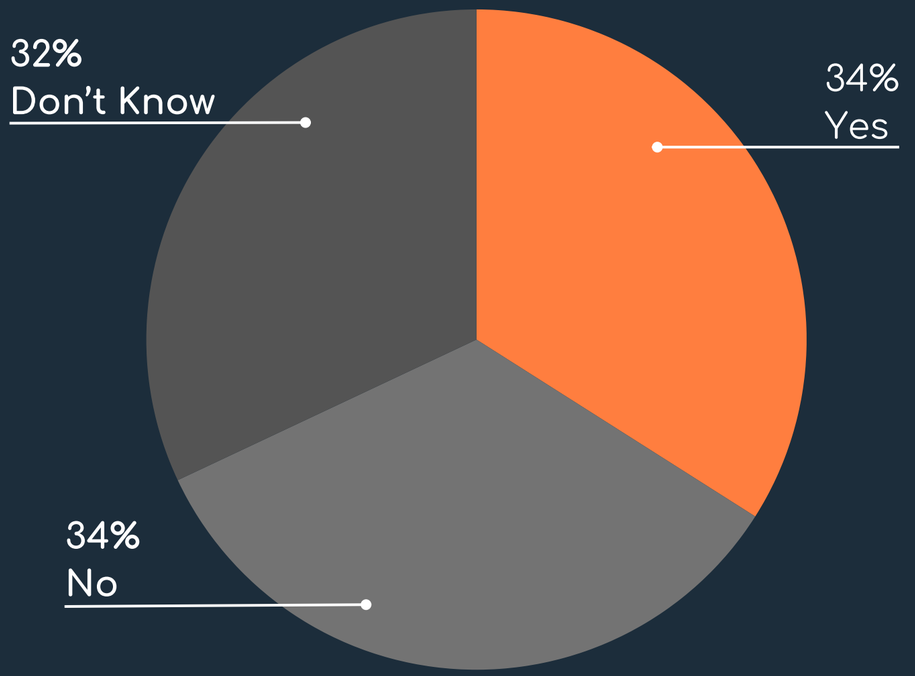
Sneak peek... survey still open! ***Take the 2027 survey here.***

Are you planning to attend more or fewer conferences in 2027 vs 2026?



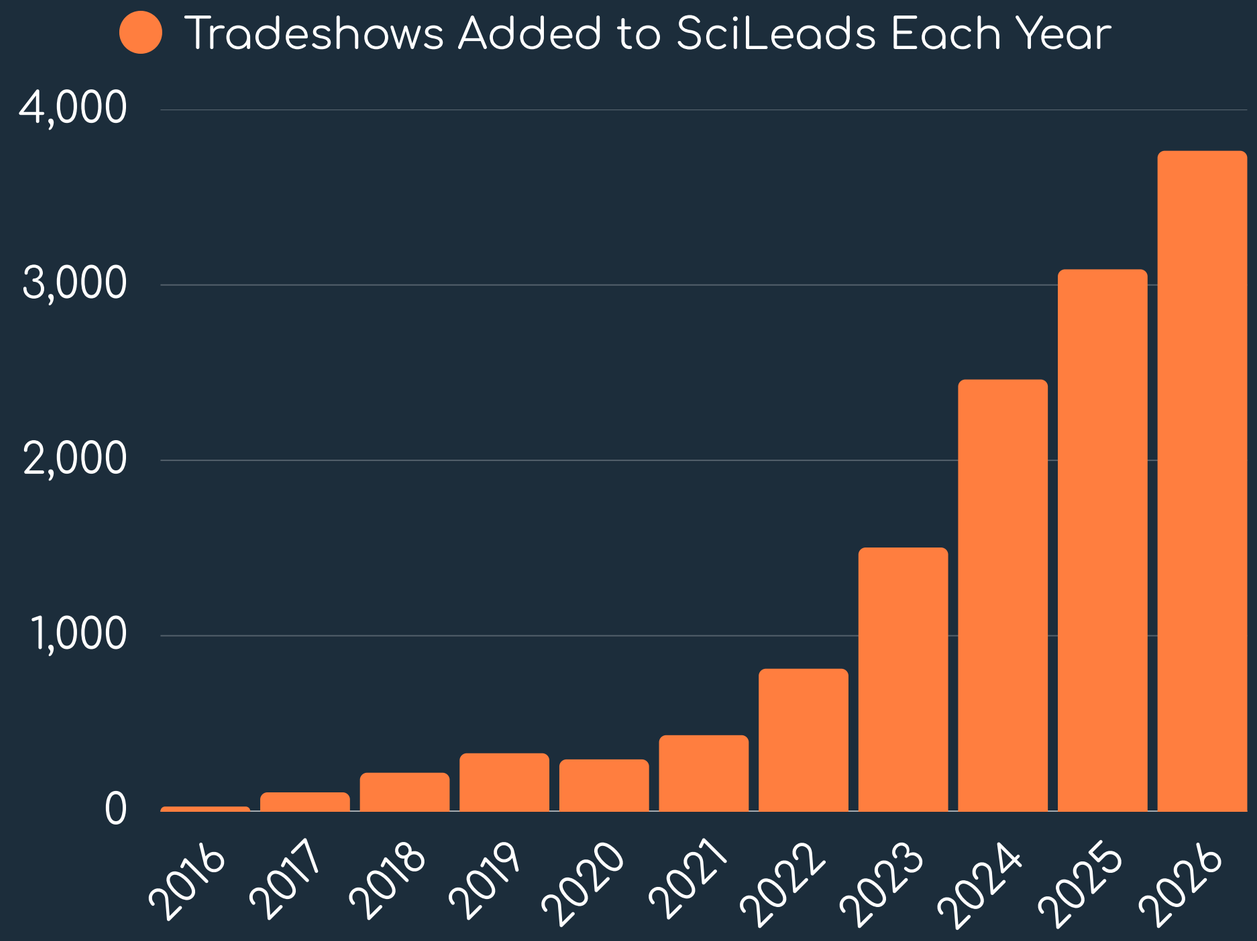
89% same or more
(last year was 77%)

Are you happy with the ROI you get from in-person conferences?



Only 34% happy
(last year was 32%)

> We drop so much money on tradeshows every year for a handful of decent leads



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Creating your plan for success

1. Find the right events
2. Pre-show activities
3. Attending the event
4. Post show follow up
5. What to do if you can’t attend

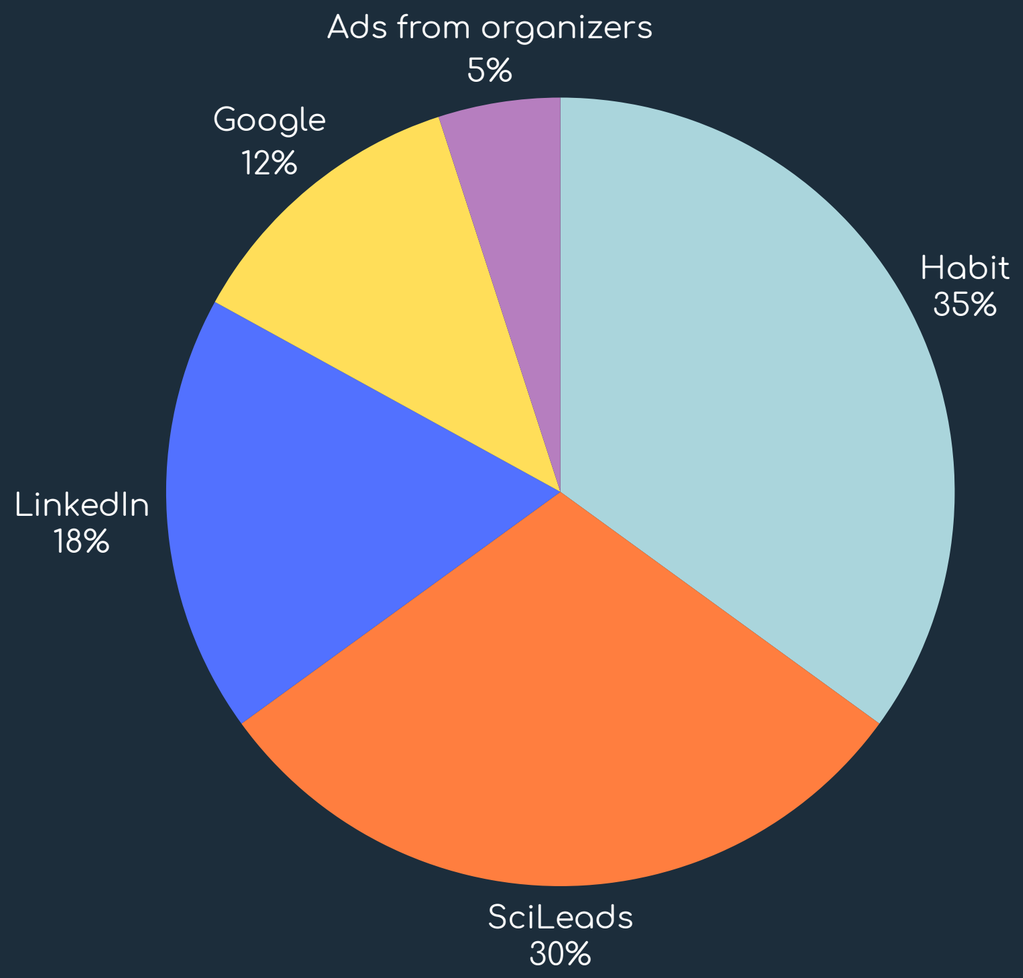
1

Find the right events

SciLeads

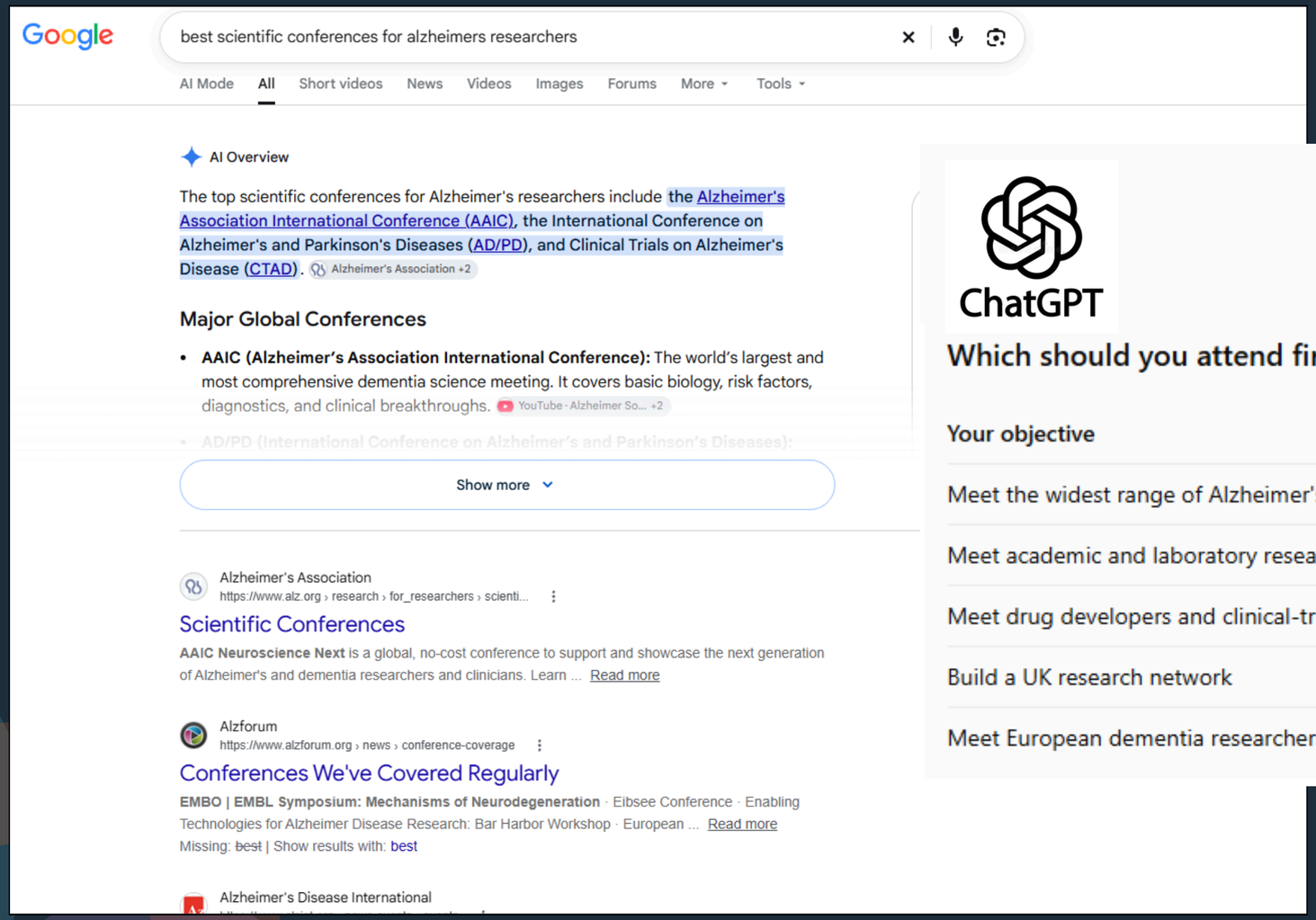
Step - 1

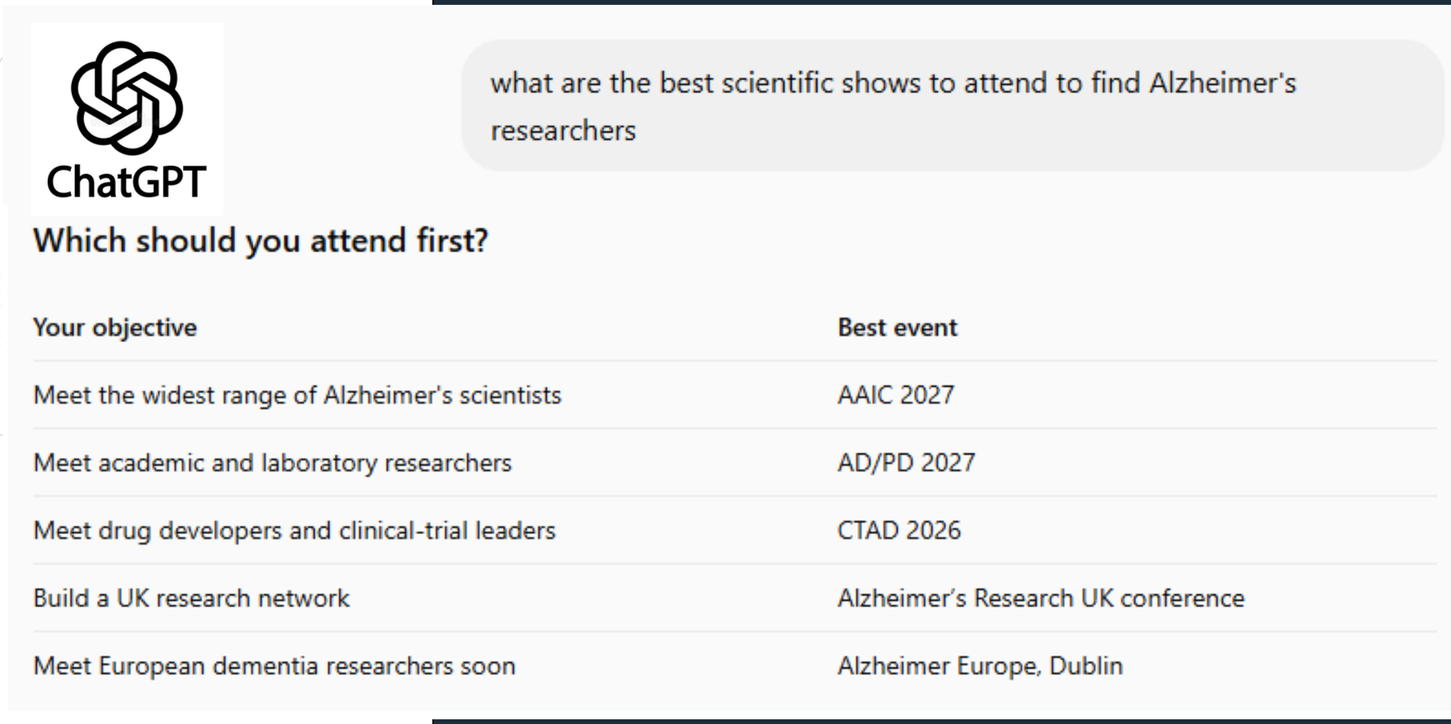
Find the right events Our survey says...



Step - 1

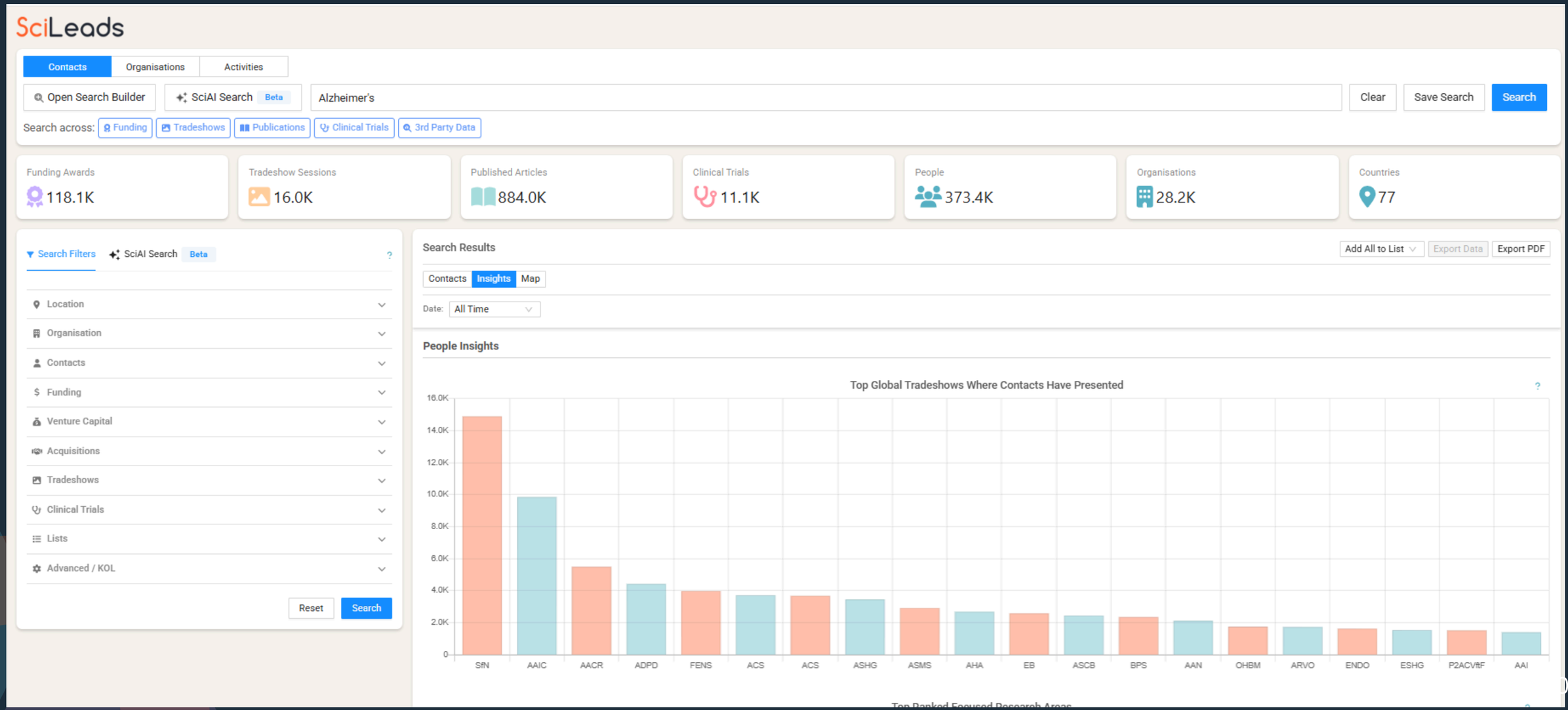
Find the right events Google / AI





Step - 1

Find the right events SciLeads



Step - 1

Find the right events Competitor Shows

+ Follow Profile

Bio-Rad Laboratories

bio-rad.com

Hercules, CA, United States
5.0K - 10.0K
1952
Diagnostics, Life Science Tools

Report Profile

Description

Bio-Rad Laboratories, Inc. supplies instruments, reagents and software for life science research and clinical diagnostics. Its product range includes chromatography systems for protein purification, PCR platforms for DNA amplification and antibody kits for western blotting, enabling analysis of biological samples. The company also offers haemoglobin testing systems and quality-control materials that support disease screening and laboratory accuracy.

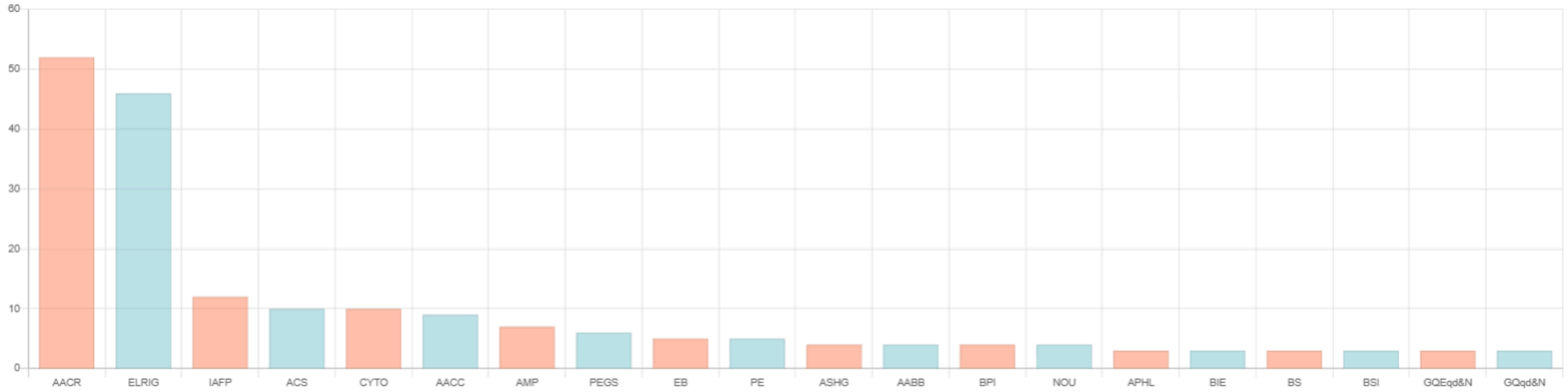
List Management

Add to List

LIST	ADDED ON	ADDED BY
2025 Q4 Strategic Accounts (6th Nov 2025)	6th Nov 2025	Ahmad Assaad
2025 Q4 Strategic Accounts (6th Nov 2025)	6th Nov 2025	Ahmad Assaad

PEOPLE | ACTIVITY | TRADESHOWS | CLINICAL TRIALS | PRODUCTS SOLD | VC FUNDING | ACQUISITIONS | INVESTMENTS | SUBSIDIARIES

Tradeshow Presentations

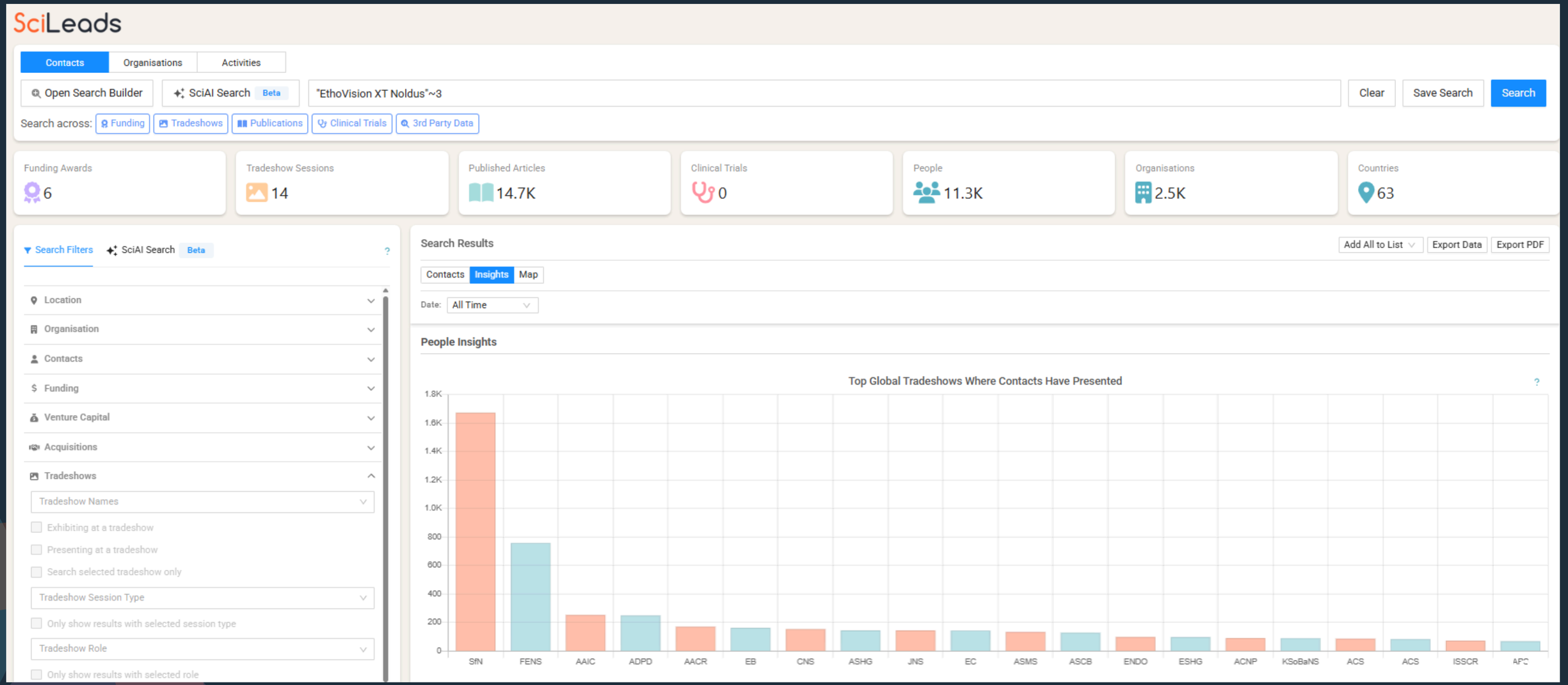


Tradeshows Exhibited

TRADESHOW NAME	TRADESHOW YEAR	TRADESHOW DATE	TRADESHOW LOCATION	BOOTH NUMBER
Association for Career and Technical Education (ACTE)	2026	2nd Dec 2026	New Orleans, LA, United States	2711
British Society for Immunology Congress (BSI)	2026	30th Nov 2026	Glasgow, United Kingdom	
Australian and New Zealand Society for Immunology	2026	30th Nov 2026	Canberra, Australia	
Cytometrie	2026	25th Nov 2026	Granada, Spain	
PharmaLab Congress	2026	23rd Nov 2026	Darmstadt, Germany	37
PEGS Europe	2026	16th Nov 2026	Lisbon, Portugal	341
Society for Neuroscience (SfN)	2026	14th Nov 2026	Washington, DC, United States	1126
International Society of Liquid Biopsy (ISLB)	2026	7th Nov 2026	Madrid, Spain	
LAB-SUPPLY Hamburg	2026	3rd Nov 2026	Hamburg, Germany	

Step - 1

Find the right events Competitor Products

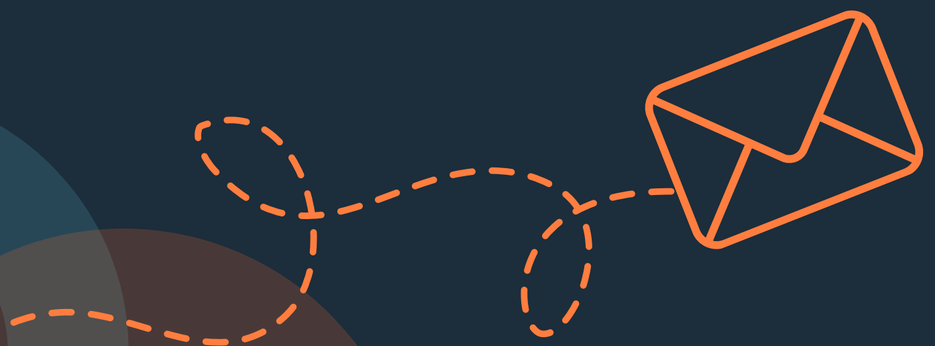


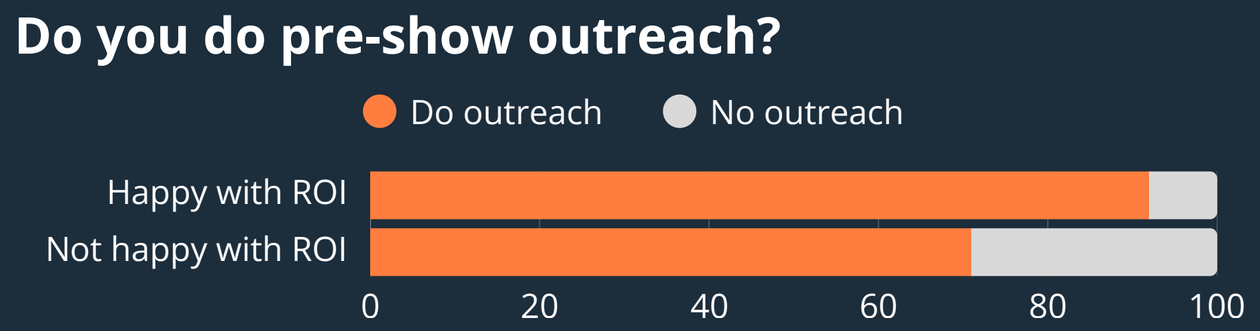
2

Pre-Show Activities

SciLeads

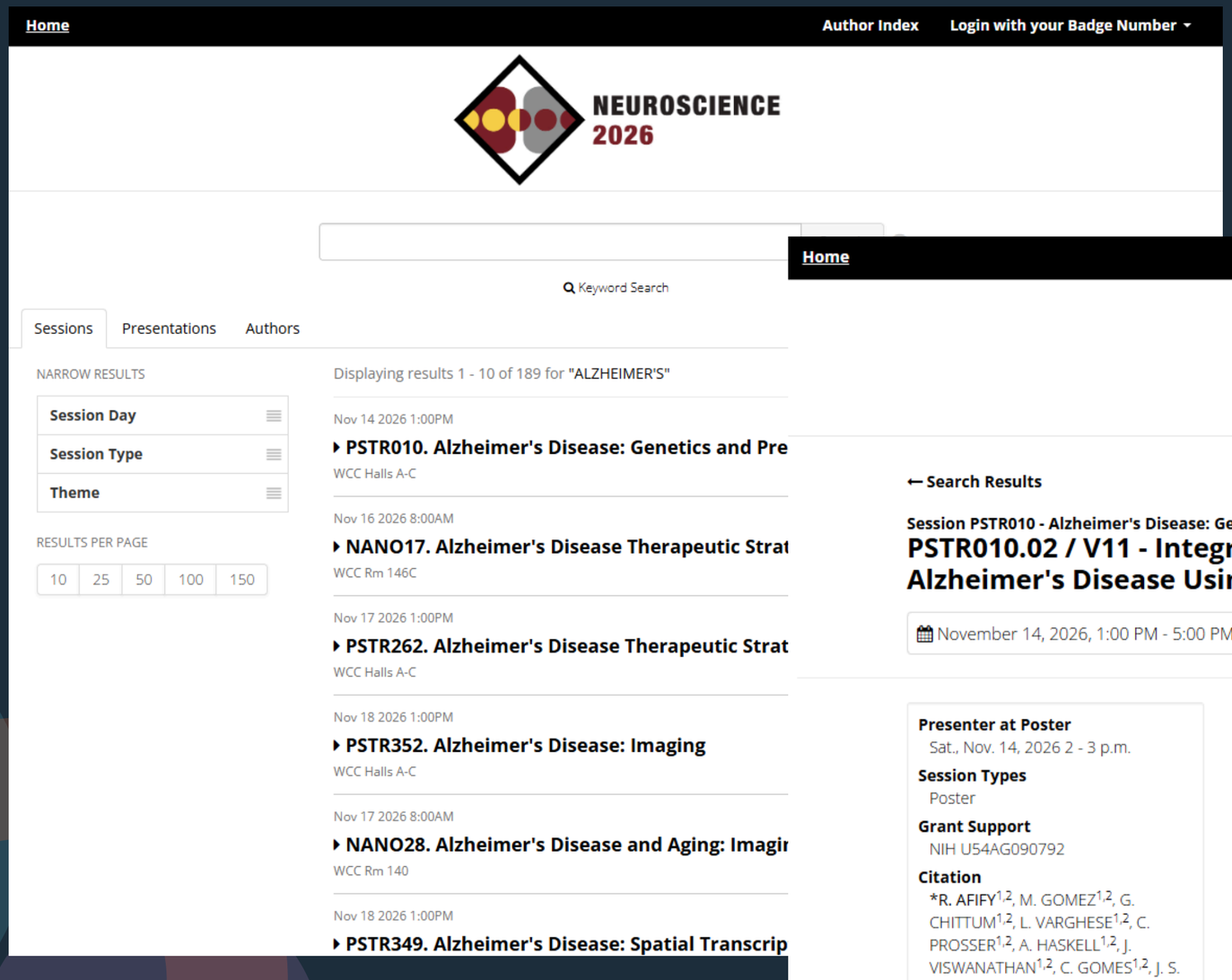
Those who do pre-tradeshow outreach **are happier with their tradeshow ROI**

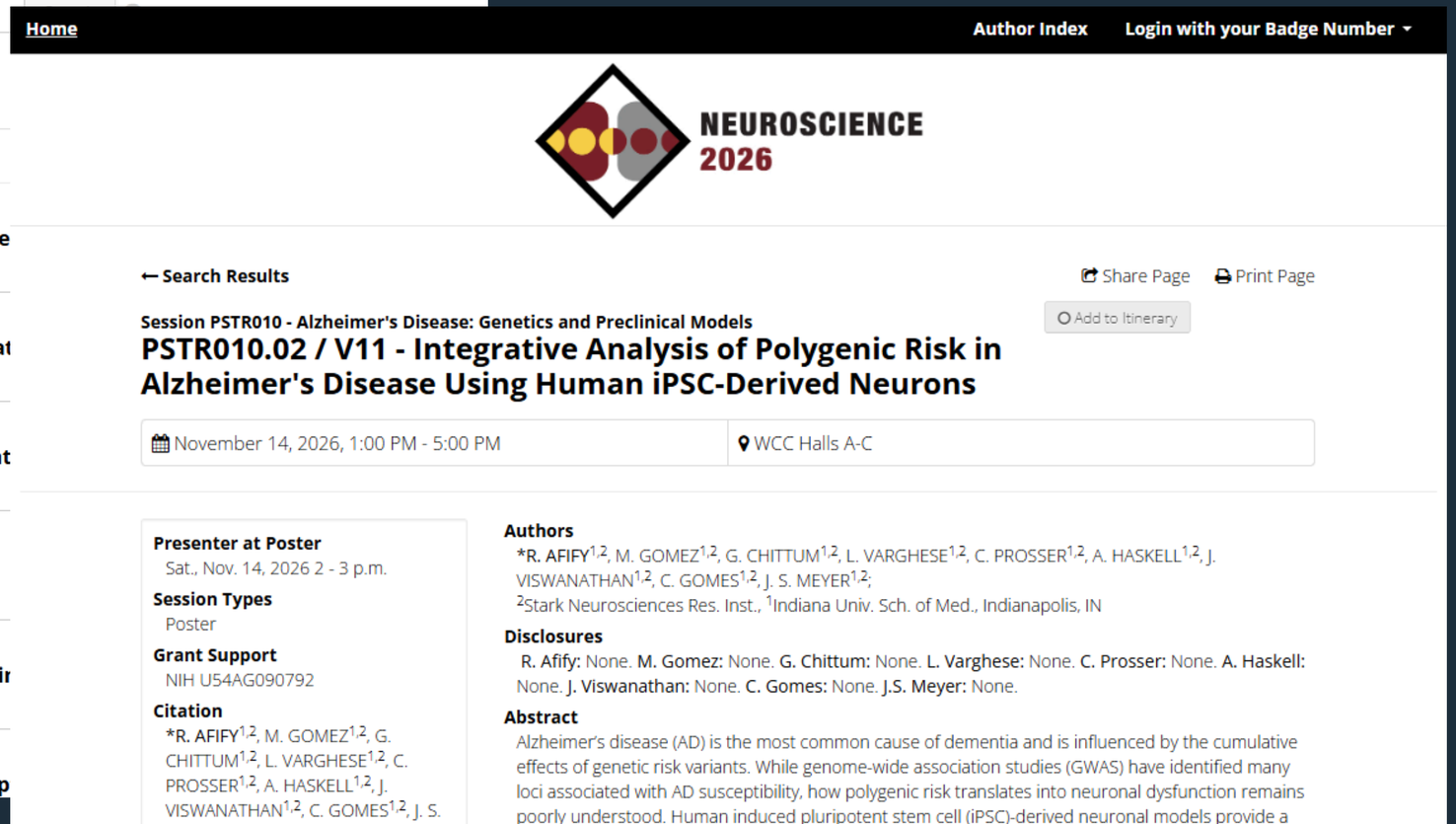




Step - 2

Pre-Show Activities Find relevant attendees - SfN Website





Step - 2

Pre-Show Activities Find the relevant attendees - LinkedIn

#SfN26

Posts | Sort by | Date posted | Content type | From member

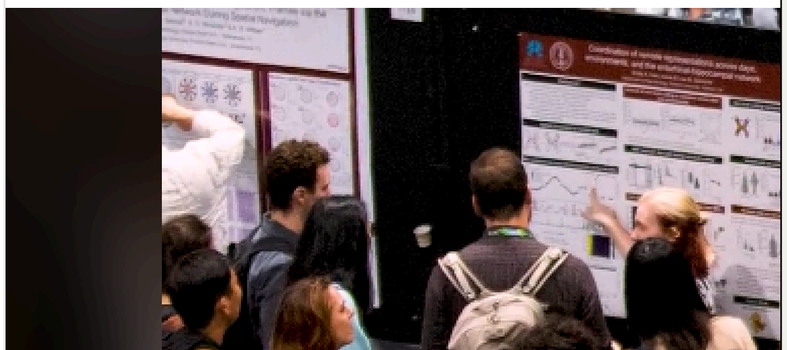
Emily A. Aery Jones, PhD • 3rd+
Assistant Professor in the Department of Neurobiology at the ...
1d
+ Follow

I'm in SfN's ad for this year (video below). Neat!

Want to see the follow up to that poster? Come by **poster LL

Society for Neuroscience
3w

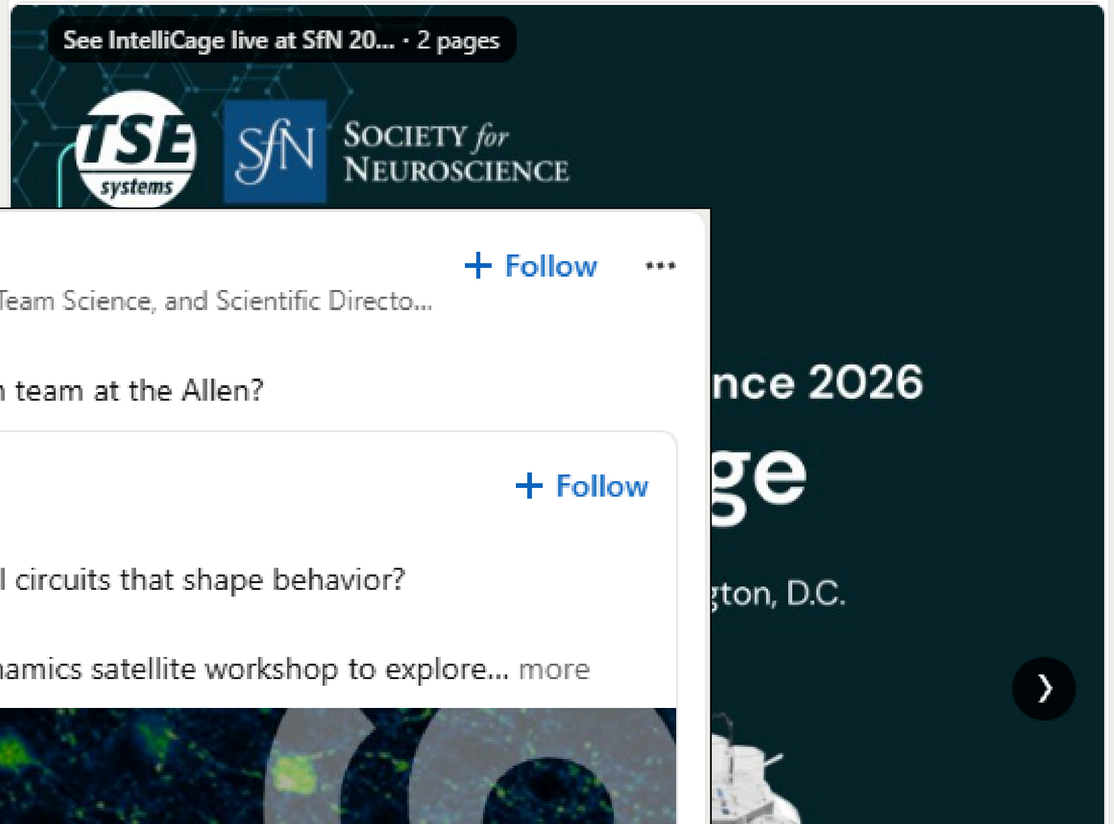
From poster sessions to keynote addresses, #SfN26 is where
share, learn, and grow.... more



TSE Systems
6m

What happens in your mouse room at 3 a.m.?

For mice, it's prime time. Yet most behavioral tests run in daylight, one animal... more



Darcy Peterka • 3rd+
Senior Scientist, PI, Director of Team Science, and Scientific Directo...
4d
+ Follow

At SfN, and want to learn from them team at the Allen?

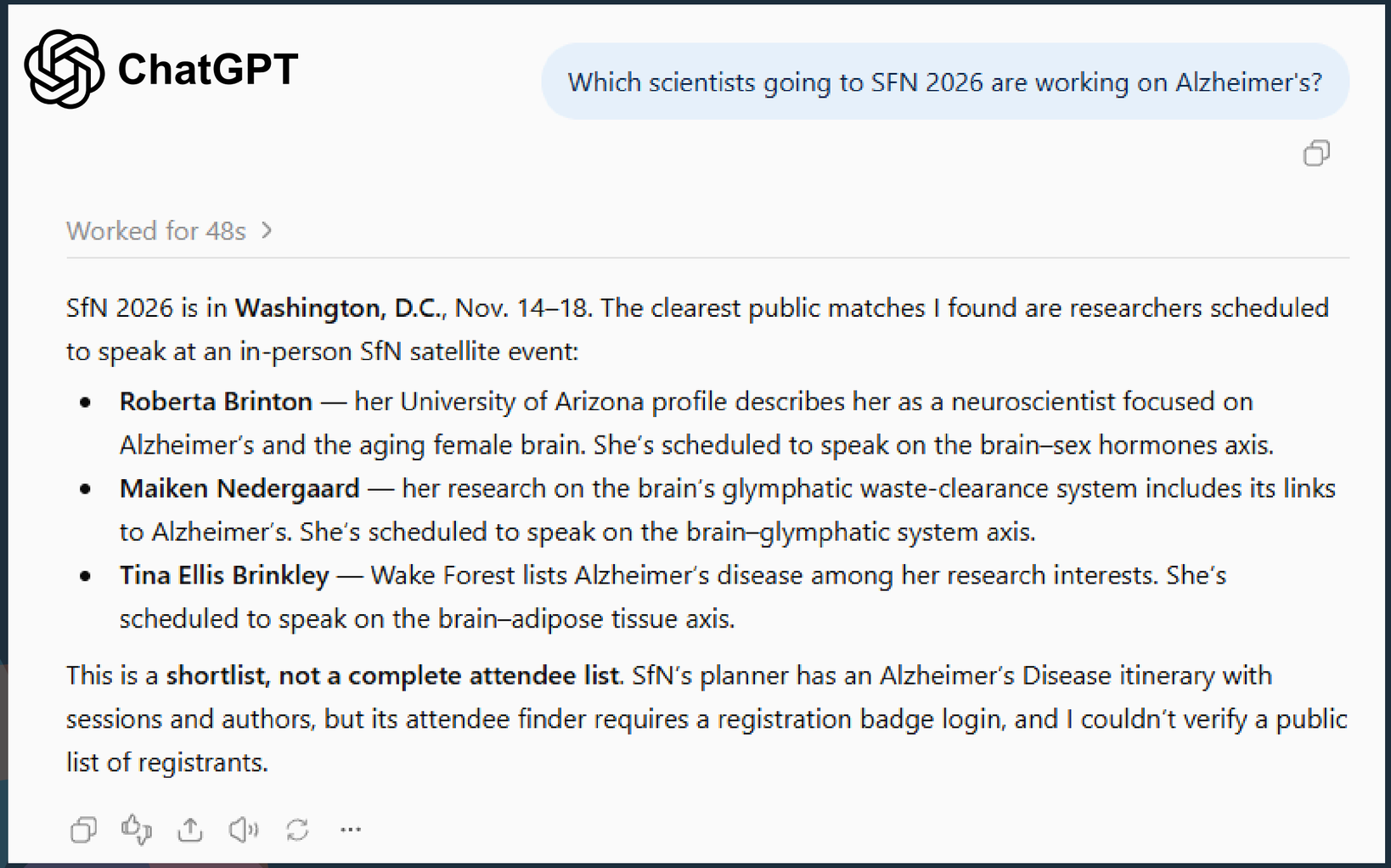
Allen Institute
5d • Edited
+ Follow

How can we understand the neural circuits that shape behavior?

Join us at #SfN26 for a Neural Dynamics satellite workshop to explore... more

Step - 2

Pre-Show Activities Find the relevant attendees - AI



Step - 2

Pre-Show Activities Find the relevant attendees - SciLeads + AI

ChatGPT

SciLeads Which scientists going to SFN 2026 are working on Alzheimer's?

Worked for 1m 44s >

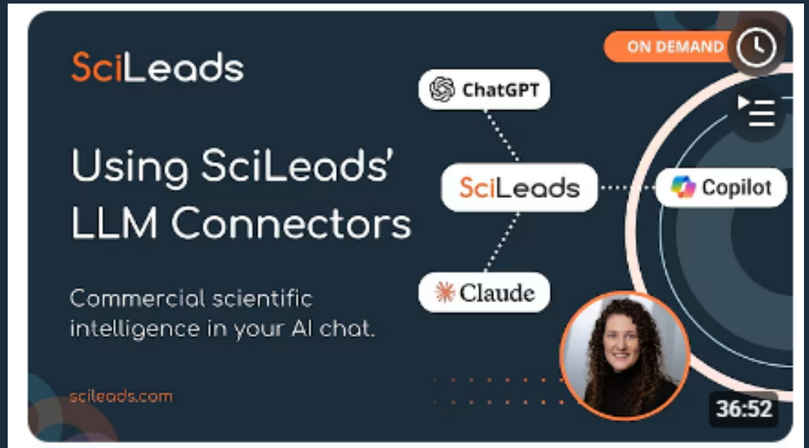
SciLeads found **3,290 broad researcher matches** for Alzheimer's-related work and SfN 2026. I checked two Alzheimer-themed posters in its records:

- **Jingwen Yan** (Indiana University) is listed as the presenter; **Andrew Saykin**, **Timothy Hohman**, **Paul Aisen**, and **Paul Crane** are listed as contributors on *"Continuous amyloid staging complements global amyloid burden in early Alzheimer's disease."* Poster details
- **Michael Heneka** (University of Luxembourg) is listed as a contributor on *"Microglial mechanosensitive ion channel PIEZO1 affects the degradation of fibrillar amyloid-β1-42 in an Alzheimer's disease in vitro model."* Poster details

Both are in the **"Alzheimer's Disease and Other Dementias"** poster session on **November 15**. Yan is explicitly marked as a presenter; the others are listed as contributors.

Other strong Alzheimer's research matches in the search include **Li-Huei Tsai**, **Mychael Lourenco**, **Jeffrey Cummings**, **Kwangsik Nho**, **Nicholas Seyfried**, **Lea Grinberg**, and **Debomoy Lahiri**. You can browse the full SciLeads researcher search.

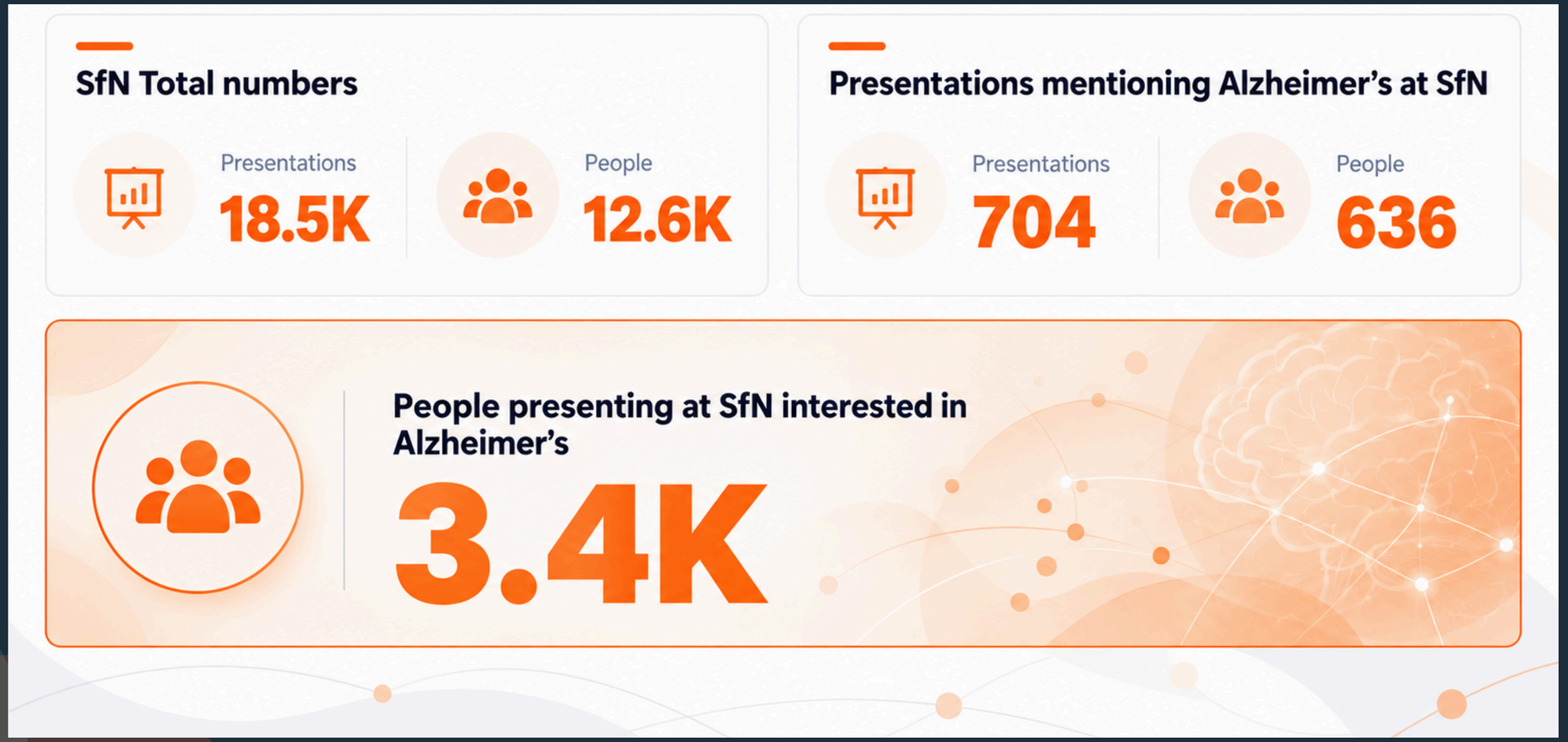
YouTube @SciLeads



AI for Science Sales Intelligence - Using SciLeads LLM Connectors for ChatGPT, Claude, and CoPilot

Step - 2

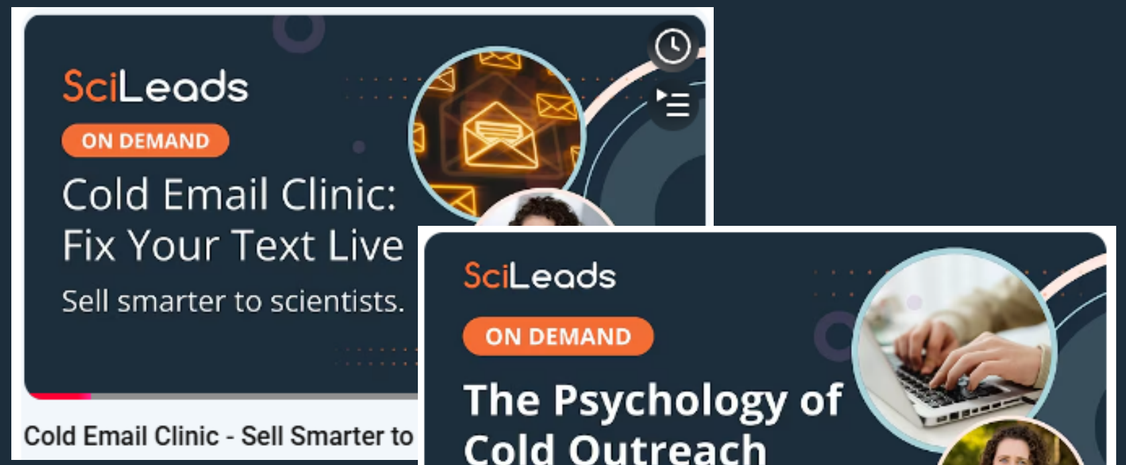
Pre-Show Activities Find the relevant attendees - SciLeads



Step - 2

Pre-Show Activities Invite them to your booth

YouTube @SciLeads





Leica MICROSYSTEMS

> I used your template and suggestions to personalize my emails with SciLeads data. That got me an initial meeting, which turned into a **$76k sale.**

Imaging Sales Specialist

SciLeads

Personalized subject line

Subject Line <poster title>

Hi + firstname - no title

Brief greeting

Hi <FirstName>

Timely reason for outreach

Clearly state purpose of email

I hope you're well! I will be at SFN next week and was wondering if you had availability to meet with me?

Product mention, not essay

Link their work to yours

Ideally twice

I wanted to talk about our flow cytometers which, given your SFN poster "<poster title>", also considering your publication <publication title>.

Urgency & scarcity

Single CTA with 2 specific choices

I have two slots meeting slots remaining. Would you prefer Tuesday afternoon or Thursday morning?

End on CTA, nothing more

Kind regards,
Laura Haldane
Application Specialist
+1 415 663 5194

Scientific job title

Geo customized signature

- Plain text
- Sender name
- Clear confident language
- Minimal work on them

Step - 2

Pre-Show Activities Invite them to your event

SfN 2026 Social Events & Parties

- **Axion Bio Systems Dart Party**
  - **Date & Time:** Monday, November 16, 2026, from 5:00 PM
  - **Location:** Flight Club (Washington, D.C.)
  - **Details:** Informal networking and a round of darts; registration required via Axion BioSystems. Axion Biosystems
- **MPFI Social Circuit Dance Party**
  - **Date:** Monday, November 16, 2026
  - **Location:** Washington, D.C.
  - **Details:** Hosted by the Max Planck Florida Institute for Neuroscience during the #SfN26 conference. Facebook · Max Planck Flo...
- **MPFI Official Networking Social**
  - **Date & Time:** Tuesday, November 17, 2026, from 7:00 PM – 9:00 PM
  - **Location:** Washington, D.C.
  - **Details:** Co-hosted with partner organizations; check updates on MPFI Instagram. Instagram · mpfneuro



Step - 2

Pre-Show Activities Invite them to your event

PacBio



ASHG 2022



ASHG 2023



AGBT 2023

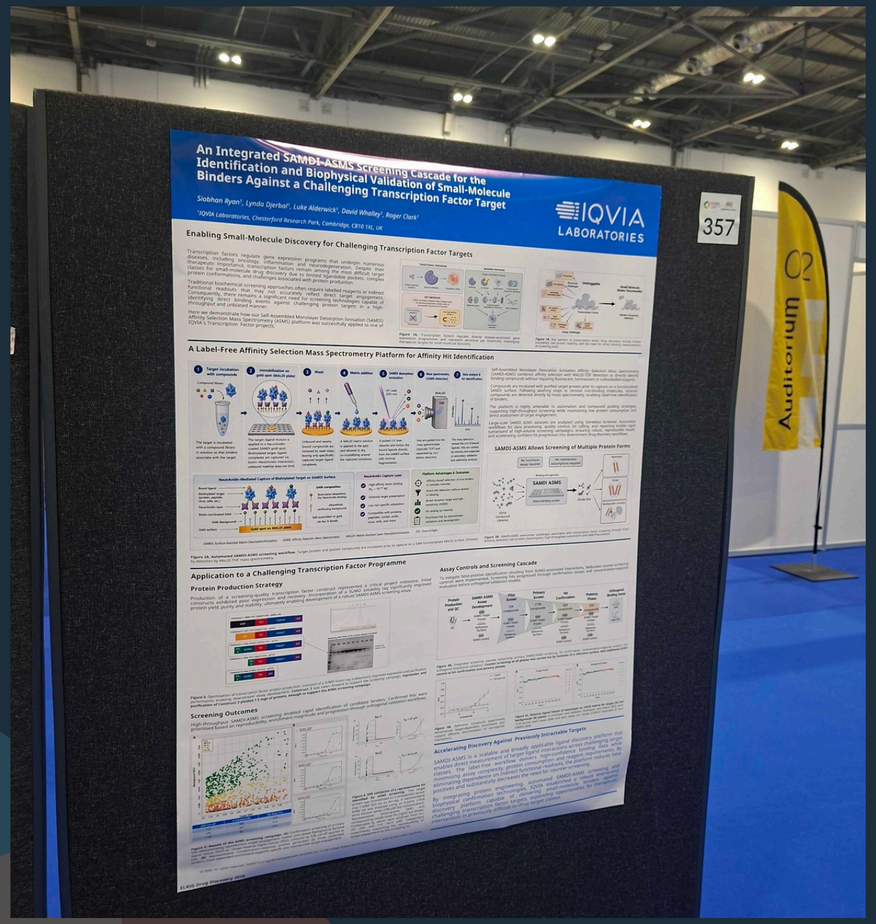


ASHG 2024

SciLeads

Step - 2

Pre-Show Activities Invite them to your poster/talk



A Refined Microelectrode Arrays System for Long-Term Electrophysiological Recordings in Brain and Retinal Organoids

- Presenter: George Portugal, PhD
- Date: Monday, November 16, 2026
- Time: 1:00 PM - 5:00 PM
- Location/Room: WCC Halls A-C
- Presentation Number: PSTR206.03

Or check out a talk from George on our YouTube channel!

Combined Approaches to Basic Neuroscience Research: https://lnkd.in/giaPJvma

#Neuroscience #MEA #Electrophysiology #ResearchTools #LifeScienceResearch #Neuroscience2026 #Neuroscience26 #SfN #SfN2026 #SfN26

HBio | Meet The Expert



George Portugal
Senior Application Scientist, MEA Electrophysiology

"What I love about electrophysiology is the direct connection it provides to the cells and networks you're studying. When you make a change, you can see the response immediately, helping reveal how individual components work together to create something far greater than the sum of their parts."

ARIMA GENOMICS

> This data has been a game changer for us. Using the poster title we can customize our outreach to invite people to our events, which are jam packed!
>
> After the event we use the same content and invite people to an online webinar which also repurposes that presentation.

Step - 2

Pre-Show Activities Invite them to meet you randomly



AMSTERDAM SCIENTIFIC INSTRUMENTS

IUCr International Union of Crystallography

Zoltan Gal - Commercial Lead

> Using SciLeads conference data and AI, we **narrowed 1,400 attendees to 300 people**, with 150 of them opening our email and **50 replying and engaging in meetings**.
>
> Even without a booth I had 6 or 7 face-to-face meetings booked every day - and literally I was just trying to keep up!

SciLeads: 1,400 attendees

300 relevant

150 opens

50 replies

SciLeads

Step - 2

Pre-Show Activities Find local shows to walk

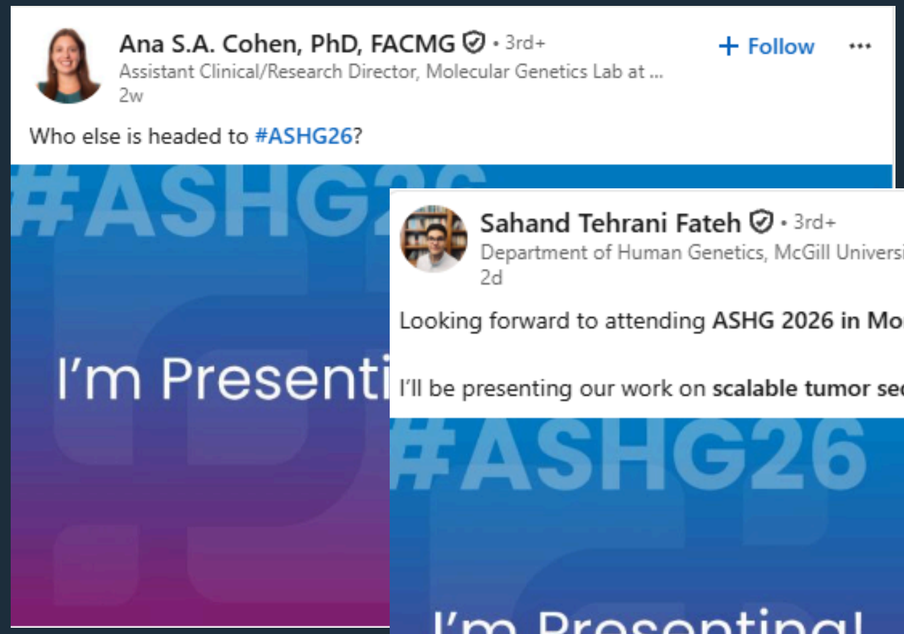
Tradeshows Calendar

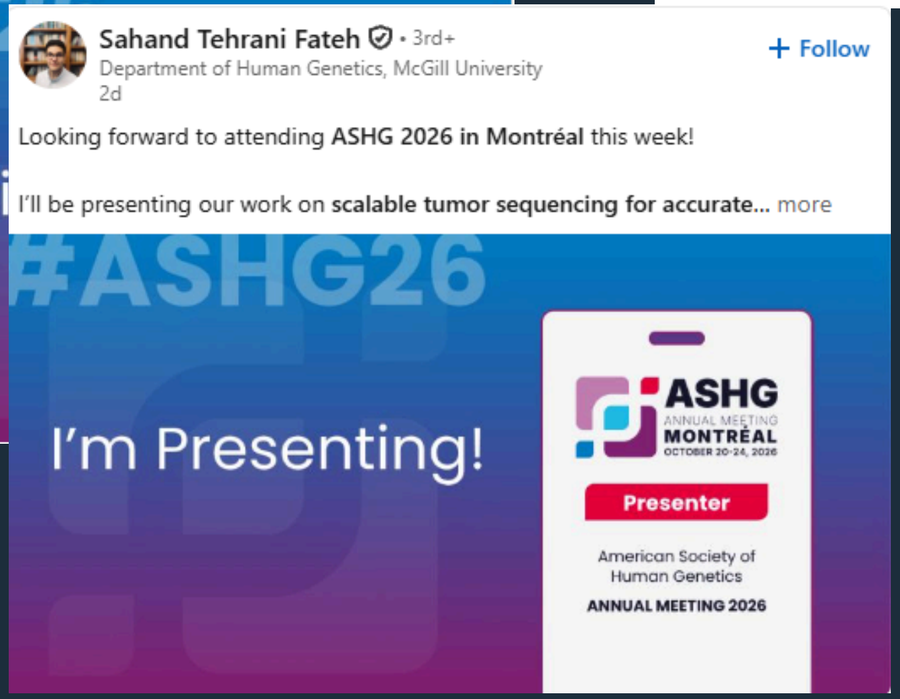
Show tradeshows for 2026 | Filter Tradeshow Name | DUBLIN × | State / Province | Region /

TRADESHOW STATUS	TRADESHOW NAME	DATE	LOCATION
COMPLETED	Pulmonary Vascular Research Institute (PVRI)	28th Jan 2026	Dublin, Ireland
COMPLETED	IPA World Congress + Probiota	11th Feb 2026	Dublin, Ireland
COMPLETED	Biologics World Ireland	17th Feb 2026	Dublin, Ireland
COMPLETED	Innovation Summit Dublin	28th Apr 2026	Dublin, Ireland
COMPLETED	International Society for Cellular Therapy (ISCT)	6th May 2026	Dublin, Ireland
COMPLETED	ETPN	17th Jun 2026	Dublin, Ireland
COMPLETED	ACSMEDI-EFMC Medicinal Chemistry Frontiers	22nd Jun 2026	Dublin, Ireland
COMPLETED	Longevity Summit	24th Jun 2026	Dublin, Ireland
COMPLETED	Metamaterials, Photonic Crystals and Plasmonics (META)	14th Jul 2026	Dublin, Ireland
COMPLETED	European Corrosion Congress (EuroCorr)	6th Sep 2026	Dublin, Ireland
UPCOMING	European Quantum Technologies Conference (EQTC)	26th Nov 2026	Dublin, Ireland

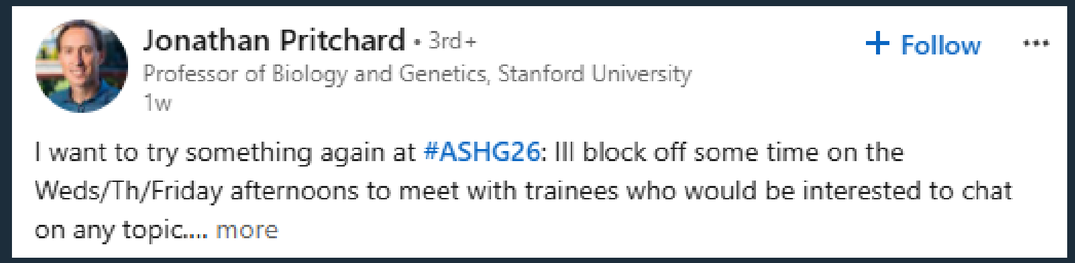
Step - 2

Pre-Show Activities Tell people you're going











Step - 3

Attending the Event

SciLeads

Step - 3

Attending the Event Peacocking



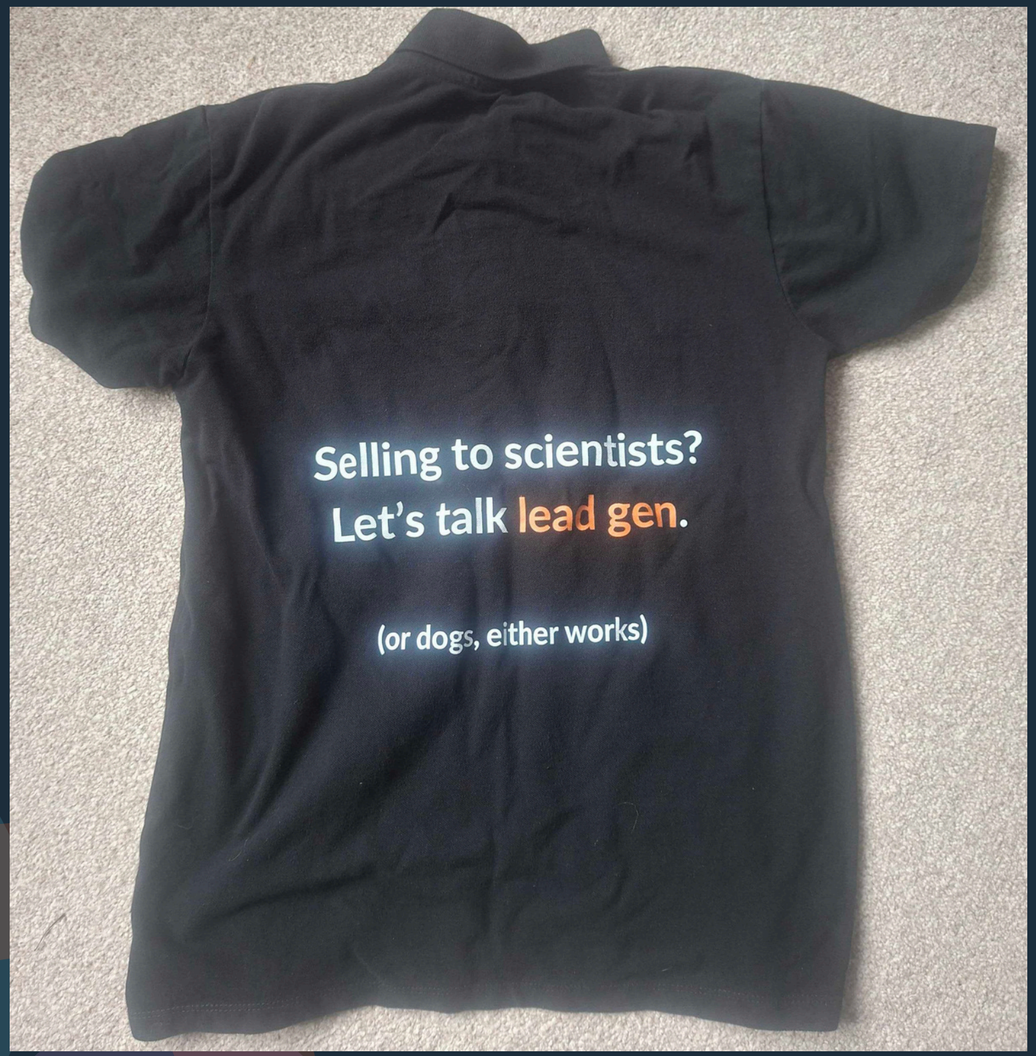






Step - 3

Attending the Event Peacocking





Step - 3

Attending the Event Peacocking



Scott Cribbes • 1st
EU Market Development Leader Cellular Imaging at Revvity
6d • Edited

Come and immerse yourself in Revvity's booth E04 at ELRIG.

If you thought a Scotsman in a yellow kilt stood out.

Just you wait to see the team in our new yellow Revvity tops! 👓 not provided!

Louise Affleck Suzanne Riches Kate Harper Shingai Chiwanga Shona Ellis Kerry Chapman Paul Nosal Colm O'Hara Laura DeFranco Aude Popek Alan Fisher

#ELRIGDD2026 #drugdiscovery #oncology



Step - 3

Attending the Event Peacocking







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Step - 3

Attending the Event Go Walking



Step - 3

Attending the Event Freebies









Step - 3

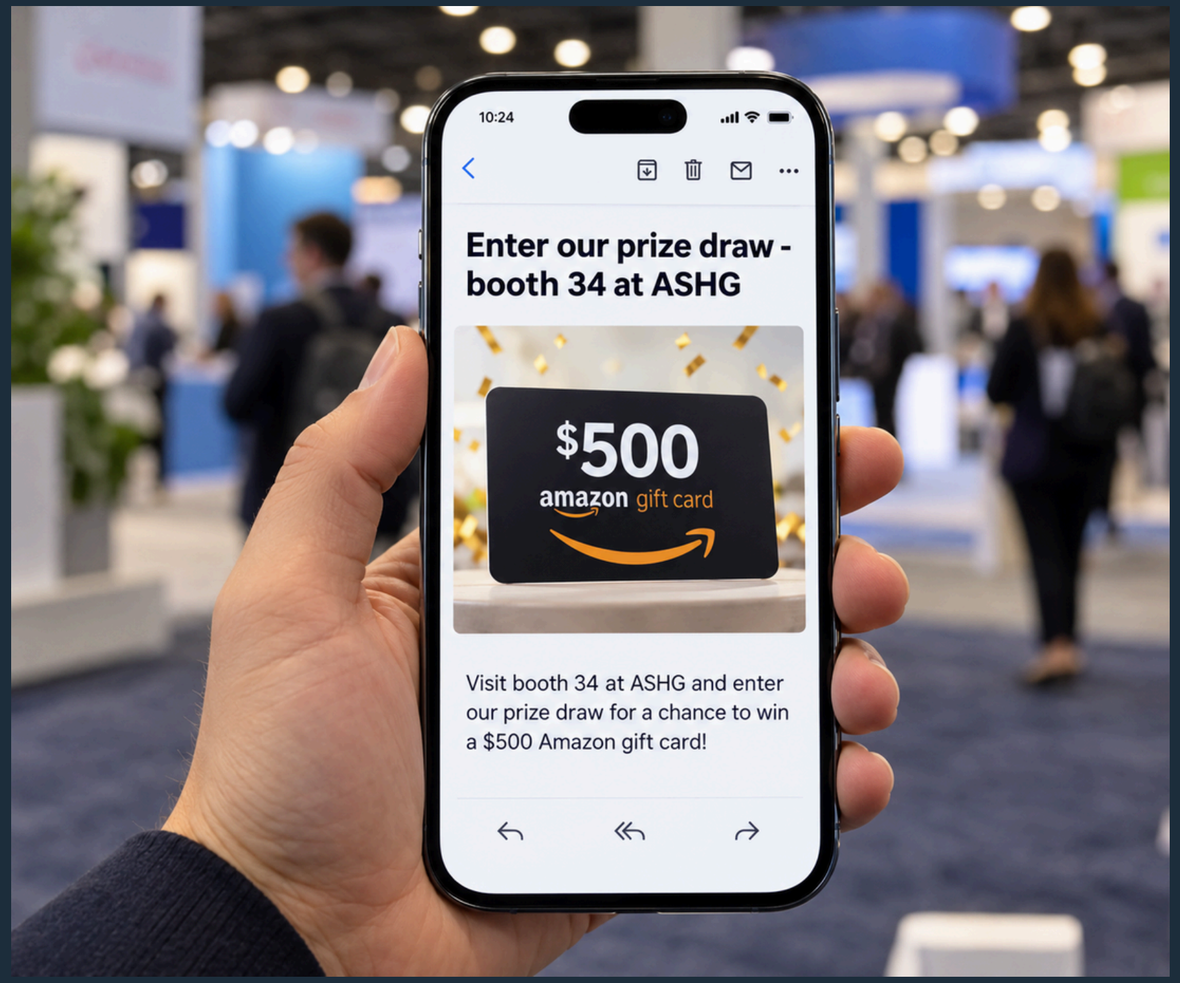
Attending the Event Post-Its



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Step - 3

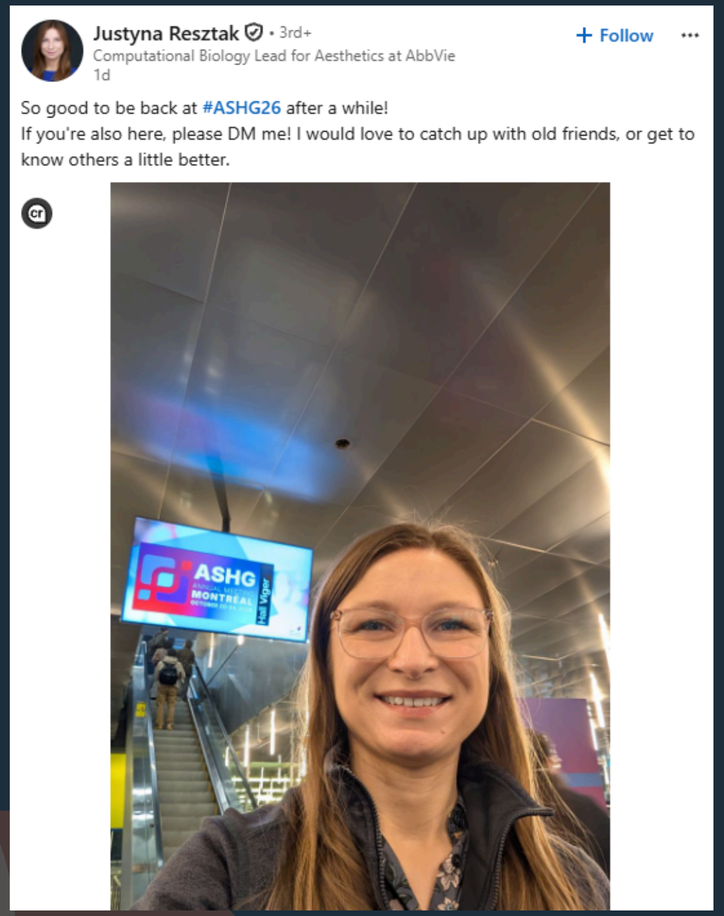
Attending the Event Competitions



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Step - 3

Attending the Event Tell people you're there





Step - 3

Attending the Event Easy Networking

ChatGPT



Can you extract their contact info + find them on SciLeads

Worked for 1m 8s >

Hugh Glass — Paragraf

From the business card

- **Title:** Product Manager
- **Email:** [redacted]@paragraf.com
- **Office:** +44 (0)1223 739782
- **Mobile:** [redacted]
- **Address:** 7–8 West Newlands, Somersham, Cambridgeshire, PE28 3EB, UK
- **Website:** paragraf.com

SciLeads match: Hugh Glass at Paragraf · LinkedIn



SciLeads

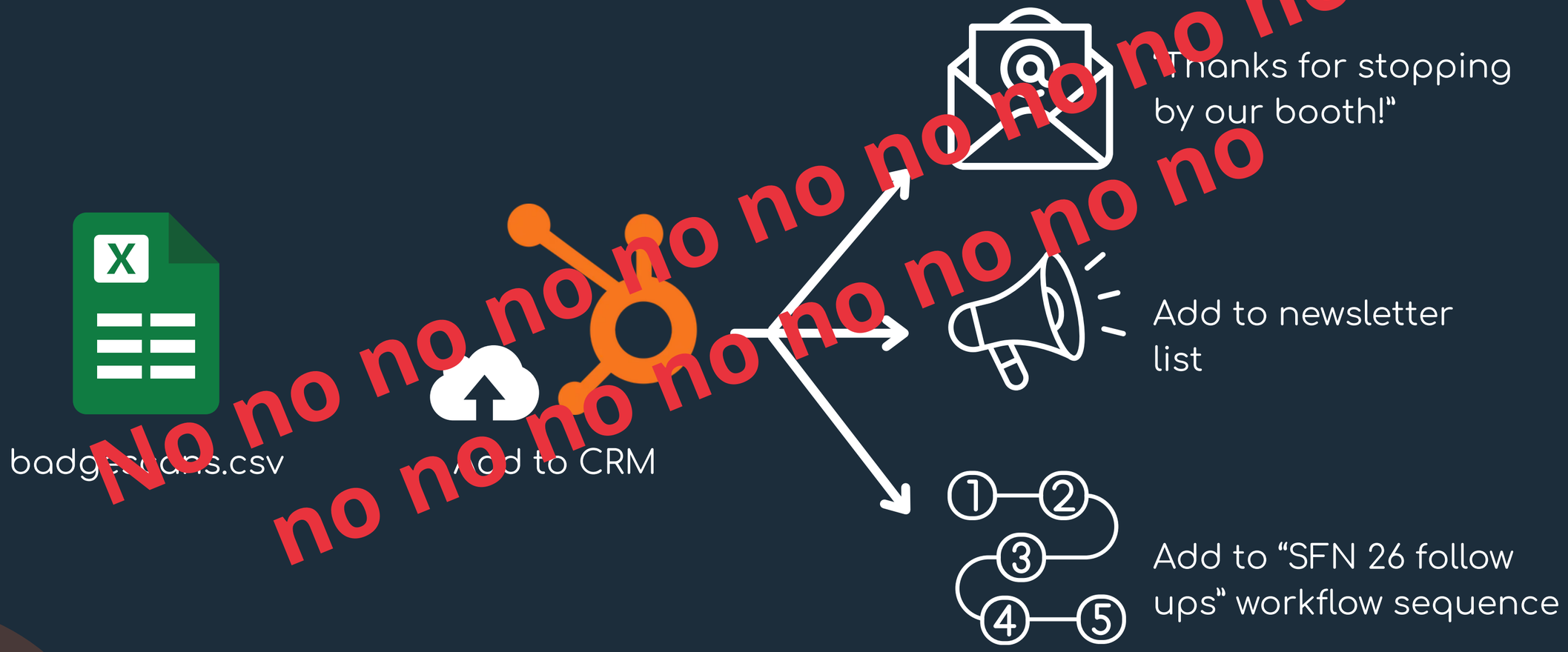
Step - 4

Post Show Activities

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Step - 3

Post Show Activities How NOT to follow up

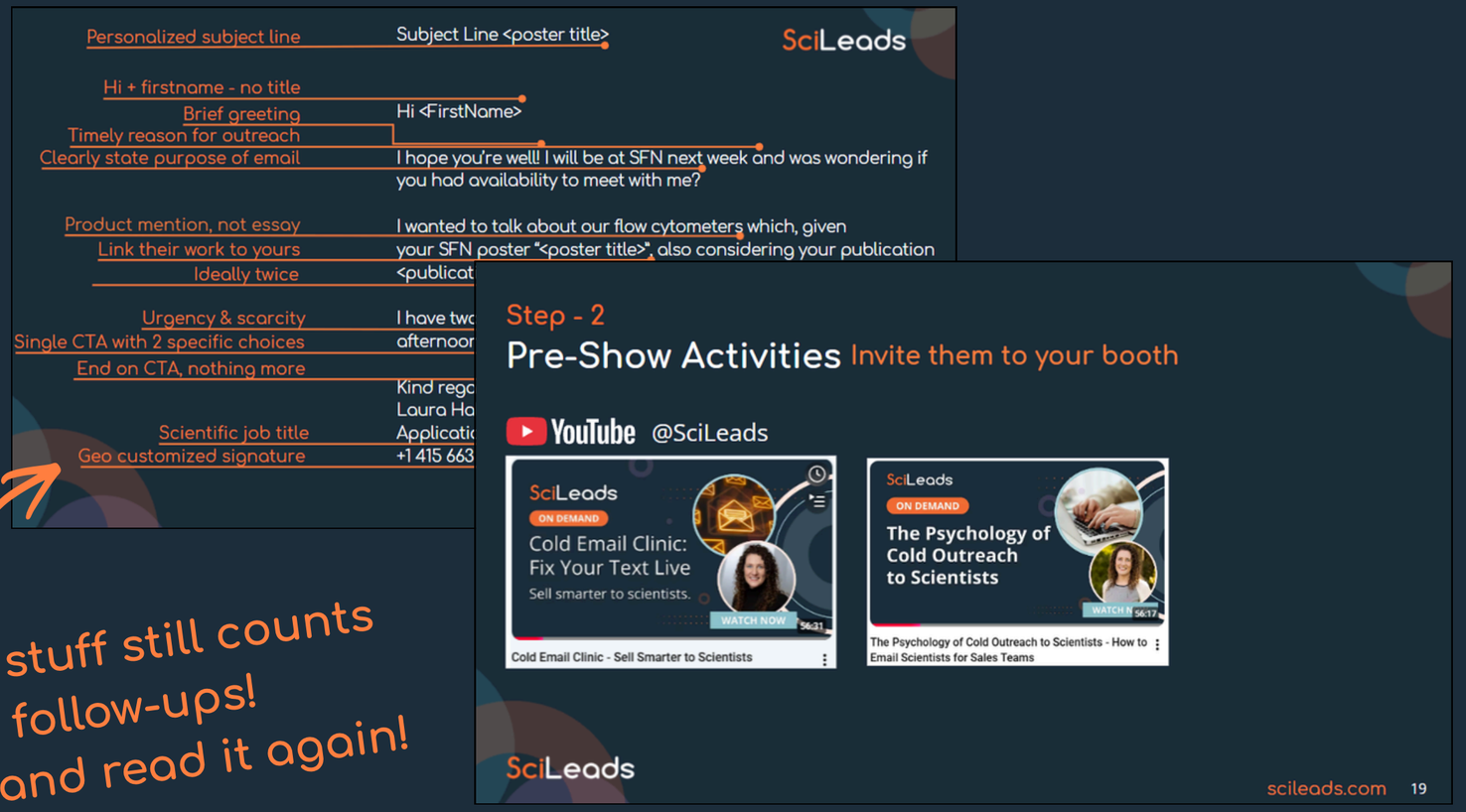


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Step - 4

Post Show Activities Personalized follow-ups

- People you met
- People you missed
- API Case Study



YES this stuff still counts for follow-ups!
Go back and read it again!

Step - 5

Get value without attending

SciLeads

Step - 5

Get value without attending

People mentioning your products

ABM

European Leads

VISIOPHARM®

> Reaching out to people at shows we *didn't* attend has allowed us to reduce our tradeshow attendance budget, as we get just as much value from these campaigns customizing them using the SciLeads data.

Summary

Your Homework

- Do prep outreach
- Work out how to peacock



- Personalize follow ups
- Send me info on SFN parties