MEDICAL LABORATORY OBSERVER

Online Forum: Wednesday, March 23
and On Demand for 90 days

"Technology & Trends in the Clinical Lab"

RESERVE BY FEBRUARY 17

TAKE A SPONSORSHIP POSITION in this partial-day online event. Send us your video presentation as one of the main sessions in our Clinical Diagnostics Forum for lab professionals. In the opening session, MLO's editors examine data gathered from our exclusive State of the Industry report on "Clinical Data," exploring its increased role in the clinical laboratory, followed by break-out sessions focused on relevant product solutions such as yours.

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- Forum includes your pre-recorded 5 to 15-minute video focused on your product, promotion or educational session
- All contact leads from the live and on-demand registrants from MLO's 115,000 digital audience
- 90 days posting of the Forum on mlo-online.com
- Full promotion by MLO before and after the Forum to generate high traffic and quality leads
- Lead report the day after the Forum and updated reports up to 90 days post-event
- Royalty-free use of the presentation
- **RATE: $6,500**

GOLD SPONSORS *ALSO RECEIVE:*

- Full page Forum Recap developed from your presentation by our editors and published in MLO magazine, Digital Edition, and mlo-online.com
- If you don't have an existing product video, we'll develop one using your key opinion leader.
- Asset resides on MLO website indefinitely
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CONTACT US FOR DETAILS

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