



Microsite Banner — 926x185.jpg (Also used for VEC emails)



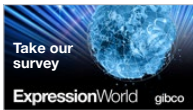
LabRoots Events Banner — 1200x630.jpg



Twitter Banner — 1024x512.jpg



LabRoots Ad/MUP Banner — 300x250.jpg



Mobile Ad Banner — 320x50.jpg

Venue Promotional Board(s) — 170x95.jpg



Webinar & Virtual Events Newsletter Ad Banner — 468x60.jpg



Website Ad Banner 2 — 728x90.jpg



Website Ad Banner 1 — 970x90.jpg



LabRoots Banner — 1080x1080.jpg



Facebook Banner — 1200x628.jpg (text is less than 20% of image)



LinkedIn Banner — 1200x628.jpg



Promotional Email Banner(s) — 630px (min width, height can vary) .jpg



Virtual Event Top Bar — 460x50.jpg

LabRoots Home Page

728x90.jpg leaderboard and 300x250 MUP ads

Virtual Events by Company Page

1200x630.jpg reduced to fit card information

The screenshot shows the Labroots website interface. At the top, there is a navigation bar with the Labroots logo and menu items: HOME, VIRTUAL EVENTS, WEBINARS, TRENDING NEWS, and MORE. A search bar and user profile icon are also present. Below the navigation is a banner for 'Milli-Q' with the text 'Enter to win some Milli-Q® Time. #MilliQTime' and an 'Enter Now' button. The main content area is titled 'VIRTUAL EVENTS' and includes a sub-header 'VIRTUAL EVENT CATEGORIES' with a list of categories: Health & Medicine, Clinical & Molecular DX, Immunology, Cardiology, Cancer, Cell & Molecular Biology, Genetics & Genomics, Microbiology, Neuroscience, Plants & Animals, Earth & The Environment, Chemistry & Physics, Technology, Cannabis Sciences, and Drug Discovery & Development. Below this is a grid of event cards. The 'Gibco ExpressionWorld 2018' card is highlighted with a red border. Other visible cards include 'Live-Cell Analysis', '6th annual 24 Hours of Stem Cells', '3rd Annual 7 Steps of Protein Virtual Event', 'Discover More; Your Virtual Resource', 'Stago EdVantage Virtual University', and 'Protein and cell analysis education'. A 'UPCOMING WEBINARS' section is also visible on the right side of the page.

labroots HOME VIRTUAL EVENTS WEBINARS TRENDING NEWS MORE

Enter to win some Milli-Q® Time. #MilliQTime Enter Now

VIRTUAL EVENTS

The LabRoots series of virtual events focuses on leading topics in life science and clinical diagnostics, offering a worldwide platform to learn and connect.

+ FOLLOW OUR TRENDING NEWS ON FACEBOOK AND TWITTER

VIRTUAL EVENT CATEGORIES

- Health & Medicine
- Clinical & Molecular DX
- Immunology
- Cardiology
- Cancer
- Cell & Molecular Biology
- Genetics & Genomics
- Microbiology
- Neuroscience
- Plants & Animals
- Earth & The Environment
- Chemistry & Physics
- Technology
- Cannabis Sciences
- Drug Discovery & Development

UPCOMING WEBINARS

- NOV 05, 2019 Detecting low-abundance proteins in a western blot...
- NOV 05, 2019 Validating a Pharmaceutical Total Organic Carbon
- NOV 05, 2019 Minicircle DNA: a new material for CAR-T and AAV
- NOV 07, 2019 Factor V Expression in ExpiCHO Cells
- NOV 07, 2019

JUN 05, 2019 06:00 AM PDT C.E. CREDITS

Live-Cell Analysis

Dimension of Time: From Culture to Assay

Re-define the workflows and possibilities of cell biology by joining our virtual event! This event offers an overview of how live-cell analysis enables real-time analysis for the full work...

NOV 14, 2018

24 HOURS OF STEM CELLS

6th annual 24 Hours of Stem Cells™ virtual event

Register for free to attend the 6th annual Gibco™ 24 Hours of Stem Cells™ virtual event, the largest global virtual stem cell event taking place around the world on November 15, 2...

SEP 17, 2018 C.E. CREDITS

7 Steps of Protein

3rd Annual 7 Steps of Protein Virtual Event

Improve your protein research knowledge by joining our 7 Steps of Protein virtual event! The 3rd annual 7 Steps of Protein virtual event is taking place around the world on Tuesday, Septemb...

LIVE NOW! C.E. CREDITS

Discover More; Your Virtual Resource

Discover More; Your Virtual Resource

Welcome to our virtual site where you can Discover More about DiaSorin...

MAY 09, 2017 07:00 PM PDT

APR 10, 2017 06:00 AM PDT C.E. CREDITS

Protein and cell analysis education

APR 05, 2017 06:00 AM PDT

Protein Research Live

Prepare. Purify. Analyze.

April 5th, 2017

Client Microsite

926x185.jpg event banner

Third Annual
ExpressionWorld
Advancing Protein Expression
Thursday, May 17, 2018

gibco
by Thermo Fisher Scientific

OVERVIEW AGENDA SPEAKERS HELP

Gibco ExpressionWorld 2018

GO TO EVENT

Experience the latest advances in protein expression
in one virtual event!

Our **Gibco ExpressionWorld 2018** virtual event is now available On-Demand until **May of 2019!** Experience the world's largest online conference unveiling cutting-edge technology for protein expression. This interactive forum connects experts from pharma, biotech and academia to share case studies and best practices in the exciting areas of biologics and vaccine development from discovery to production.

- **Access** valuable presentations from leading protein expression scientists
- **Network** with world-class experts from pharma, biotech and academia
- **Experience** interactive training with our virtual labs and technical resources

Attendees will receive first-hand knowledge of the newest technologies for high-titer recombinant protein production in mammalian and insect cells as well as protein expression system design, workflows, purification,

Client Microsite

1200x630.jpg event banner shared via social media

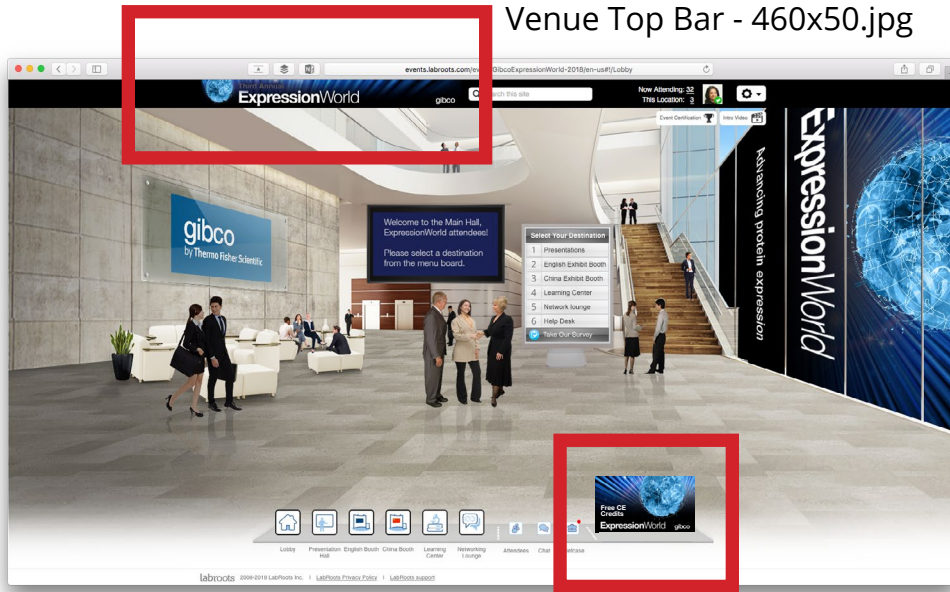
The screenshot displays a web browser window with the URL www.labroots.com/ms/virtual-event/gibco-expressionworld-2018. The main content area features a large banner for the "Third Annual ExpressionWorld" event, dated "MAY 17, 2018", with a blue globe graphic. A Facebook share dialog is overlaid on the left, showing the same banner being shared. The dialog includes fields for "Share to News Feed or Story", a text input for "Say something about this...", and options for "Tag Friends", "Check In", and "Feeling/Activity". The dialog also shows "News Feed" and "Your Story" as sharing options. The microsite background includes a "labroots" logo, a "PROFILE" section for Liz Sears (Director, Creative Services), an "ATTENDEES" section with a grid of avatars, and an "INVITE COLLEAGUES" button. A "Gibco" logo is also visible in the top right corner of the microsite.

Our **Gibco ExpressionWorld 2018** virtual event is now available On-Demand until **May of 2019!** Experience the world's largest online conference unveiling cutting-edge technology for protein expression. This interactive forum connects experts from pharma, biotech and academia to share case studies and best practices in the exciting areas of biologics and vaccine development from discovery to production.

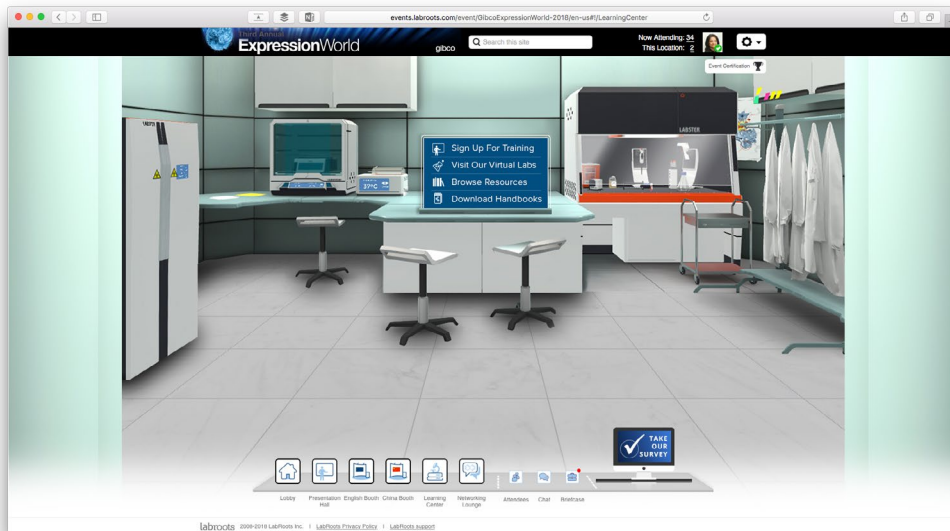
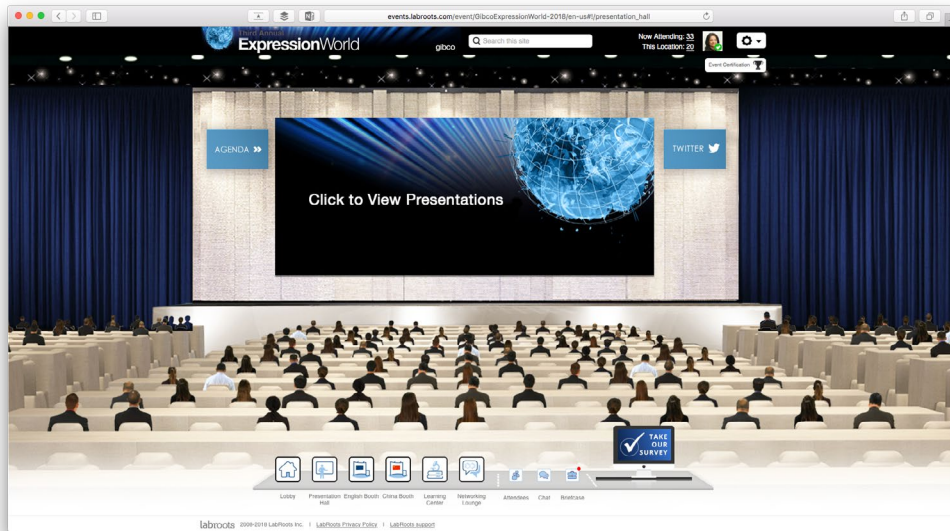
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Venue Top Bar - 460x50.jpg



Venue Promo Board - 170x95.jpg





ExpressionWorld

gibco

Now Attending: 32
This Location: 11

Register for the lab(s) of your choice
Each lab will require 30-40 minutes to complete

Protein Expression

Transfection

Cell Culture Basics

PSC Culture

Don't have time to participate right now?
Bookmark the registration form and come back to the virtual labs at your convenience

TAKE OUR SURVEY

LabTools 2018-2019 LabTools Inc. | LabTools Privacy Policy | LabTools Support

ExpressionWorld

gibco

Now Attending: 42
This Location: 31

Third Annual
ExpressionWorld
Advancing Protein Expression
Thursday, May 17, 2018

ThermoFisher
SCIENTIFIC

Cryo-electron microscopy:
Revolutionizing the world of structural biology and healthcare

Marc Storms, Alevtyna Yakushevskaya, Kristian Wadel, Gabriella Kiss, Steve Reyntjens

The world leader in serving science

ExpressionWorld

gibco

Now Attending: 52
This Location: 42

GeneArt™ — customer success story example 1
• Gene Optimization Enhances Antibody Expression in CHO Cells

| Non-optimized (CHO) | | | | Optimized (CHO) | | | |
|---------------------|-------------|-------------|-------------|-----------------|-------------|-------------|-------------|
| MAB 1 titer | MAB 2 titer | MAB 3 titer | MAB 4 titer | MAB 1 titer | MAB 2 titer | MAB 3 titer | MAB 4 titer |
| 1.5 mg/L | 1.5 mg/L | n.d. | n.d. | 13 mg/L | 20 mg/L | 12 mg/L | 12 mg/L |
| 1.5 mg/L | n.d. | n.d. | n.d. | 21 mg/L | 27 mg/L | 19 mg/L | 19 mg/L |
| 0.3 mg/L | 0.3 mg/L | n.d. | 1.16 mg/L | 21 mg/L | 13 mg/L | 13 mg/L | 13 mg/L |

Protein conc. [mg/L]

WT * Optimized

650-fold increase

52-fold increase

42-fold increase

22-fold increase


Work was performed at large pharma (top 10)

ThermoFisher
SCIENTIFIC

Promotional Email Example

Banner: 630px (min width, height can vary) .jpg


View this email in your browser



**Third Annual
ExpressionWorld**
Advancing Protein Expression
MAY 17, 2018

gibco


Experience the latest advances in protein expression in one virtual event

 [Register now](#)

The Gibco™ ExpressionWorld™ virtual event is the world's largest online conference unveiling cutting-edge technology for protein expression. on **May 17, 2018**, this interactive forum will connect experts from pharma, biotech and academia to share case studies and best practices in the exciting areas of biologics and vaccine development from discovery to production.

- **Access** valuable presentations from leading protein expression scientists
- **Network** with world-class experts from pharma, biotech and academia
- **Experience** interactive training with our virtual labs and technical resources

Don't miss out – [register now for free](#)

 [Set a reminder](#)

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