

discover the difference
with Cambridge Healthtech Institute's

LEAD GENERATION PROGRAMS



webinars | whitepapers | custom market research surveys | podcasts

Content marketing opportunities utilizing

800,000 Life Science Professionals



Healthtech.com/Lead-Gen

WHY LEAD GENERATION?

- One of the fastest and easiest ways to get the attention of your target audience
- Build a new list of qualified leads quickly
- Present solutions and educate your prospects and clients
- Lower cost to reach your target market
- Reach a national and international audience
- 80% of marketers rate webinars as one of their top 3 marketing tactics for lead generation (Forrester Research)
- 60% of decision makers attended a webinar in the last month (MarketingSherpa)

Cambridge Healthtech Institute (CHI) understands how imperative it is to spend less time searching for quality leads and more time generating new business and closing sales. We can help you develop a year-round, integrated marketing strategy incorporating lead generation into your mix.

CHI has a proven track record of **meeting and exceeding** our lead guarantee!

WHY CHI?

CHI is your life science network that reaches to over 800,000 prospects spanning drug discovery and development to clinical trials. Our portfolio of divisions include CHI Conferences, Barnett International, Bio-IT World, Clinical Informatics News and Insight Pharma Reports, which provide expanded reach unlike our competitors. Database constantly being updated with new prospects aligned with your specific interest areas.

- You are guaranteed 125 minimum leads!
- 95% of our customers said they were “satisfied” or “very satisfied” with our services
- 95% of our customers said they generated viable leads from their projects
- 95% of our customers said they would recommend our services to a colleague
- In-depth relationships with high level industry speakers
- Experienced Marketing, Platform Management/Operations and Editorial teams
- Extensive database of over 800,000 prospects, spanning from drug discovery and development to clinical trials
- Bundle your conference and lead generation initiatives under one annual integrated marcomm plan and save money!
- Industry-wide reputation for producing strong scientific content stemming from over 22 years of producing targeted scientific conferences
- Promotional avenues within Bio-IT World, Clinical Informatics News and Diagnostics World
- Direct email marketing to client’s target audience promoting the program



LEAD GENERATION PROGRAMS

WEBINARS

60 or 90 minute webinar where your company or CHI invites the speakers and produces the program content.

WHITEPAPERS

Post your existing whitepaper for promotion and lead generation or we can produce a custom written whitepaper specifically for you.

EACH PROGRAM INCLUDES:

- 125 lead guarantee and we will provide you with full contact information including email and telephone
- Multiple targeted marketing campaigns to ensure that the lead minimum is met or exceeded
- Lead report will be provided to you on a weekly basis
- For webinars, there is no cap on attendance
- 30-day hosting on our site and you will be provided a copy of the webinar to host on your site

Also available! Customer Market Research Surveys and Podcasts ... all with a 125 lead minimum guarantee!

Lead generation programs start at **\$7,500**

For more information, please contact:

Angela Parsons

Cambridge Healthtech Institute

VP, Business Development

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DATABASE COMPRISED OF THE FOLLOWING AREAS OF INTEREST:

- Alliance Management
- Animal Models
- Antibodies
- Assay Development
- Backup & Recovery
- BioBanking
- Biodefense
- Bioinformatics
- Biomarkers
- BioMEMS
- Bioprocessing
- Business Intelligence
- Cancer
- Cancer Genetics
- Cancer Vaccines
- Chemistry
- Clinical Operations
- Clinical Trials
- Cloud Computing
- CNS
- CRO
- Data Management
- Drug Discovery & HTS
- Drug Safety
- Economic Development
- Hardware
- Electronic Data Capture
- Functional Genomics
- Genomics
- High Performance Computing
- High-Content Analysis
- Human Genetics
- Imaging
- Immunology
- *In Silico* Biology
- IT For Life Sciences
- Lab Informatics - LIMS
- Lab-on-a-Chip
- Mass Spectrometry
- Medicinal Chemistry
- Microarrays
- Molecular Diagnostics
- Next-Gen Sequencing
- Open Source
- Patient Recruitment in Clinical Trials
- PCR/Nucleic Acid Based Technology
- Personalized Medicine
- Portfolio Management
- Preclinical
- Proteins & Proteomics
- RNA Interference
- Security
- Semantic Web Storage
- Sequencing
- Software
- Stem Cells
- Systems Biology
- Text Mining
- Tissue Engineering
- Tissue Repair
- Toxicology
- Translational Research
- Vaccines

CHI Lead Generation Clients

- Accelrys
- Accunet Solutions
- Akamai
- Almac Diagnostics
- Annai Systems, Inc.
- ARX
- Aspera, Inc.
- Aurora Spectral Technologies
- Avere Systems
- BBK Worldwide
- Biomodels, LLC
- BioScale
- BioTeam
- BlueArc Corporation
- Boston Healthcare
- Bruker Optics
- Cambridge Semantics
- Cambridge Soft Corp
- Collectricon AB
- Certara
- ChanTest Corporation
- Cmed Technology
- Computype, Inc.
- Convey Computers
- CyVek Inc.
- Decision View
- Definiens Inc
- Dell Inc
- Elsevier
- EMC Isilon
- Enrich Consulting Inc
- Epistem Ltd
- Exostar LLC
- Feeney Law Group (Fruent)
- Google
- Gyros, Inc.
- iAdvantage
- IBM
- Integrated Project Management (IPM)
- IntelliCyt Corporation
- Inventiv Clinical Trial Recruitment Solutions
- KMC Systems, Inc.
- Liaison Healthcare Informatics
- Linguamatics
- Maccine Pte Ltd
- Malvern Instruments
- MatTek Corporation
- MaxCyte, Inc.
- MaxisIT
- McKesson
- Medidata Solutions
- Metabolon
- Metanomics Health GmbH
- Molecular Response
- Myriad RBM
- NanoString Technologies, Inc.
- Neo@Ogilvy
- NextDocs
- Oncotest GmbH
- OnX Enterprise Solutions
- OpenText Corporation
- Oracle Health Sciences
- Panasas
- Paradigm 4
- PAREXEL
- Partek
- Pegasystems
- Perceptive Informatics
- PerkinElmer
- Persistent Systems
- PJA Advertising (for Opgen)
- Platform Computing
- Precision for Medicine
- ProteinSimple
- Qlucore
- Quanterix
- Quantum
- R+M Agency (Novella Clinical)
- RAID Incorporated
- Remedy Informatics
- SGI
- SimulConsult, Inc.
- Singulex, Inc.
- Slone Partners
- Solvias AG
- SomaLogic
- Studylog Animal Study Software
- Sun Microsystems
- Surety
- Terascala Inc
- Thermo Fisher Scientific Inc.
- Thomas Reuters
- Trovagene, Inc.
- UMT Consulting
- Univa Corporation
- Wafergen Biosystems Inc
- Wasatch Microfluidics
- Waters Corporation
- Wyatt Technology Corporation
- YarcData

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What CHI Lead Generation Clients Have to Say

“ Working with CHI to generate targeted, qualified prospects has been an excellent experience for Computype; they've delivered on everything promised. We couldn't be happier with both the quality and quantity of the outcome. ”

—**Kelly Hansen, Marketing Project Manager, Computype, Inc.**

“ Quanterix is developing a revolutionary ultra-sensitive platform for protein detection based on its Simoa technology. To augment market development efforts in preparation for a commercial launch, Quanterix engaged with CHI on several events, ranging from a market research survey to multiple webinars. CHI has been very easy to work with, responsive, and very effective in generating high quality marketing leads that greatly exceeded our expectations. Simply put, CHI delivered! ”

—**David Hanlon, Director, Business Development and Strategic Collaborations, Quanterix**

“ The Gyros, Inc. webinar series with CHI Healthtech has broadened our reach to the biotherapeutic market globally. CHI has provided access to their mailing list of over 700,000 contacts and a marketing engine to promote, execute and obtain continuing qualified interest in key target markets related to each webinar. They work with us collaboratively to continually improve promotion, best practices and ROI reporting for a successful webinar program that has increased Gyros' reach, registration, attendance and more importantly market awareness and lead generation for immunoassays in life sciences. ”

—**Joy Concepcion, Marketing Manager, Gyros, Inc.**

“ CHI has helped us further penetrate the Life Sciences industry using successful lead generation programs with a high degree of professionalism and delivered clear and measurable ROI. We have been able to leverage their deep knowledge of the market as well as broaden our awareness in the marketplace. Their turnkey solution means they do all the legwork - all we had to do was create the content and show up to deliver the webinar! We look forward to developing our long-term relationship. ”

—**Richard Heitmann, VP, Marketing, Aspera**

“ SGI has worked closely with CHI on the creation and promotion of two white papers. CHI has been a key partner to help us gain access to an important audience and market for SGI. We have been very pleased with our ability to get in front of new prospects and have been very satisfied with the leads generated. ”

—**Stacey McCallum, Global Events Manager, SGI**