





Increase your Sales Revenue with

Cambridge Healthtech Institute's

LIFE SCIENCE

LEAD GENERATION PROGRAMS

Content marketing
designed to fill your
pipeline with
targeted leads!

-  Webinars
-  Whitepapers
-  eBooks
-  Podcasts

Mine our database
of 800,000 professionals

Some of our database segments include:

Antibody Engineering: 30,000	Clinical Trials: 50,000
Bioinformatics: 40,000	Diagnostics: 60,000
Bioprocessing: 40,000	Drug Discovery & Development: 35,000
Biomarkers: 20,000	Genomics: 55,000
Cancer: 30,000	Preclinical: 35,000
Chemistry: 40,000	Proteomics: 38,000

Why CHI?



- Extensive database of **over 800,000 life science prospects**, spanning from drug discovery and development to clinical trials
- We have offered lead generation programs for over 10 years, with a dedicated marketing team that only focus on lead generation.
- Our lead generation programs include a lead minimum guarantee.
- Bundle your conference and lead generation initiatives under one integrated marcom plan
- Your lead generation program is custom to you. We target the segment of our database that fits your business.
- We can include your company's top target list to focus on, as well as exclude your company's competitors in our emails promotion. (please inform us prior to starting promotion)
- We will work with your marketing automation program, providing you the leads in the format that you need for easy uploading for your database.
- Your lead generation can be cross promoted opportunities in our three niche publications, [Bio-IT World](#), [Clinical Research News](#), and [Diagnostics World](#).
- We have a vast social media network, which includes 10+ Twitter accounts, 5 Facebook pages, 50+ LinkedIn groups and 3 Meet-Up Groups – which we promote your lead generation program(s) on.

“We worked with CHI/Bio-IT on a few lead generation programs, including two white paper syndications, all of which were tremendously fruitful. We generated highly qualified leads and some turned into immediate business.”

– Director of Marketing at Reprints Desk, Inc.

"I am keen to work with CHI again for another set of multiple webinars, with one each quarter. Their ability to reach our target audience has resulted in several closed deals, totaling in six figures of revenue."

– Director of Marketing, Metabolon

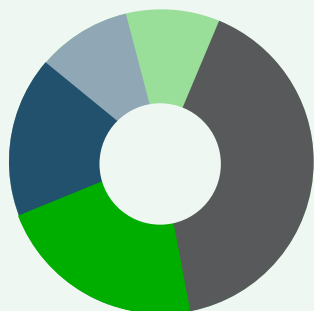
▶ **90%**

of our customers said they were "satisfied" or "very satisfied" with our services

▶ **95%**

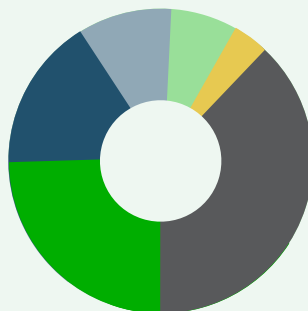
of our customers said they would recommend our services to a colleague

Database Demographics



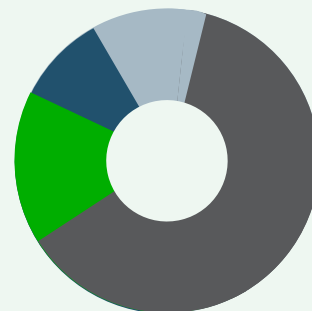
PROFESSIONAL TITLE

● Executive/Director/Manager	41%
● Scientist/Technologist	30%
● Professors	13.5%
● Sales & Marketing	8%
● Other	7.5%



COMPANY TYPE

● Biotech & Pharma	35%
● Academic/Government	25%
● Services/Societies	18%
● Other	9.5%
● Hospitals/Healthcare	8.5%
● CRO	4%



GEOGRAPHY

● USA	70%
● Western Europe	16%
● Asia	6%
● Rest of World	8%



Options include:

Webinars



Webinars are the perfect platform to educate your target audience about exciting scientific data obtained through use of your company's technologies and/or services.

60-minute webinar in which client procures speaker and produces content. CHI will manage Bigmarker platform, marketing and registrations.

"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.

eBooks NEW!



A multi touchpoint campaign including eBook advertising, email promotion and web advertising

Option 1 - Branding and Exposure Program

Option 2 - Branding and Exposure Program Plus Lead Generation

Whitepapers



Our Whitepaper Program is an effective vehicle for educating your target audience.



Option 1 - Supplied Whitepapers

The quickest turnaround in generating leads, CHI will host and promote client's existing whitepaper on our website.



Option 2 - Custom Written Whitepapers

A content discussion with one of our editors and your staff members is all it takes. Our editor writes the paper based on your input, and our design team gives it a great look!

Podcasts



Position yourself as a thought leader with a 10-15 minute podcast around a technology topic, new product release, viewpoint, etc. and capture a minimum of 100 leads/downloads

Lead Generation Clients

“We have leveraged CHI’s global reach and brand recognition to effectively promote our webinars which have resulted in hundreds of high quality leads for our business.”

– Sr. Director, Marketing, Agena Bioscience

Abcam Inc	Cofactor Genomics	Liaison Healthcare Informatics	Pure Storage Inc
Accunet Solutions	Computype, Inc.	Linguamatics Ltd	QIAGEN
Adheris Health	Content Analyst Co LLC	Malvern Instruments	Qlucore
Agena Bioscience Inc	Convey Computers	MarkLogic Corp	Quanterix
Akamai	Cycle Computing LLC	MatTek Corporation	Quantum Corp
Allied Grp	Cygnus Technologies	MaxCyte, Inc.	RAID Incorporated
Almac Diagnostics	Dassault Systemes BIOVIA Corp	MaxisIT	Red River
Angle North America	Definiens Inc	McKesson	Renovo Solutions
Annai Systems	Dell Inc	MedGenome Labs Pvt Ltd	Roche
ANSYS Inc	Diaceutics Grp	Medidata Solutions	Scienion US Inc
Armano LLP	Domainex Ltd Dotmatics Ltd	MediSapiens Ltd	Seagate Technology LLC
AroCell AB	Elsevier	Menarini Silicon Biosystems	Seegene Technologies Inc
ARX	EMC Isilon	Metabolon Inc	SGI
ARX Inc	Enrich Consulting Inc	Metanomics Health GmbH	SimulConsult, Inc.
Aspera, Inc.	Epistem Ltd	MI Bioresearch	Singulex, Inc.
Aurora Spectral Technologies	Eurofins Pharma Svcs	Mitra Biotech Ltd	Slone Partners
Avere Systems	Exostar	MT Consulting DA	Solvias AG
BBK Worldwide	Feeney Law Group (Fruent)	Myriad RBM	SomaLogic
BD	GE Healthcare Life Sciences	NanoString Technologies, Inc.	Streck Inc
Bina Technologies Inc	Ginkgo Bioworks	NeoProteomics Inc	Studylog Systems, Inc.
BioFortis Inc	Google	NextDocs	Surety
BioGenes GmbH	Gyros, Inc.	Nilogen Oncosystems	Taconic Biosciences
Biomodels, LLC	HEWLETT PACKARD CO	Novella Clinical	Tamr
BioScale	Hitachi	OnX Enterprise Solutions	Tecan Grp Ltd
BioStorage Technologies Inc	Hitachi Data Systems	OpenText Corporation	Terascale Inc
BioTeam	iAdvantage	Oracle Health Sciences	Thermo Fisher Scientific
Bio-Techne	IBM	Panasas	Thomson Reuters
BIOVIA	iDashboards	Paradigm 4	TriNetX Inc
Boston Healthcare Associates Inc	IDBS	PAREXEL	Trovogene, Inc.
Cambridge Semantics	IMS Health	Partek	UMT Consulting
Cambridge Soft Corp	Integral Molecular Inc	Pegasystems Perceptive Informatics	Unchained Labs
Carterra	Integrated Project Management	PerkinElmer	Univa Corporation
Cellecta Inc	Intel Corp	Persistent Systems	Wafergen Biosystems Inc
Cellectricon AB	IntelliCyt Corporation	PHEMI Health Systems Inc	Waters Corporation
Celsee Diagnostics	Internet2	Precision for Medicine	Wiley
Certara	Intralinks Inc	Primetech Corp	Wyatt Technology Corporation
Champions Oncology Inc	Inventiv Clinical Trial Recruitment Solutions	ProteinSimple	
Charles River Labs	KMC Systems, Inc.	Psyche Systems Corp	
Cmed Technology			



For additional information regarding CHI’s Lead Generation Programs, please contact:

Tom Conley

Director of Publication Marketing

T: 781-972-1351

E: tconley@DiagnosticsWorldNews.com