



2023 Lab Manager[®]

LEADERSHIP SUMMIT

R U N Y O U R L A B L I K E A B U S I N E S S

IN-PERSON

APRIL 24-26, 2023 | COLLEGE PARK, MARYLAND

SUGGESTIONS FOR MAKING THE MOST OF YOUR LEADERSHIP SUMMIT SPONSORSHIP

Engage with the event and attendees beyond your tabletop:



Cocktail receptions: Network, Network, Network! Enjoy food, drinks, and the chance to meet attendees in a casual, fun setting. Ask them questions about what they are looking to get from the event and why they are attending.



Eat lunch with attendees: Use this time to get to know the attendees on a more personal level and help build trust.



Roundtables: These are open discussions broken out into smaller groups of attendees. *Lab Manager* moderators will begin the roundtables by posing a few questions and then open the conversation up to attendees. Use these times to ask questions and get a clearer picture of the needs and pain points of lab managers directly.



Sessions: Sit in on speaker sessions. These presentations and Q&A sessions offer valuable insight and address attendees' most significant challenges, struggles, and successes.



Sponsor an event or giveaway during the Leadership Summit: *Lab Manager* does the work for you, and you get the promotion and recognition.



Plan your follow-up with the attendees before you arrive so you can maximize on the new relationships you have built. The event offers a great opportunity to bond and make peer relationships among attendees that last well beyond the Summit.