

partneringONE®

Partnering Software



Description

- Software implemented at specific events, included in registration fee for all attendees
- Used by attendees to pre-arrange company-to-company meetings
- Everyone showcases their company
- Users find potential partners and agree to meetings
- Users get an optimized schedule for meetings at the event
- **Users measure & track partnering activity at an event to support the case for future attendance**

Delegate Case Study

- Attended 5 events
- 160+ opportunities screened
- 30 investigated further
- **Deals/acquisitions of 6-8 figures**

Market | Business-to-Business events in Informa Connect

Events:

BIO-EUROPE®

BIO-EUROPE SPRING®

Drug Delivery Partnerships

CHINABIO® PARTNERING FORUM

BioProcess International

BIOTECH SHOWCASE™

Sponsors:

AstraZeneca

Johnson & Johnson

MERCK

Pfizer

Roche

SANOFI

Revenue Model

- Premium registration fees (£2000+) for partneringONE events
- Drives revenue growth through attracting new delegates
- Supports a strong retention rate

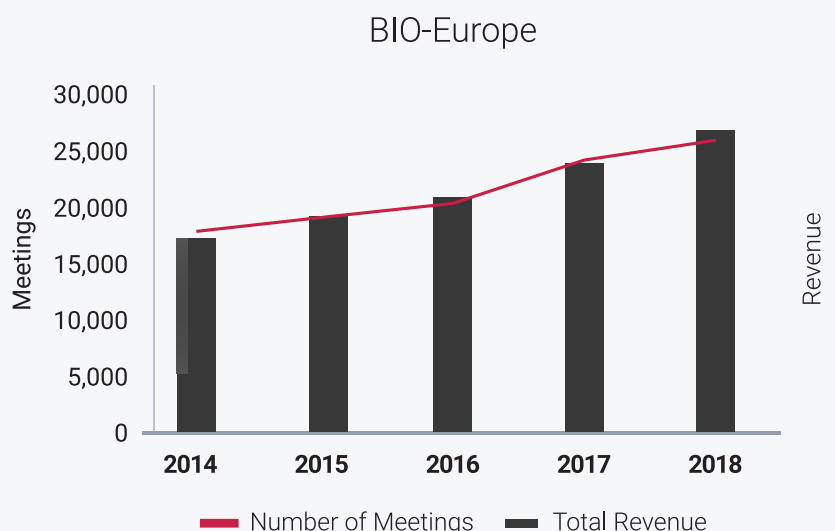
Used in 2018 at:

7 | EBD Group Events

5 | Life Science Events

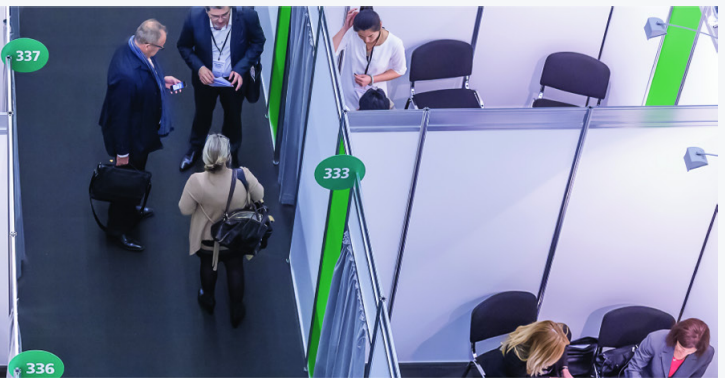
8 | Third Party Licence Events

Event Case Study



USPs

- Import profile data from previous events to quickly build the event database. Search only works if the platform has completed profiles.
- Company delegations can coordinate partnering activity.
- Historical partnering data helps users to make better and faster decisions at subsequent events



KPIs | 2018

20

Events

11

Countries

21,285

Delegates Worldwide

11,835

Companies

358,756

Requests Sent

68,642

Meetings Scheduled

5-Year Plan

- Scale to relevant events: audiences wanting to build long term relationships across a network
- Build year round partnering, digital advertising, and cross sell marketing
- Build APIs for attendees to strengthen brand preference
- Mine the data for marketing