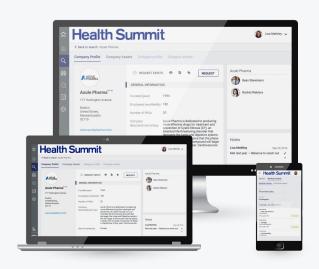


# partnering ONE®

## 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:













#### Revenue Model

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

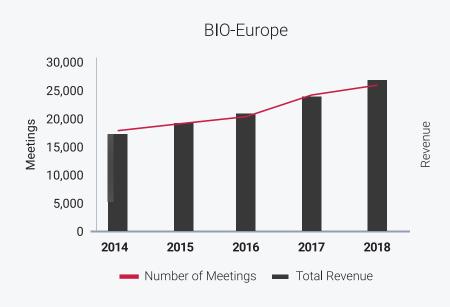
#### Used in 2018 at:

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

**Events** 

21,285

Delegates Worldwide

358,756 68,642

Requests Sent

Countries

11,835

Companies

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