

STAND OUT

Change the Channel on Your BIO Pre-Show Message!

Direct mail, email blasts, banner ads, and voice blasts...seen it, done that! The traditional pre-show marketing program is yesterday's news. It's time to change the channel with a **WEB VIDEO** message that invites top prospects to your booth and makes a state-of-the-art impact at the leading industry event while communicating your capabilities to an audience on and off the showfloor. **Web video messages are known to get 2.5 times the click through rate and maintain viewer's attention for up to 30 seconds.**

BioPharm International Presents... The BIO Web Video Showcase

Formally invite our readers and viewers to your BIO booth, introduce your new products and services, and reaffirm successful outcomes with a professional, captivating web video message. **Your message, our audience, and state-of-the-art web video technology puts you in the spotlight before the BIO International Convention on May 6-9, 2007.**

Video Message Offering:

- Production of a 30-second turnkey web video message accompanied by calls to action, your booth number, and company logo. Includes monthly reports on viewer time and click through rate (Note: 10 business days turnaround required for video production)
- Extensive visibility to the highly-desired online audience of *BioPharm International* [includes 3 months of hosting on the **BIO Web Video Showcase** (April, May, June)]
- A LIVE LINK to your web video message from **BioPharm International's BIO Pre-Show Review e-Newsletter** deployed to more than 33,000 global opt-in industry professionals
- A LIVE LINK position on the **BIO Video Showcase** Rotating Banner featured throughout *BioPharm International's* website

Yes, all of this for \$950!

Combination Print & Video Package

Display advertisers in *BioPharm International's* May issue receive a **10% discount** on the video message.

If you want to maximize your pre-BIO marketing message, call your account representative today.

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