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
- CHINA BIO® 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

BIO-Europe

![Graph showing number of meetings and total revenue over years (2014-2018).]
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

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
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</thead>
<tbody>
<tr>
<td>Events</td>
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<td>Countries</td>
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<td>Delegates Worldwide</td>
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<td>Meetings Scheduled</td>
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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