



LGC

PAG 31

Carrie Mautz

21 September, 20XX

A little bit of history....

2019

- Booth size 20x30; Total cost 108,361
- 14 people to support the booth
- Posters
- QuickExtract- Fast & Easy DNA Extractions For End-point Genotyping PCR Applications
- SeqSNP tGBS, an alternative to array genotyping in routine breeding programs
- Workshop
- Theme: Innovative approaches to advance agrigenomics
- Instruments in the booth were oKtopure and IntelliQube
- Leads: 41 Hot (MQL), 152 Warm, 99 Cold

2020

- Booth size 20x30; Total cost 102,760
- 14 people to support the booth
- Poster
- BHQ Probe Master Mix, a versatile Master Mix for AgBio qPCR, including AP testing, CNV determination and pathogen detection
- Workshop
- Theme: Innovative approaches to advance agrigenomics
- Instruments in booth were oKtopure and IntelliQube
- Leads: 54 Hot (MQL), 122 Warm, 168 Cold

2021

- Cancelled

2022

- Cancelled

2023

- Booth size 20x30; Budget 80,000
- 10 people to support the booth
- Posters - 2
- Workshop – 3 external speakers and panel discussion
- Theme: Accelerate your journey
- Instrument on booth IQ
- 14 In-person meetings
- Launch of Rapid Genomics portfolio; intro of Amp-Seq and MGB probes
- Leads: 169 Workshop: 120

2024

- Booth size 20x20, Budget 80,000
- 10 people to support the booth
- Poster(s)
- Workshop
- Booth Lead goal: TBD, Workshop TBD

GOST – FY24 w/results

GOALS

- Maintain share in PCR and growth in NGS
- Lead generation
- Move forward key relationships and projects
- NPD Launch
- Technology intel

STRATEGIES

- Create awareness through multi-channel approach with a focus on digital marketing to target both attendees and non-attendees
- Provide educational content
- Leverage partnerships (KOLs)
 - Workshop/Tech Talks and Poster

OBJECTIVES

- # Booth Leads – XXX
- Workshop attendance - XXX
- Planned Value Opps - \$XM
- Customer/Prospect/GKA meetings - XX
- Lighting Demo's – XX

TACTICS

- Digital Marketing (Email/Social)
 - Pre-reg and subscriber list
- On-booth activity – Tech Talks/Lighting Demos
- Hospitality room for customer/prospect/GKA meetings
- E-nurturing to Opt-In Database 2 Touches
- Workshop – Ratan Chopra from CoverCress; other speakers pending
- Poster – sbeadex lightning - TBD

Strategy and Messaging

Accelerate your Genotyping Journey

- High-throughput genotyping solutions from LGC Biosearch Technologies
 - Nucleic acid isolation and purification
 - Agricultural NGS technologies and services
 - Animal and plant genotyping assays

Highlighted Products

- MGB
- Amp-Seq
- Flex-Seq and Capture-Seq
- sbeadex Lightning
- 2xRapiDxFire Mastermix

Messaging and booth traffic

- Accelerate your genotyping journey
 - In the future evaluate genotyping vs molecular breeding

Booth traffic (“A crowd draws a crowd”)

- Tech talks
 - 5 minutes supported by 2 ppt slides
 - Topics TBD
- On-booth demos with sbeadex lightning
- Lightning themed - TBD

Logistics

31st Annual Plant and Animal Genome Conference (PAG)

1

Campaign code: gglocal24jan_pag

2

Sunday, 14 January 2024

Monday, 15 January 2024

Tuesday, 16 January 2024

3

1 Event Manager – Regional or Marcom

1 Workshop Moderator – Market or Strategic Development

3 Technical Booth – CAS/R&D/Rapid CAS/Prod Mktg

4 Booth Commercial – Applied/Rapid CEs

3 Booth Demos/Tech Talks/Poster – CAS/Prod Mktg/R&D

4

Location: Town & Country Resort and Conference Center, San Diego CA

5

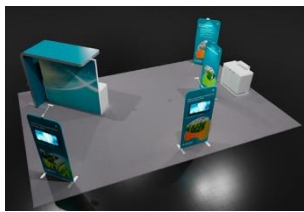
2023 attendance = 558 Exhibitors and 2728 Delegates totaling 3286. 75% Plant focus and 25% Animal focus. 35% International attendance

6

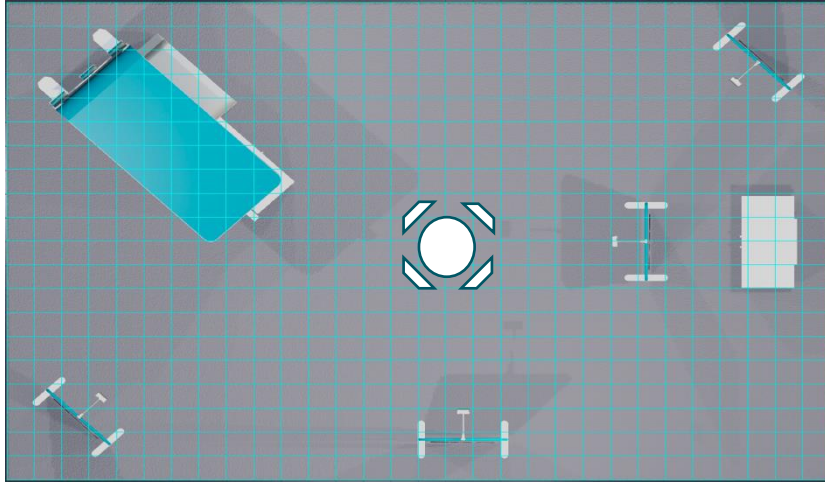
Current Opportunities = \$ 217,550 USD

PVO = \$3,339,441 USD

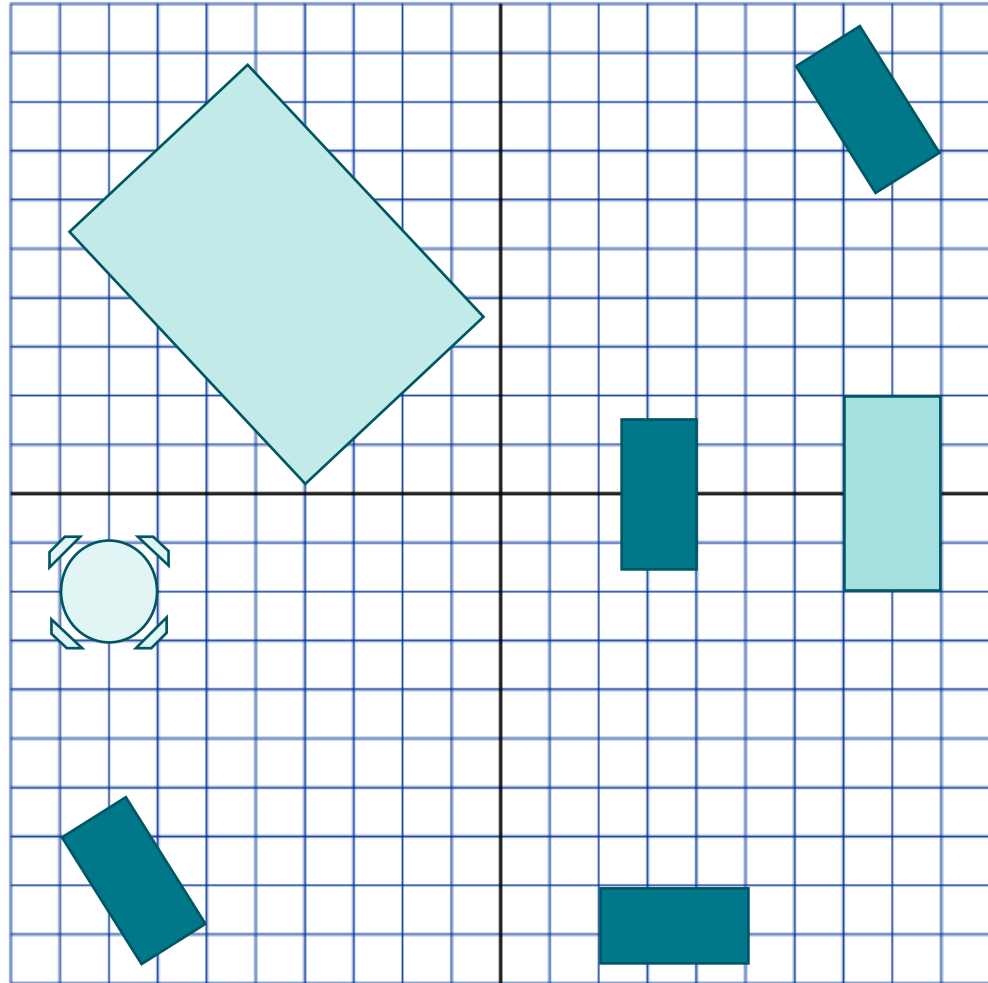
**** Staffing: DOES NOT INCLUDE Bus Development/Commercial and/or GKA Migs. *****



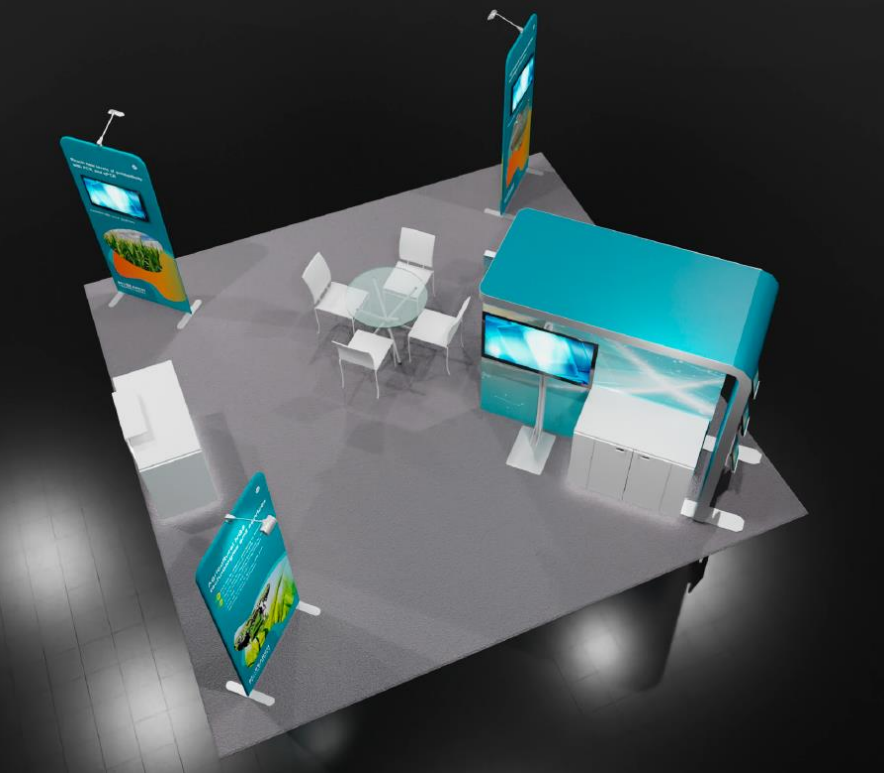
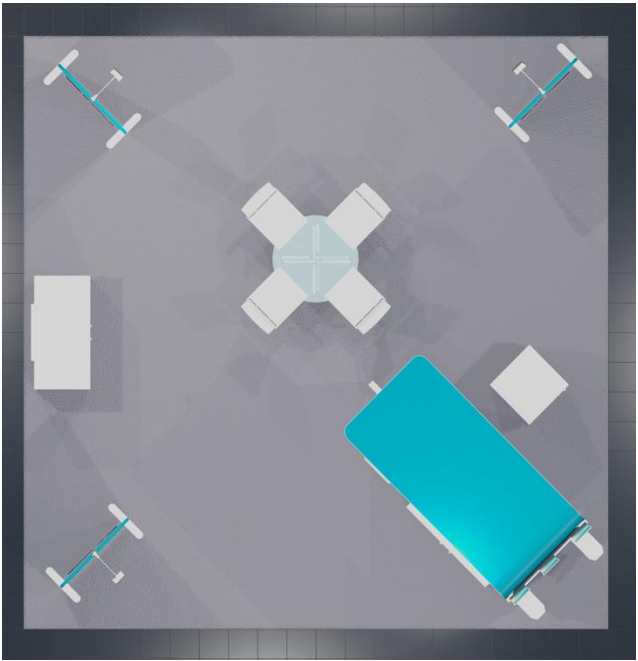
FY23 20x30 w/o Table and chairs



FY24 20x20



FY24 20x20



Messaging from 2023 – will adjust for 2024

Agricultural research begins at sample extraction

Accelerate your journey



BIOSEARCH TECHNOLOGIES

Nucleic acid isolation and purification

- Kits, services and instrumentation for purification or crude extraction
- beadex magnetic beads for customisation and purification
- QuickExtract – simplified extraction in 3-8 minutes
- oKlopure – automated extraction platform



BIOSEARCH TECHNOLOGIES

Transforming agriculture through NGS

Accelerate your journey



BIOSEARCH TECHNOLOGIES

Agricultural NGS technologies and services

- NEW** Flex-Seq for targeted genotyping by sequencing up to tens of thousands of targets
- NEW** Capture-Seq for targeted genotyping by sequencing of up to hundreds of thousands of targets
- Amp-Seq – coming soon!
- NGS lab services for genome wide SNP discovery to fit your application



BIOSEARCH TECHNOLOGIES

Reach new levels of productivity with PCR and qPCR

Accelerate your journey



BIOSEARCH TECHNOLOGIES

Animal and plant genotyping assays

- NEW** Minor groove binder (MGB) probes, no minimum quantity order
- KASP genotyping chemistry with industry leading SNP & InDel assay conversion rate
- Nexar and IntelliQube, high-throughput automation platforms for PCR and qPCR
- Original developers of BHQ along with multiple other probe technologies



BIOSEARCH TECHNOLOGIES

Accelerate your journey

BIOSEARCH TECHNOLOGIES

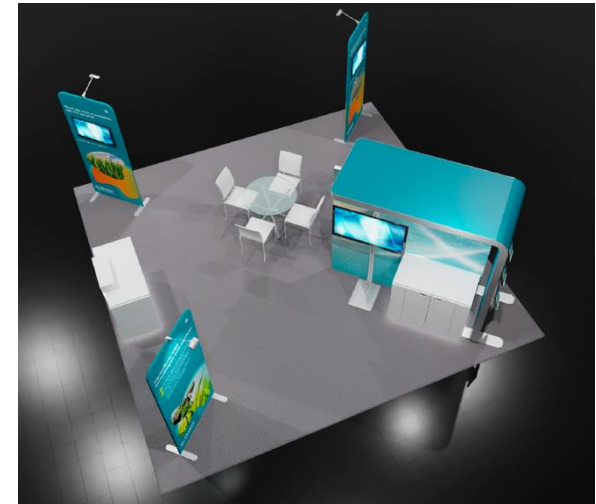
Accelerate your journey



BIOSEARCH TECHNOLOGIES

PAG 2024 | PAG31

- Workshop
 - Ratan Chopra from CoverCress Inc. (Flex-Seq)
 - Rachel Hawken from Cobb-Vantress
 - Possible USDA speaker on berries
- Messaging
 - Accelerate your genotyping journey
- Booth Traffic
 - Tech talks
 - Giveaway
 - Poster
 - Workshop
- sbeadex lightning will be large focus



Comms plans

- Pre-show

- LGC landing page - December 1
 - Content due November 1
- LGC Social - December 1
 - Content due November 1
- LGC email #1 - December 14
 - Content Due November 1
- LGC email #2 and PAG email - Thursday January 4
 - Content due - November 27

- Post-show

- Blogs or videos of the tech talks (testing this at AMP in November)



Accelerate your journey
With agricultural genotyping products and services
PAG 30 | 13-18 January | Booth #119

Join us for a workshop

Leading a new era of genomic analysis

Monday, 16 January | 12:00 PM - 3:00 PM | Town & Country B

Join Zander Myburg from the University of Pretoria Forest and Agricultural Biotechnology Institute (FABI), Dr Shaun Clark, Research Genetiist for the USDA/ARS National Germplasm Laboratory and Dr Johnathon LaManita Manager of Tree R&D for Terviva talking about the genomic technologies that enable innovation and creativity to address modern agricultural hurdles. Scientists looking into the future to create crop breeding solutions for agriculture impacted by a changing climate, water scarcity, less arable land to meet production needs, supply chain disruptions, production instabilities and a limited labour force, all of which affect farmer's ability to meet the need for an increased food supply to feed a growing population.

