**Suggested Customer Email Copy**

SLAS strongly encourages all SLAS2025 sponsors and exhibitors to reach out to their customers via email and invite them to register for the conference. Personal outreach is an effective way to keep your audience engaged with your company, to inform them of your participation at this event and to ensure they know how excited you are to touch base with them and demonstrate your products and services at this year’s conference. While SLAS will continue to promote the conference through our channels, we can’t stress how important it is for personal communication via our dedicated sponsor and exhibitor partners.

Below is a suggested email template you can use to communicate with your prospective audience members and current customers. Edit as you see fit! We’ve also included images within the Marketing Toolkit that can be used alongside your social media posts and on your website. (All images are labelled by platform)

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Subject line: Join us at SLAS2025, Booth 123

Good morning/afternoon!

<COMPANY NAME> is exhibiting at the SLAS 2025 International Conference and Exhibition and we personally invite you to join us in San Diego, CA, USA, January 25-29, 2025.

This year’s conference and exhibition theme is Curiosity Igniting Innovation, and we’re excited to be involved in the event’s celebration of the interconnectivity of technology and discovery, laboratory automation, innovation and analytics.

The program will feature scientific sessions grouped into eight extremely relevant tracks: Assay Development and Screening, Automation Technologies, Cellular Technologies, Data Science and AI, Micro- and Nano Technologies, New Modalities, Omics and Spatial Omics, and Screening Applications and Biomarker Diagnostics. In addition to the science, there will be plenty of networking/collaboration opportunities available for attendees and exhibitors alike – all with a targeted focus on laboratory automation and life sciences.

**Plus, we’ll be involved in a few additional ways: <Insert bullet points of sponsored sessions, receptions or Exhibitor Tutorials, if applicable.>**

Attend for:

* The début of NexusXp, an interactive pavillon designed to showcase collaborative and integrated lab automation scenarios through the integration “story” on the well-known Design – Make – Test - Analyze cycle
* Eighteen Scientific Short Courses on the topics of sample management, high-content screening, liquid handling and more
* Hundreds of Poster presentations
* Keynote presentations from Ahmar Zaidi, M.D. (Agios Pharmaceuticals) and Jesse Boehm, Ph.D. (MIT)
* Collaboration and networking opportunities
* And more

**Full conference and exhibition-only registration are available for this event and detailed options can be viewed at slas.org/2025.**   
At past in-person iterations of this event, SLAS has welcomed more than 7**,000** life sciences researchers, educators, engineers, entrepreneurs, technology developers and business leaders and allows for numerous (and possibly unlimited!) opportunities to discover new science, new products and new colleagues.

We hope to see you in January! In the meantime, please reach out with any questions about <insert product/service> or the conference. For more information on SLAS2025, visit slas.org/2025.