

Welcome to the GLOBAL ALLIANCE for life science organizations.





**Xtalks Life Sciences United** is a global alliance created to connect life science organizations in a free and collaborative space. Our mission is to bring together associations, societies, advocacy groups, research networks and universities to engage with similar institutions, exchange knowledge, showcase their achievements and collaborate on shared goals—both within the broader life sciences landscape and across the expansive Xtalks Community.

For over 20 years, Xtalks has championed collaboration as a catalyst for progress—and with Life Sciences United, we continue to elevate those working to advance science and improve human lives.

#### RAISE AWARENESS

When you join, you will receive a robust package of complimentary benefits (see Page 3) specfically designed to raise your profile across our global Xtalks Community.



#### GROW MEMBERSHIP

By engaging Xtalks members, you have the opportunity to grow your own membership base, attracting new voices who are just discovering your causes and endeavors.



## BUILD CONNECTIONS

As a united member, you will be able to connect with other organizations and discuss best practices for common issues like fundraising/funding, membership and advocacy.

#### **Get to Know the Xtalks Community**

With millions of site visits each year, Xtalks hosts a growing community of hundreds of thousands of life science professionals. Spanning the globe, these community members include everyone from students and research associates to influential decision-makers and C-suite executives.

Although we may be best known for our webinars, Xtalks Community members also actively read, listen, watch and engage with our wide variety of other content offerings:

Newsletters • Blog and News Articles • Career Insight Media

Xtalks Clinical Edge™ Digital Magazine • Xtalks Job Search

Xtalks Life Science Podcast • Xtalks Spotlight Videos

### OUR GROWING LIFE SCIENCES COMMUNITY

**HUNDREDS OF THOUSANDS OF** 

Xtalks.com Members

100,000+

Social Media Followers

#### **EVERY 9 MINUTES**

An industry professional registers for a new account on the Xtalks.com Community





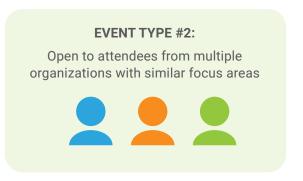
#### **What Your Organization Receives When You Join Free**

1 VIRTUAL CONNECTION EVENTS

You will have the opportunity to host virtual connection events with Xtalks, bringing together members of your organization or members of other similarly-focused Xtalks Life Sciences United organizations. These events will serve to promote true unity amongst our collective, creating an opportunity for exclusive networking, shared problem-solving and candid discussion about the latest industry trends and issues.

# EVENT TYPE #1: Open to attendees from your organization only

**CURATED WEBINAR SUGGESTIONS** 



2 FEATURED EDITORAL ARTICLE

An Xtalks Life Science Journalist will conduct an interview with your President/Chair/CEO and craft an engaging article on Xtalks.com that highlights your organization's message and mission.

- NEWSLETTER PLACEMENT

  Your organization's work and initiatives will be featured in our Xtalks Life Sciences United newsletter, connecting you with our global community of like-minded industry professionals and academics.
- 4 YOUR LOGO ON XTALKS

  As part of Xtalks Life Sciences United, your organization's logo will be featured on Xtalks.com alongside other groups who have joined the alliance. Moreover, organizations that focus on clincal trials will also
- have the opportunity to be featured in our <u>Xtalks Clinical Edge™</u> digital magazine.

  SOCIAL MEDIA PROMOTION
- Have an upcoming special event or awareness day? We'll help broaden your reach by showcasing your efforts on our social media channels, spreading the word to our passionate life science audience.
- Whenever applicable, we'll provide you with tailored recommendations from our extensive live webinar catalog, ensuring your members have access to the latest and most relevant insights.





#### **Registering Your Organization**

#### JOIN FREE IN LESS THAN ONE MINUTE

**Registering your organization** for Xtalks Life Sciences United is a quick and easy process — simply click the button to the right to fill out our brief registration form.

The following information is required to complete the form:

- Organization Name and Website
- · Short Organization Description
- · Point of Contact Name and Email
- Upload Organization Logo\*
- Confirm Registration<sup>†</sup>

# CLICK HERE TO ACCESS THE REGISTRATION FORM

**OUESTIONS? EMAIL US!** 

lsunited@xtalks.com

#### **DISPLAY OUR PARTNERSHIP ON YOUR WEBSITE**

Once you've joined, it's time to tell the world that your organization is now a member of our global alliance!

Upon completion and confirmation of your registration, we will send you a high resolution copy of the Xtalks Life Sciences United logo. From here, you may place it anywhere on your website — perhaps in a "Partners" or "Affiliates" section — and hyperlink the logo so that it directs visitors to the Xtalks Life Sciences United webpage.



\*Logo Requirements: If available, please provide a high resolution .PNG file with a transparent background. We will also accept .SVG or .EPS vector files. If you do not have a version of your logo with a transparent background, we will also accept standard .JPG or .PNG files.

<sup>†</sup>Registraion Confirmation: To complete your registration, you will need to check a box that confirms you are authorized to act on behalf of your organization and agree to the terms outlined in the <u>Xtalks Life Sciences United Participation & Content Release Agreement</u>.