

# CAP TODAY

Pathology • Laboratory Medicine • Laboratory Management

## CAP TODAY Conversations

Package one – CAP TODAY Conversations

Package two – Sponsored Roundtable Discussion

### ► CAP TODAY Conversations

\$10,000

- Recorded Video conversations with company, KOL and the publisher of CAP TODAY, Bob McGonnagle.
- Focus Suggestions: Brand awareness, new product, education piece, white paper discussion, industry challenges, etc.*
- 15–30 minutes conversation recorded via Zoom.
- You will receive a copy of the recording for your use.
- Recording will be posted on our website for one year.
- A transcript of the conversation will be posted on our website for one year.
- A print article in a future issue in our “CAP TODAY Conversations” section.

### For more information and availability contact:

**West:** Lori Prochaska | 402-290-7670 | lori@captoday.org  
**Midwest:** Alex Pacheco | 402-290-8203 | alex@captoday.org  
**East:** Lori Prochaska and Alex Pacheco | lori@captoday.org and alex@captoday.org  
**Sales and Support:** Nicole Quackenbush | 402-960-2869 | nicole@captoday.org  
 Kristen Anderson | 402-290-6486 | kristen@captoday.org

### ► Sponsored Roundtable Discussion

\$15,000

- Recorded Video conversations with company, KOL and the publisher of CAP TODAY, Bob McGonnagle.
- Focus Suggestions: Brand awareness, new product, education piece, white paper discussion, industry challenges, etc.*
- 20–30 minutes roundtable style discussion recorded via Zoom with Q&A from audience following.
- CAP TODAY will handle promotion of the event.
- eBlasts, LinkedIn, and website posts.
- You will receive a copy of the recording for your use.
- You will receive the list of all attendees and their emails for a one-time use.
- Recording will be posted on our website for one year.
- A transcript of the conversation will be posted on our website for one year.
- A print article in a future issue in our “CAP TODAY Conversations” section.



Live webinar view

# CAP TODAY

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## Commercial Webinars

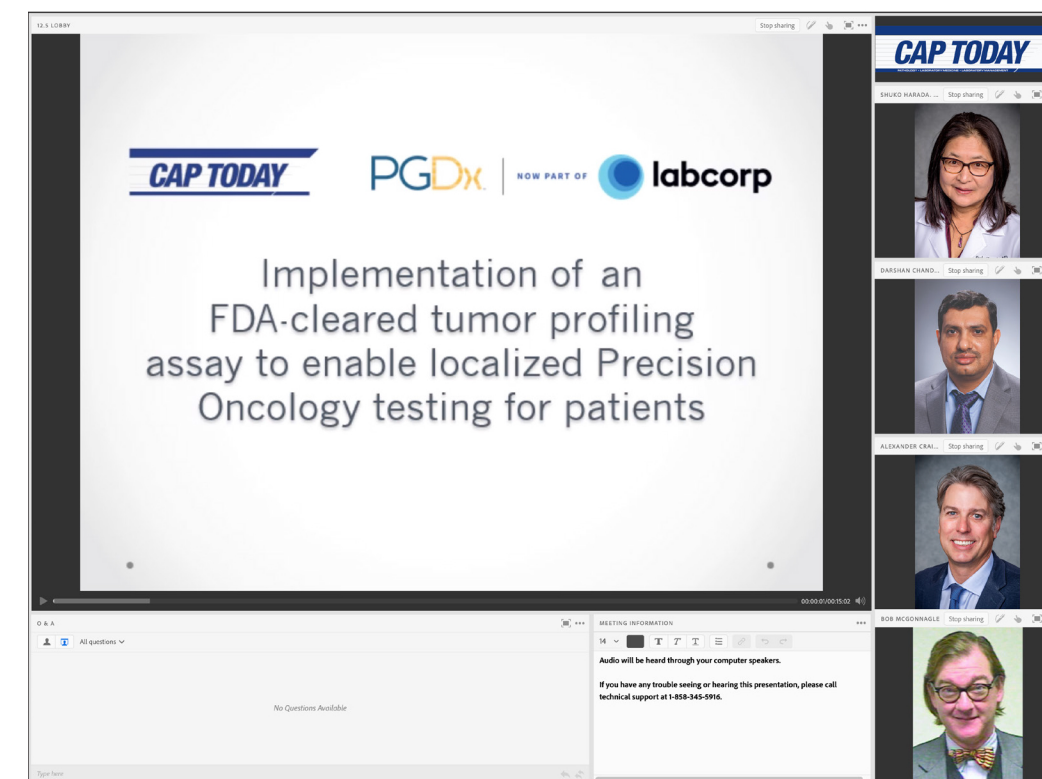
CAP TODAY webinars are a trusted source for industry information and sharing of innovative ideas. For over 30 years, we have been bringing essential news to the clinical laboratory with our monthly magazine. Our webinars build on that foundation as a trusted news provider.

From webinar idea to final attendance lead information, CAP TODAY webinars are a complete turnkey program.

### ► Includes:

- Planning
- Print and digital promotional items and online registration
- Webinar – event and Q&A session moderated by CAP TODAY publisher Bob McGonnagle
- Registrations and Leads
- Webinar posted on [captodayonline.com](http://captodayonline.com) for one year

\$26,000



Live webinar view

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CAP TODAY Print Ad

eNews promotional eblast