CAP TODAY
WHERE THE WORLD OF THE CLINICAL LABORATORY COMES TOGETHER

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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.

Sponsored Roundtable Discussion

$15,000

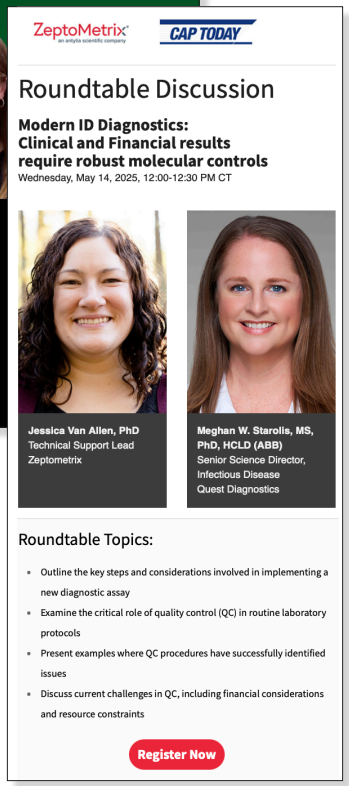
- Recorded Video conversations with company, KOL and the publisher of CAP TODAY, Bob McGonnagle.

  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.

COMMERCIAL ROUNDTABLE

External controls critical to crucial assays



CAP TODAY CONVERSATIONS