

LAB ZERO MEDIA KIT



Who we Engage

Your products deserve to be in front of the labs that care about sustainability and compliance.

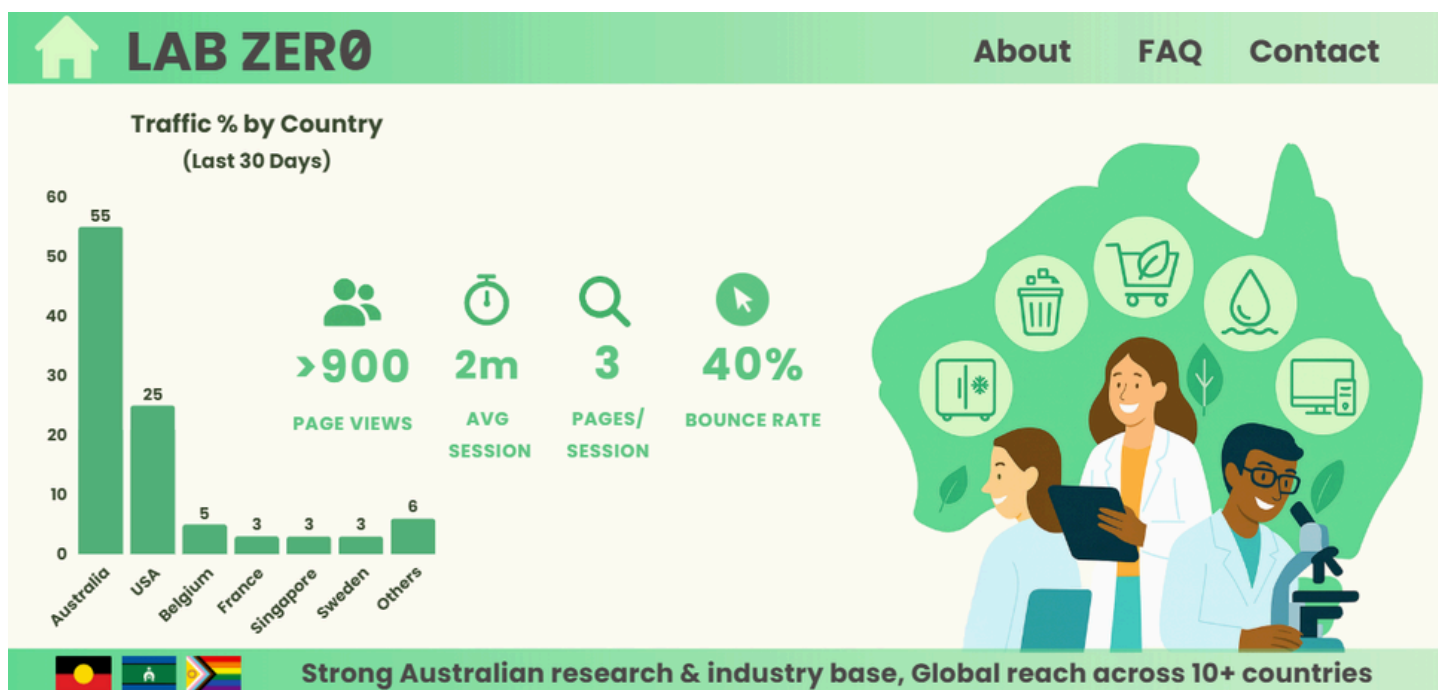
LAB ZERO helps Australia's industry and academic labs – wet and dry – cut their environmental footprint without compromising scientific performance or compliance. We give labs the tools and confidence to adopt greener products, services, and practices that deliver measurable savings in cost, waste, and energy.

Audience:

- **Laboratory, Facility & Safety Managers, Sustainability Officers, Research Infrastructure Leads.**
- **Group Leaders and Principal Investigators (PIs)** who drive purchasing and operational decisions.
- **Research Assistants, Postdocs and PhD students** who influence day-to-day product use and recommend tools to their teams.

Where we engage them:

- **Website (<https://labzero.eco>)** – Our go-to hub for our certification platform as well as our public facing website offering external resources and product guidance.
- **Newsletter** – regular updates reaching an audience of engaged lab professionals looking for practical ways to reduce their footprint
- **LinkedIn** – a professional network where scientists, sustainability officers and infrastructure leads look for solutions and share progress.
- **Instagram** – an active community of early-career researchers and lab teams engaging with sustainability tips and culture.
- **Webinars & events** – regular sessions showcasing practical strategies and products for greener labs, institutes and associations.
- **Embedded networks** – deep connections across Australian biotech, medical research institutes and universities through sustainability and infrastructure groups.











Why Sponsor With LAB ZERO

Why it matters

We connect with the people shaping the future of research, from PIs setting the direction and infrastructure, to Research Assistants and PhDs driving daily choices. Together, they decide what gets used at the bench and beyond, and have the power to make every experiment smarter, greener and safer.

Reason to Sponsor	What It Means for You	Why It Matters
Targeted visibility 	Your brand and products are presented directly to laboratory decision-makers: PIs, group leaders, lab managers, sustainability officers, research assistants and PhDs.	You reach the exact people who influence what gets purchased, from consumables to capital equipment.
Aligned values 	Your products appear alongside a trusted sustainability platform that helps labs reduce waste, energy and costs without compromising safety or performance.	Sponsors show leadership in environmental responsibility while remaining credible to scientists and compliance teams.
Dual market reach 	We serve both academic and industry research labs, wet and dry, across Australia. Our website also attracts global audiences.	You reach a broad but highly relevant market with a single partnership.
Credibility & trust 	LAB ZERO is embedded in Australia's research and biotech networks, recognised for practical and evidence-based sustainability advice.	Your brand is introduced by a trusted voice scientists respect, improving adoption and word-of-mouth influence.
Multi-channel promotion 	Exposure through our website, newsletter, LinkedIn, Instagram, webinars, and events.	Your message appears across multiple touchpoints where researchers learn, share and purchase.
Storytelling opportunities 	Co-create case studies, webinars, and product guides showing how your solutions reduce impact while maintaining research excellence.	Demonstrates real-world results, builds reputation, and supports labs making the switch to your products.



Sponsorship Options

The research community is ready to act, they just need the right tools. By sharing your products with our network, you help laboratories lead on sustainability without sacrificing scientific excellence.

1. Sponsored Article / Feature (Website + Social + Newsletter)

Price: POR

What's Included:

1. Featured article about your product or solution on the LAB ZERO **website** (stays live at least one month).
2. One **LinkedIn post** and one **Instagram post** promoting the feature.
3. Inclusion in one edition of our **newsletter**.
4. Option to include an interview or quote from your team.

Why it works:

Your story reaches sustainability-minded labs where they already look for ideas and stays discoverable for a full month. Social and newsletter pushes drive qualified traffic to your feature.



2. Sponsored Post Series (LinkedIn + Instagram)

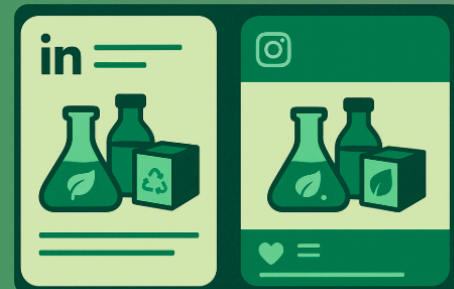
Price: POR

What's Included:

1. Two branded **LinkedIn** and **Instagram posts** about your product or initiative.
2. Coordination with your marketing team to align visuals and message.
3. Option to **tag your company** and **key staff** to drive engagement.

Why it works:

Quick, high-impact awareness with researchers and lab staff who follow our social channels. Great for launches or campaigns that need visibility without a long build-out.



3. Newsletter Feature

Price: POR

What's Included:

1. Dedicated sponsor spotlight section in one LAB ZERO newsletter (single edition).
2. Link to your product page or resources.
3. Brief call-to-action to drive conversions or sign-ups.

Why it works:

Our newsletter reaches an opt-in audience of Lab Managers, PIs, Research Assistants, PhD Students and sustainability leads who want actionable, green solutions.





Support Greener Labs

Why your support matters

Australian research is under increasing pressure to reduce its environmental footprint while maintaining world-class science. LAB ZERO exists to help laboratories make those changes, not with theory, but with practical, measurable actions and trusted guidance.

When you sponsor with us, your products and innovations are put **directly in front of the people who run and equip labs every day**: principal investigators, group leaders, research managers, sustainability officers, research assistants and PhDs.

Your impact

Every sponsored story, post or feature **helps decision-makers discover sustainable products** that cut waste, reduce energy use and keep research compliant and cost-effective. Together, we can make sustainability standard practice across Australia's laboratories and prove that discovery can happen without destruction.

Next step

Choose the sponsorship option that fits your goals and start reaching the labs that matter most.

Sponsor Sustainable Science with LAB ZERO – contact us at hello@labzero.eco

Website: <https://labzero.eco>

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