Selling to Scientists 2026

Where Commercial Strategy Meets Scientific Impact

Presented by SciLeads





Conference Overview

Selling to Scientists 2026

Selling to Scientists 2026
is a new international conference dedicated to the art and science of selling into Academic, Biotech and Pharma markets.

Delivered by SciLeads, the global market intelligence platform for scientific sales and marketing, this event brings together commercial leaders, founders, and sales professionals from across the scientific ecosystem to uncover how to build scalable, data-driven sales success.

The conference will focus on practical insights, commercial processes, and proven playbooks that help scientific tools and services companies grow in complex markets — powered by real-world case studies from companies leading the charge in innovation and commercialisation.

sellingtoscientists.com

About SciLeads

Selling to Scientists 2026

SciLeads helps companies connect with the global life sciences and applied research community through intelligent data.

Their platform empowers commercial teams to identify, engage, and understand researchers and institutions driving scientific progress, enabling smarter, faster, and more targeted sales growth.

SciLeads supports over 1,000s of consumable, instrumentation and service professionals worldwide — providing market intelligence that powers efficient outreach, global expansion, and long-term relationships between sales teams and scientific customers.

scileads.com





Aims & Objectives

Selling to Scientists 2026

Empower Commercial Teams in Science

Equip those selling to scientists with the actionable insights needed to sell in complex, research-led environments.

Champion Data as a Sales Enabler

Demonstrate how intelligence-driven prospecting transforms lead generation into meaningful relationships, especially when AI is involved.

Help Navigate industry specific headwinds

Get updates on NIH funding and trends that affect our day to day selling

Foster networking between sales (and marketing!) in our industry

Finally have someone to speak to about cold outreach and NIH funding cycles so your partner doesn't leave you for trying to talk to them about it



Core Themes

Selling to Scientists 2026

The Science of Sales

Understanding the mindset of scientists and aligning commercial strategy with research goals.

Scaling Global Sales Teams

Building repeatable, compliant sales processes for growth across multiple geographies.

AI and Automation for Scientific Sales

Exploring how emerging technologies are reshaping outreach, precision marketing, and relationship management.

Inside Academic and BioPharma Procurement

Understanding how R&D teams and institutions make buying decisions — and how to win their trust.

Data-Driven Commercial Strategy

Leveraging analytics and prospecting tools to identify and prioritise opportunities.

Audience & Impact

Selling to Scientists 2026

- Sales leaders and commercial directors in scientific tool providers, service providers, CRO and CDMOs
- Founders and executives of scientific technology companies
- Marketing and demand generation specialists targeting scientists
- Research-focused procurement, partnerships, and business development teams

Expected attendance:

300–400 delegates from across the UK, Europe, and North America.





Why Attend

Selling to Scientists 2026

Whether you're building your first commercial team or scaling globally, **Sales & Science 2026** provides the strategy, tools, and community you need to succeed.

Join **SciLeads** and an international network of industry leaders for a day of learning, connection, and innovation — defining the future of Selling to Scientists.

You'll learn how to:

- Sell effectively into biotech, pharma, and academia
- Use AI and data intelligence to identify and engage new customers
- Build modern, resilient sales organisations that evolve with science itself

Sponsorship Opportunities

Selling to Scientists 2026

Headline Sponsors
£25,000 + VAT

- Premier branding across all event materials and SciLeads channels
- Speaking slot in opening keynote or thematic session
- Prominent exhibition stand and digital feature
- Media and PR coverage across biotech networks
- 20 complimentary passes for senior team and clients

Supporting Sponsors
£10,000 + VAT

- Brand inclusion across event materials, marketing, and social media
- Featured participation in panel or roundtable discussion
- Standard exhibition space
- 10 complimentary passes

Industry Partners
£5,000 + VAT

- Logo inclusion on selected materials and event slides
- Option to join breakout sessions or host a networking segment
- 5 complimentary passes