

ADLM 2026 Booth Demo Talk Track Guide

Brooks Laboratory Automation Solutions | Booth #1321 | Anaheim, CA | July 28-30, 2026

Sales team field guide: concise, energetic, outcome-led conversations for each booth demonstration

Show theme

Keep your lab *moving* — reduce manual touches, improve sample quality and traceability, and connect workflows across departments with modular automation that scales.

Availability guardrail for verbal positioning

Available now: PathFinder 350D, Tube Sealer Module, Tube Decapper Module, PathFinder Flex, and PreciseFlex c5.

Technology introductions for CY2027 sale: PathFinder Aliquoter, PathFinder Advanced Quality, and PathFinder Connect Lab. Use “technology introduction,” “preview,” and “future workflow” language for CY2027 items.

How to use this guide

Use the flow first, then the product cards. The goal is not to recite a script — it is to keep the conversation consistent, relevant, and short enough to invite discussion.

This guide is to help you get “in” the product zone.

The magic of individual sales people is how they recognize cues and go after what they see and hear through words, body language etc. It is very important you continue to do this.

This is a toolkit made to bring all the messaging in one place, to provide the Brooks team relevant information to succeed.

Start every conversation with the lab problem: staffing pressure, manual touchpoints, sample quality risk, disconnected workflows, or instrument utilization. Then point to the product that best addresses that pain.

When discussing technology introductions, state clear that these are previews for CY2027 sale and focus on the workflow value, not confirmed final specifications.

We have a mix of customers, from end users, to distributors and partners to integrators.

ADLM provides the opportunity to reach out to all these customers. End users we want to understand opportunities for short term unit sales, and the larger global organizations how we can collaborate with technology for long term Design in Win opportunities.

Universal booth opener

Opening line

“Welcome to Brooks. Our ADLM story is simple: keep your lab moving. We help labs remove repetitive manual handling, improve sample quality and traceability, and connect workflows step-by-step — without forcing an all-or-nothing automation decision.”

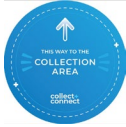
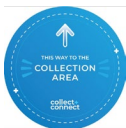
Fast visitor qualification

Ask	Listen for	Route them to
“Where does flow slow down in your lab today?”	Manual decapping, sealing, reracking, aliquoting, quality checks, sample location checks.	The station that matches the bottleneck first.
“Are you solving a current workflow problem or exploring your next automation step?”	Immediate project vs strategic planning.	Available-now products first; CY2027 technologies as future roadmap.
“What would better walk-away time or fewer touches mean for your team?”	Staffing pressure, overtime, injury risk, TAT pressure.	PathFinder Flex, PathFinder 350D for end users. TSM/TDM for OEM/integrators.
“How do you identify sample quality issues today?”	Manual visual inspection, downstream analyzer rejects, rework.	Advanced Quality preview.
“How do you see sample status across instruments?”	Phone calls, LIS searches, spreadsheets, disconnected dashboards.	PathFinder Connect Lab kiosk and preview.

Recommended booth flow

Flow principle

Use the booth as a sample journey: from incoming workflow pressure, through available automation, into new products, then to future connected workflow and the meeting space for deeper discovery.

Stop	Station	GBO hand over points	Purpose	Transition line	Best for visitors asking about...
1	Entrance / GBO side		Orient visitors to the sample journey and joint "Collect + connect" narrative.	"Let's follow the sample and highlight where Brooks keeps it moving."	End-to-end workflow, collaboration, high-level overview.
2	PathFinder 350D		Show practical, available automation that removes repetitive handling today.	"First, let's remove the repetitive tasks that slow people down."	Current projects, clear ROI, decap/seal/sort, OEM integration.
3	PathFinder Flex		Show the step from benchtop automation to more walk-away time through automated rack management.	"Now let's extend that automation without redesigning the lab."	Staffing pressure, touch time reduction batch workflows, and all department archiving.
4	PreciseFlex c5 / robotic handling products for OEM and integrators		Hand off to PCR/robotics for flexible transfer and workcell automation.	"For labs that need movement between devices, robotics creates flexible options."	Robotic transfer, future workcells, analyzer loading/unloading.
5	Aliquoter + Advanced Quality technology previews		Introduce CY2027 technologies as the next workflow functions to automate.	"This is where the future PathFinder roadmap expands into aliquoting and sample quality."	Aliquoting, quality assessments, sample integrity, traceability.
6	PathFinder Connect Lab kiosk		Tie workflow and data together: visibility, integration, sample journey and status, beta interest.	"Finally, let's connect the physical sample journey to the digital picture."	Multi-vendor visibility (ie GBO and Tracie), dashboards, software beta, operational analytics.
7	TDM/TSM products for OEM and integrators		Show practical, available automation solutions for OEM/integrators	"extend capability into current automation and analyser products faster and cost effectively"	Current decap/seal projects, clear ROI for OEM integration.
8	Meeting space		Qualify, scan, confirm follow-up owner, and discuss account-specific strategy.	"Let's capture the use case and map the practical next step."	Commercial discussion, integrations, pilots, strategic accounts.

Booth handoff language

- GBO to Brooks: "You've seen how the sample is collected and transported. Now let's show how Brooks keeps that sample moving once it enters the laboratory workflow."
- Brooks to GBO: "You've seen how to process tubes, eliminate manual steps in the laboratory, Now let's show you how GBO streamlines the collection and transport of tubes to the lab"
- PCR: "This workflow also needs flexible movement. Our robotics team can show how PreciseFlex handles repeatable transfer tasks in compact workcells."

One-page product map

Product	Status	Audience hook	Primary value	CTA
PathFinder 350D	Available now	"Are decapping and sorting still manual?"	Reduce repetitive handling; decap, sort, orient and trace samples.	Send PathFinder Family material / follow up with a site visit.
Tube Decapper Module	Available now	"Do you need decapping inside another system?"	Compact OEM/integrator decapping to reduce manual steps.	Arrange a call with the product manager
Tube Sealer Module	Available now	"Do you need reliable automated sealing solution inside another system?"	Protect samples for storage/transport with compact sealing module.	Hand to OEM / technical owner.
PathFinder Flex	Available now	"Do you need more walk-away time?"	Automated rack management using carts and collaborative robot.	Offer 5-min demo and workflow discussion. Free skilled resources batch and consistent archiving workflows.
PreciseFlex c5	Available now	"Do you need flexible robotic transfer?"	Reconfigurable movement between instruments, racks, and workcells. Vision and software reduce development time.	Hand off to PCR / robotics specialist.
PathFinder Aliquoter	CY2027 sale	"How much aliquoting is still manual?"	Automated labeling, pipetting, ID confirmation and traceability.	Capture interest for 2027 roadmap discussion.
PathFinder Advanced Quality	CY2027 sale	"Where are sample quality problems found today?"	Detect sample issues earlier and support automated release/reject, for comprehensive quality assessment.	Capture interest for 2027 roadmap discussion.
PathFinder Connect Lab	Technology introduction	"How many screens does it take to follow one sample through your lab?"	Visibility and integration across samples, Brooks systems, (future) instruments, and workflows.	Qualify beta interest / collect feedback.

Product talk tracks

PathFinder 350D Decapper / Sorter

Status: Available now	Booth stop: Existing product station	Core message: Decap, sort, orient and route tubes consistently. Compatible with > 60 different analyser and equipment racks.
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30-second talk track

"PathFinder 350D is our practical answer to the routine work that consumes skilled staff time. It decaps and sorts tubes into the rack formats your lab already uses, while keeping sample identity and location traceable. The key point is simple: let the system do the repetitive, error-prone handling so your people can focus on work that needs expertise."

Demo flow	Key value propositions for users	Key features	Qualify / close
- Start with the manual task: decap, scan, sort, orient, and move tubes. - Point to rack flexibility and destination sorting. - Show how the system fits into existing lab layouts without requiring a full track. - Point to sample entry and output racks. - Explain what the operator no longer has to do repeatedly. - Show the next destination: analysis, storage, or another workflow step.	- Reduces repetitive manual decapping and sorting. - Improves consistency, barcode orientation and sample traceability. - Helps labs automate high-friction tasks without an all-or-nothing TLA commitment. - Supports current projects and practical ROI conversations.	- Decapping plus rack-to-rack sorting. - Sorting into instrument and generic racks. - Barcode orientation and LIS-directed routing. - Compact benchtop system with up to 350 tubes/hour messaging where appropriate. - Compatible rack story: automation can adapt as instruments change.	"How are tubes decapped and routed today?" "How many rack types do you need to support?" "Where do staff spend the most time checking and rechecking?" "If decapping or sorting is a current bottleneck, let's capture your rack types and volume so we can map the right PathFinder configuration."

PathFinder Tube Decapper Module (TDM)

Status: Available now	Booth stop: Existing automation module station	Core message: Integrate reliable decapping inside analyzer or other automation workflows.
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30-second talk track

“The Tube Decapper Module is for OEMs and integrators who want dependable decapping as part of a broader automation platform. It is compact, electric, and designed to remove an awkward manual step from the workflow, so tubes can move into analysis with fewer interruptions and less repetitive handling.”

Demo flow	Key value propositions for users	Key features	Qualify / close
- Start with repetitive decapping as a bottleneck and ergonomic issue. - Position TDM as a compact module that can be integrated into another platform. - Emphasize reliability, compatibility and reduced operator decision-making. - Show the module footprint and tube path. - Explain where it can sit inside a larger workflow. - Connect the story to analyzer readiness and fewer manual steps.	- Reduces repetitive manual decapping. - Supports integrated workflows for OEM/analyzer platforms. - Improves flow by avoiding separate manual decap stations. - Supports operational consistency. - Data generated for use with Predictive analytics	- Fully electric operation; no pneumatics or vacuum required. - Compact module with integrated tube gripper. - Flexible decapping across common tube sizes and cap types. - Condition-based monitoring and self-test routines. - Productivity messaging around 600 tubes/hour where installation context supports it.	“Are you building or upgrading an automation platform?” “Is decapping performed inside the workflow or manually before the workflow?” “Which tube and cap types are in scope?” “Let’s connect you with the right technical owner to discuss integration requirements and samples.”

PathFinder Tube Sealer Module (TSM)

Status: Available now	Booth stop: Existing automation module station	Core message: Automate tube sealing for storage, transport and downstream sample integrity.
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30-second talk track

“The Tube Sealer Module helps close the loop in sample management. It provides a compact way to automate sealing inside a workflow, reducing handling, supporting sample integrity for storage or transport, and helping labs avoid a separate manual sealing step.”

Demo flow	Key value propositions for users	Key features	Qualify / close
- Start with post-analytical sealing or storage workflows. - Point to sample integrity and fewer operator touches. - Relate sealing to archive, transport or send-out workflows. - Show the module and discuss where sealing occurs today. - Explain how reducing a post-analytical touchpoint keeps samples moving. - Position with 350D, Flex or OEM platforms as workflow complement.	- Reduces hands-on sealing. - Supports consistent sample integrity for storage and transport. - Uses a compact OEM/integrator-friendly form factor. - Helps protect workflow continuity after analysis. - Data generated for use with Predictive analytics	- Foil sealing for plastic tubes. - Compact module for integration. - Fully electric operation. - Inductive heating design. - Customizable seal strength; productivity messaging around 600 tubes/hour where appropriate.	“How do you seal tubes today?” “Is sealing linked to storage, transport, send-outs, or archive?” “Could automated sealing reduce manual queueing in your post-analytical workflow?” “Let’s record your tube types and sealing use case so we can provide the right module material.”

PathFinder Flex

Status: Available now	Booth stop: New product station	Core message: More walk-away time through automated rack management.
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30-second talk track

"PathFinder Flex is the next step beyond benchtop automation. It combines proven PathFinder workflows with carts and collaborative robotics to manage racks automatically. For the lab, that means fewer load/unload touches, more walk-away time, and better utilization without redesigning the whole laboratory."

Demo flow	Key value propositions for users	Key features	Qualify / close
- Begin with staff pressure and rack loading/unloading. - Show the carts as buffer and transport. - Point to the rack loading arm and how it extends walk-away operation. - Close by connecting to a practical adoption pathway from benchtop to hybrid automation. - Ask visitor to imagine the current operator cycle: load, unload, check, reload. - Show where racks enter and where completed racks leave. - Emphasize the operator remains in control but no longer has to babysit every handoff.	- Increases walk-away time and lowers touch time. - Uses carts to queue racked samples and transport supporting real lab workflows. - Helps staff focus on higher-value work while the system runs. - Creates a bridge from task-targeted automation to hybrid lab automation.	- Automated rack management between system and manual carts. - Collaborative robot rack loading arm. - Carts, rack adapters, staging area and PathFinder bench modules. 350D and 350A variants for decapping/sorting or sealing/sorting workflows. "Load and go" messaging with walk-away time benefit.	"How often are operators loading or unloading racks today?" "Which departments need more walk-away time?" "Do you have any departments where you work in batches?" "If more walk-away time is the key goal, let's set up a focused Flex workflow discussion and capture your rack/destination mix."

PreciseFlex c5

Status: Available now	Booth stop: PCR/new product robotics station	Core message: Flexible robotic movement for compact lab automation workcells.
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30-second talk track

"PreciseFlex c5 is where we show flexible movement. It is a compact robotic option for repeatable transfer tasks — moving plates, racks, or workflow items between devices. The customer conversation is about utilization, layout flexibility, and how to automate movement without locking the lab into one rigid configuration."

Demo flow	Key value propositions for users	Key features	Qualify / close
- Make a clean handoff to the PCR/robotics expert if available. - Position as the movement layer for flexible workcells. - Tie to analyzer loading/unloading and modular workflow movement. - Show the movement task, not just the robot. - Explain what the robot is replacing: repeated manual transfer. - Invite the customer to name their transfer bottleneck.	- Reduces manual transfer and handling variability. - Improves utilization by keeping work moving between devices. - Supports flexible, reconfigurable workcell designs. - Complements PathFinder and future module conversations.	- Compact robotic handling platform. - Can be paired with rails or vision depending on application. - Useful for pick-and-place and transfer workflows. - No air needed in booth configuration per layout notes. - Supports practical automation architectures.	"What physical transfer step is still manual?" "Are you moving racks, plates, trays, or tubes?" "Would a flexible workcell fit better than a fixed track?" "Let me introduce you to our robotics specialist so we can map the movement task and feasibility."

PathFinder Aliquoter

Status: Technology introduction — CY2027 sale

Booth stop: New technology preview station

Core message: Automated aliquot labeling and pipetting with traceability.

30-second talk track

“This is a technology preview of how Brooks is expanding PathFinder into aliquoting. Many labs still handle aliquoting manually, which adds time, mix-up risk and documentation pressure. PathFinder Aliquoter is designed to automate secondary tube labeling and aliquot creation, with confirmation that supports auditability and traceability.”

Demo flow	Key value propositions for users	Key features	Qualify / close
- Set the expectation: preview / future sale in CY2027. - Ask about manual aliquot volume, sample types and where errors occur. - Show the workflow: primary tube, secondary tube labeling, pipetting, confirmation and downstream sorting. - Connect to Advanced Quality and Connect as part of the future sample journey. - Use the animation or monitor: “Here is the future workflow we are previewing.” - Walk through one sample: identify, label, aspirate, dispense, confirm, present/sort. - Reinforce that specifications and configurations are subject to final development.	- Reduces manual aliquoting variability. - Improves traceability from primary to secondary tube. - Supports more consistent aliquot creation and fewer mix-ups. - Creates a modular path from low/intermittent demand toward higher automation.	- Secondary tube labeling. - Automated aliquot pipetting. - Primary-to-secondary tube barcode confirmation. - Serum, plasma and urine workflow concepts. - Configurable aliquot volume, number of aliquots and label information. - Modular add-ons such as Sorter IO, decapping, sealing and Advanced Quality depending on workflow.	“How are aliquots created today?” “Where do you need auditability most — labeling, volume, or ID match?” “Is aliquoting continuous, batch-based, or intermittent?” “For CY2027 interest, let’s capture the sample type, daily aliquot volume and pain point so we can include you in the right follow-up.”

PathFinder Advanced Quality

Status: Technology introduction — CY2027 sale

Booth stop: New technology station

Core message: Detect sample quality issues earlier to keep downstream workflow moving.

30-second talk track

“PathFinder Advanced Quality is a technology preview focused on sample quality management. The idea is to identify quality issues before they disrupt throughput or result review — things like spin status, volume, tube characteristics, HIL, clot and fibrin. The value is earlier confidence: compliant samples keep moving; exceptions are managed consistently.”

Demo flow	Key value propositions for users	Key features	Qualify / close
- Set the expectation: preview / future sale in CY2027. - Start with how the lab currently checks sample quality. - Show the multi-characteristic inspection concept. - Connect quality gates to fewer rework loops and stronger traceability. - Use a “before/after” story: manual visual checks vs automated, consistent checks. - Point to each quality metric briefly, then ask which one matters most in the visitor’s lab. - Avoid overpromising final specs; focus on the operational problem.	- Finds sample issues earlier in the journey. - Reduces downstream disruption and manual review pressure. - Creates a digital record and exception handling logic. - Supports higher confidence in sample integrity and release/reject decisions.	- HIL index detection: hemolysis, icterus and lipemia. - Clot and fibrin detection. - Centrifugation status. - Sample volume evaluation. - Tube/sample characteristics and 360° capture. - Automated release or reject logic based on configurable limits.	“Where are sample quality issues detected today?” “Which issues cause the biggest rework or analyzer disruption?” “Do you need a digital record for exception review?” “Let’s record which quality checks matter most so we can keep you informed as the CY2027 roadmap matures.”

PathFinder Connect Lab

Status: Technology introduction — CY2027 sale	Booth stop: New technology / kiosk station	Core message: Visibility and integration across the automated lab.
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30-second talk track

“PathFinder Connect Lab is our future digital layer for visibility and integration. The customer problem is simple: labs often have samples, instruments and data in different places, and teams spend too much time chasing status. Connect Lab is designed to help labs see sample status, instrument status and workflow bottlenecks in a more unified way.”

Demo flow	Key value propositions for users	Key features	Qualify / close
- Set the expectation: prototype/MVP preview and CY2027 sale. Market validation phase. - Start with the customer's current state before showing features; current beta requires 2 PathFinder systems to be in place. - Demo the dashboard as a solution to status visibility and fragmented data. - Invite beta interest rather than pushing a finished product. Interest must be captured using the MSFT Forms survey. - Ask first: “What steps do you take to find out where a sample is right now?” - Then show how the kiosk turns the problem into a future-state workflow. - End by qualifying beta interest using the Forms survey on the iPad.	- Reduces manual status chasing, no jumping between instrument screens and the LIS. - Improves visibility across samples, instruments and workflows. - Reduces the need to reconstruct problems after the fact. - Breaks down data silos through the integration of systems. - Supports multi-vendor environment. - Supports faster operational decision-making. - Creates a pathway for future beta engagement and structured feedback.	- Unified dashboard concept. - Real-time instrument/sample status concept. - Workflow visualization / PathBuilder concept. - Automated alerts and bottleneck visibility concept. - Integration with PathFinder equipment and LIS initially, with 3rd party devices in the future. Initially, 3rd party devices are represented via a model configuration. - Intelligent specimen routing, utilizing SMART functionality embedded into PFC - Beta recruitment and focus group process for qualified customers.	- Initial qualification: “How many samples a day are you running?” - for good validation, we need 500 +/-day “What Brooks PathFinder systems do you have installed today?” - need to have 2 systems installed for a valid use case and for beta delivery. “How many instrument vendors do you run in your core lab?” “When a sample is delayed today, how do you find out – and how long does that take?” “Do your systems share data in real time?” “Would you evaluate new software under a structured beta program?” “If this is relevant, let's capture a beta-interest note and arrange a deeper conversation after ADLM.”

Objection handling: concise responses

Acknowledge → Reframe → Ask structure.

If they say...	Acknowledge	Reframe	Ask
"We are not ready for full automation."	"Most labs we talk to aren't looking for a full automation project tomorrow."	"That's why Brooks focuses on modular automation. Start with one bottleneck and expand when you're ready."	"Which manual step causes the most frustration today?"
"We already have a track."	"That's great — many of our customers do."	"Brooks often complements existing automation by handling workflows that tracks don't fully address."	"What processes are still manual or creating rework?"
"We do not have space."	"Space is a challenge in almost every lab."	"Our systems are designed to automate specific tasks without requiring a major lab redesign."	"Where is the bottleneck occurring today?"
"We're short staffed"	"That's exactly what we're hearing across the industry."	"The goal isn't to replace people*—it's to remove repetitive work so skilled staff can focus on higher-value tasks."	"If you could give your team an extra hour or two per shift, where would they spend it?"
"What's the ROI?"	"Fair question."	We typically start by looking at touchpoints removed, rework reduced, and staff time returned to the lab."	"How many times does a sample get manually handled before analysis?"
"It's not in this year's budget"	"I understand."	"This may be more about planning the next automation step than buying today."	"When does your next budgeting or capital planning cycle begin?"
"Is Aliquoter / AQM / Connect Lab available now?"	"Good question."	"These are technology introductions targeted for CY2027 sale. We're using ADLM to validate customer workflows and priorities."	"Would you be interested in shaping the roadmap or discussing your use case?"
"Software projects are difficult"	"I hear that a lot."	"That's why we start with the operational problem first—visibility, sample tracking, and workflow awareness."	"How do you currently know where a sample is and where bottlenecks are occurring?"

One-line memory aid for the team

Not Ready → *Start Small*

Have a Track → *Fill the Gaps*

No Space → *Automate the Bottleneck*

No Staff → *Free the Experts*

ROI → *Remove Touches*

No Budget → *Plan Ahead*

Future Tech → *Capture Interest*

Software is Hard → *Solve Visibility First*

The overarching ADLM message should always come back to:

"We're here to help keep your lab moving by reducing manual touches, improving quality and traceability, and connecting workflows one step at a time."

Lead capture: what to scan and what to record

Lead scanning objective

Do not let the demo end without a next step. Scan the badge, select the correct interest category, write one useful customer pain point. Indicate if someone in particular needs to be aware.

Lead rating	Use when	Suggested note format	Immediate next step
Hot	Budget or project timing is active; customer requests a meeting, quote, pilot/demo, or technical discussion.	Pain: __ / Product: __ / Timeline: __ / Owner: __	Book a meeting before they leave the booth or assign a named owner for same-day follow-up.
Warm	High interest but timing, budget, or internal stakeholder is still forming.	Use case: __ Current process: __ Follow up call: Next proof needed: __	Send targeted literature and schedule a post-show discovery call. Would a site visit help convert?
Cold-qualified	Relevant role or account, but no immediate project or budget.	Role: __ / Interest: __ / Literature sent: __	Fulfill requested literature and nurture with relevant content.

Tone guardrails for the team

Do	Do not
- Do ask about the customer and their laboratory workflow, instruments and equipment for context to guide the conversation appropriately. - Lead with outcomes: flow, touch reduction, quality, staffing resilience and traceability. - Keep it modular: start with one pain point and scale as workflow and budget allow. - Anchor claims to what the visitor can see in the booth. - Use “available now” and “technology introduction for CY2027 sale” consistently. - Hand off to the right specialist quickly when the conversation becomes technical or commercial.	- Do not imply the CY2027 technology previews are saleable today. - Do not over-specify final performance for in-development technologies. - Do not make a visitor listen to a full portfolio pitch if they revealed one clear pain point. - Do not let a strong conversation end without a badge scan and named follow-up owner. - Do not talk only about features — always translate features into staff, quality, workflow or business value.