

# LAB | Innovations

3 & 4 November 2021 | NEC, Birmingham

## EXHIBITOR Checklist

### Your my easyfairs account

This is your most important tool you have. Your account acts as a gateway to all documentation you need, as well as enabling you to update your exhibitor listing profile, download marketing collateral, post news, upload products etc.

You will have received your login details when you booked your stand. If you need us to add a new user, contact Katie Gray:

katie.gray@easyfairs.com

+44 (0) 203 196 4366

Access via: [www.easyfairs.com/my](http://www.easyfairs.com/my)

### To do asap

- ☐ **Read the Exhibitor Manual** ➡ Available on My Easyfairs (click on prepare your stand / documents / exhibitor manual)
- ☐ **Update your online profile:** your company details | online description | products | press releases ➡ Via My Easyfairs
- ☐ **Download your personalised banners and buttons** ➡ Via My Easyfairs
- ☐ **Follow us on social media** and tag us in your posts to promote your presence at the show
- ☐ **Request your personalised html email template** to send to your contacts you'd like to meet at the show ➡ Contact Katie Gray
- ☐ **Book your hotel with TSC Hotels**, our official hotel book agency ➡ HotelMap
- ☐ **Start planning your stand requirements** - order additional furniture, electrics, stand fitting extras, graphics and AV ➡ Via My Easyfairs

### August

- ☐ **Send us your top 100 VIP nominations** ➡ send your list to Katie Gray
- ☐ **Complete the marketing, PR and event form** and submit your show guide entry ➡ See the link in My Easyfairs

Deadline  
10 August

Deadline  
10 August

### September

- ☐ **Advert booking deadline for show guide** ➡ Contact Phil Prime.
- ☐ **Check & update your online profile** with additional products & news ➡ Via My Easyfairs.
- ☐ **Complete the mandatory forms for your stand:** Grid plan | Health & safety declaration | Risk Assessment: Available on My Easyfairs ➡ Return to [operationsuk@easyfairs.com](mailto:operationsuk@easyfairs.com)
- ☐ **Finalise sponsorship options** ➡ Contact Mauricio.
- ☐ **Register your stand personnel** ➡ Via My Easyfairs.

Deadline  
1 September

Deadline  
10 September

Deadline  
14 September

Deadline  
24 September

Deadline  
24 September

### October

- ☐ **Activate your scanning app** & set qualifying questions (EasyGo Leads & Plus exhibitors only) ➡ Download the app, and access your Visit Connect portal; contact Katie for assistance.
- ☐ **Order catering for your stand** with the NEC ➡ Call +44 (0)844 338 8338 or email [eventorders@thenec.co.uk](mailto:eventorders@thenec.co.uk).

Deadline  
21 October

Deadline  
26 October

### Onsite

- ☐ **Build-up for space only exhibitors.** Access to exhibition hall 10:00 - 20:00.
- ☐ **Build-up for shell scheme exhibitors.** Access to exhibition hall 12:00 - 20:00.
- ☐ **Visit the Business Hospitality Lounge for complimentary refreshments** and to book your stand for 2021. View the floor plan for the location.
- ☐ **SHOW DAY 1** - Halls open to Exhibitors 08:00, Show times 10:00 - 17:00; Networking Drinks from 17:00.
- ☐ **SHOW DAY 2** - Halls open to Exhibitors 08:00, Show times 10:00 - 16:00.
- ☐ **Breakdown.** 16:30 - 20:00.

3 November

3 November

5 November



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4 & 5 November 2020 | NEC, Birmingham

## MARKETING Guide

### Start generating leads pre, during and post show!

Now is your chance to start making the most of your stand package to gain maximum return on your investment. Take a look at the marketing and PR tools available to you as part of your stand package. We strongly advise that you take advantage of these tools in order to maximise your presence before, during and after the exhibition.



### My Easyfairs account

Update your account to promote your products, press releases and company information as soon as you book your stand. Nominate 1 product for the Innovation Gallery to be included in the guided Innovation Trail tours onsite.



### Trackable registration link

Invite your clients to see you at the show with unique trackable links, so you can see who has registered via your link.



### Vip invitations

Nominate up to 100 of your top prospects and clients so we can invite them on your behalf as a VIP, so they can redeem all the VIP benefits.



### Customisable HTML code

Promote your stand and products easily through your own email system with our customisable HTML template.



### Banners and social artwork

Log in to your My Easyfairs account to download your personalised banners which you can add to your website, social channels, email signature and email campaigns. Link it to your trackable registration link to see who has registered to see you at the show.



### Show guide entry

Supply us with 50 words about your company or products to appear in the show guide which is distributed to every visitor upon entry to the exhibition and inserted in the October issue of Laboratory News magazine.



### Secure mailing

We can send you up to 100 personalised invitations inviting your clients to the show. These can be distributed to your database, included with invoices, sent with samples and so on.



### Editorial

Send us your news, press releases and product launch information so our dedicated PR agency can share it with all major trade press to get you free editorial in trade press publications.

### Useful contacts

#### Sales & sponsorship

Peter Crook  
Head of Sales  
E: [peter.crook@easyfairs.com](mailto:peter.crook@easyfairs.com)  
T: +44 (0) 203 196 4358

Mauricio Montes  
Sales Manager  
E: [mauricio.montes@easyfairs.com](mailto:mauricio.montes@easyfairs.com)  
T: +44 (0)20 3196 4355

#### Operations

Danika Bacon  
Senior Operations Executive  
E: [danika.bacon@easyfairs.com](mailto:danika.bacon@easyfairs.com)  
T: +44 (0)20 3196 4333

#### Marketing

Katie Gray  
Senior Marketing Executive  
E: [katie.gray@easyfairs.com](mailto:katie.gray@easyfairs.com)  
T: +44 (0)20 3196 4366

#### Stone Junction

Jessica Phillips  
E: [jessica@stonejunction.com](mailto:jessica@stonejunction.com)

#### Show guide

Sean Marshall  
E: [sean.marshall@synthesismedia.co.uk](mailto:sean.marshall@synthesismedia.co.uk)  
T: 44 (0)1442 200654

#### The venue

The NEC  
Hall 12  
Birmingham,  
B40 1NT, UK  
+44 (0)121 780 4141  
[info@necgroup.co.uk](mailto:info@necgroup.co.uk)  
[www.thenec.co.uk](http://www.thenec.co.uk)

#### Book your accommodation

HotelMap

#### Delivery address

Lab Innovations 2020  
(Insert your stand number & contact name & mobile number)  
Hall 12, NEC,  
Birmingham, B40 1NT, UK

Please note that deliveries cannot be made before 3 November

#### Join our online community



@labinnovations  
#LabInnovations



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