



# The UK's only trade **exhibition** for the entire laboratory industry.

## **LAB** | Innovations

3 & 4 November 2021 | NEC, Birmingham

**Book now**

> [www.lab-innovations.com](http://www.lab-innovations.com)

by **EASYFAIRS**

# LAB | Innovations

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This is a fantastic show which has proved to be a very worthwhile visit for me it's been great to see loads of new technologies and products in order to take lots of information back to my team. I've found many products that would be beneficial to use in our own laboratories that would be beneficial to use within our own laboratories to support efficiency savings – including time, costs and also energy.

Ralph Munonyedi, Microbiologist,  
Mondelēz International

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# The entire UK laboratory industry under one roof

**+3,000 attendees**

**+150 exhibitors**

**2 full days CPD talks and demos**

Lab Innovations is the UK's only trade exhibition dedicated to the laboratory industry. It is the nation's largest gathering of laboratory manufacturers and suppliers and is supported by some of the UK's top science institutions, making it an important event for powering the business of science.

Lab Innovations offers you the opportunity to meet face to face with 3,000 key decision makers and buyers from your industry. It gives you the platform to turn conversation into sales, share and exchange relevant information, launch new products or to simply make your brand name familiar amongst the right people. It is the perfect podium to do business and display new products and services to a dedicated audience of lab end-users and buyers.

## At Lab Innovations you will meet laboratory professionals from the following sectors, and more:

- Biotechnology
- Chemical
- Chemical and petrochemical
- Cleanroom
- Construction and building
- Cosmetics
- Education
- Government
- Healthcare and NHS
- Life sciences and pharmaceuticals
- Energy and environment
- Food and drink
- Forensics
- Local authorities
- Manufacturing
- Metal and plastic processing
- Oil and gas
- Petrochemical
- Research institutions

“

We definitely made the right decision to attend and sponsor Lab Innovations as it has allowed us to meet new prospects as well as catch up with existing customers. We will definitely be back next year.

Sara Osman, EMEA Field Marketing Leader,  
PerkinElmer

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# Why Exhibit?

- 1. Showcase your products to more than 3,000 decision-makers**
- 2. Gain high quality leads through 100s of face-to-face meetings with key decision makers, delivering maximum ROI**
- 3. Boost your reach, exposure and return on investment with our EasyGo marketing packages**
- 4. Invite your wish list prospects as your personal VIPs and receive notifications when they arrive at the show**
- 5. Pre-book meetings with other exhibitors and visitors with Lab Connect – a powerful matchmaking database streamlining your schedule for maximum efficiency**
- 6. Maximise your brand exposure in the lead up to the event with access to various digital opportunities**

“

Lab Innovations is one of the only places we get to see this breadth of customers. You meet everyone here from the pharmaceutical industry, universities, paint industry and pet food! It's an opportunity to engage with a huge range of people with different needs.

Stephen Dey, Northern European Operational Marketing Team Leader, Eppendorf UK Ltd

“

Representing the most forward-looking lab tech companies in the UK, GAMBICA has exhibited at Lab Innovations since the start. We find it one of the most effective events for connecting our members with purchasers and distributors.

Jacqueline Balian, Head of Laboratory Technology Sector, GAMBICA

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# Why Exhibit?

As the UK's only trade exhibition dedicated to the laboratory industry, Lab Innovations is the nation's largest gathering of laboratory professionals. Held at the NEC in Birmingham, Lab Innovations is central to the UK's science triangle and manufacturing industry. Supported by the UK's top science institutions including the Royal Society of Chemistry, GAMBICA, UKAS and the Science Council, Lab Innovations is an important event for powering the business of science.

Co-located with Lab Innovations is Advanced Engineering, making it the home of science and engineering in the UK.

**Visitors attending the show are looking for the following products and services:**

## **Laboratory Equipment**

- Basic lab equipment
- Laboratory automation (robotics)
- Laboratory consumables
- Chemicals and reagents
- Fixtures and fittings
- Lab information
- Data systems

## **Analytical Equipment**

- Microscopes
- Optics
- Image analysis
- Lasers
- Cameras
- Chromatography (gas, SFC, HPLC-IC, separation systems)

## **Biotechnology & Life Sciences**

- Biotechnology equipment
- Bioinformatics
- Biochemicals
- Technology for biotechnology and life sciences

## **Materials & Surfaces**

- Construction and materials
- Surface treatment
- Test methods

## **Cleanroom**

- Technology
- Products and services
- Fixtures and fittings
- Furniture

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# Who Visits?

The show attracts visitors from all sectors of the industry, with many laboratory professionals looking to source, specify and invest.

## Top industry sectors:

- Manufacturing
- Academia
- Medical & healthcare
- Biotechnology
- Life sciences
- Chemical
- Cleanroom
- Petrochemicals
- Pharmaceuticals
- Food & drink
- Measurement & control
- Research & development
- Forensics

## The event also attracts visitors from the following sectors:

Water & wastewater treatment, civil engineering & construction, plastics, cosmetics & beauty, metal processing, LIMS/informatics, government, health & safety, minerals & mining

## Top reasons visitors attend Lab Innovations:

- Source the latest products
- Source new suppliers
- Network with colleagues and peers
- Visit a specific exhibitor

## Top job functions include:

Water & wastewater treatment, civil engineering & construction, plastics, cosmetics & beauty, metal processing, LIMS/ Informatics, government, health & safety, minerals & mining

## Co-location with Advanced Engineering

### ADVANCED ENGINEERING

The event benefits from co-location with Advanced Engineering, the UK's must-attend event for advanced manufacturing technology, innovation and supply chain solutions.

With opportunities to network with professionals from OEMs and supply chain partners, Advanced Engineering provides a platform for knowledge transfer and business discussions across: R & D, design, test, measurement & inspection, raw materials & processing, manufacturing, production and automation.

Exhibit at Lab Innovations 2021 to gain access to two qualified audiences for the cost of one stand, and discover an entirely new group of relevant buyers.

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# Who Visits?

The show attracts visitors from all sectors of the industry, with many laboratory professionals looking to source, specify and invest.

## Visitors include:



## 50 top universities attend, including:

University of Cambridge | University of Oxford | University of Bristol | University of Warwick | University College London | Kings College London | University of York | Aston University | University of Nottingham | Imperial College London | University of Birmingham

“

If you need a real insight into what is happening in the world of lab innovations, this is the event to attend.

Annie Parry, Director of Specialism Success, REED Scientific

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# Lab Connect

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## Enhanced networking & matchmaking

We have invested in a matchmaking tool to further enhance your exhibiting experience at Lab Innovations. Lab Connect is a free feature included as part of your package that allows you to search through the entire Lab Innovations database of visitors and connect with contacts prior to the event to book one-to-one meetings at the show. This bespoke meeting service enables you to start planning your conversations and building proposals before you have even arrived onsite at Lab Innovations, leaving you with even more time to concentrate on new business over the two days of the show.

## Cleanroom Hub

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**CLEANROOM  
TECHNOLOGY**

**ADVANCED  
ENGINEERING**

## Dedicated Cleanroom show zone

In association with Cleanroom Technology magazine, and situated between Lab Innovations and co-located Advanced Engineering, we bring you the Cleanroom Hub. This dedicated area of the show is targeted at cleanroom suppliers and specialists. Exhibitors can book pre-built pods, with a package that includes promotion to Cleanroom Technology readers. Seminars in the Cleanroom Hub Theatre focus on the latest topics for the cleanroom industry, including compliant environmental monitoring, gowning procedures, microbial aspects of water quality, cleanroom furniture and more. This area of the event provides a bespoke experience for this niche sector of the industry and is the meeting place for cleanroom professionals.

## Lab News Village

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 **laboratory news**

## Gateway to the UK market

Lab Innovations works in partnership with Laboratory News magazine to provide the Lab News Village. This dedicated area within the exhibition is designed to give first-time exhibitors a cost-effective, hassle-free and accessible platform to access the UK's laboratory market, with inclusive editorial and advertising promotion to 58,000 Laboratory News and Laboratory Talk readers throughout the year. Encompassing the Insights and Innovation Theatre, Business Lounge and main catering points, the Lab News Village is a highly promoted area of the show.

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# Marketing Campaign

## How we reach your target market

Lab Innovations' provides an extensive marketing and PR campaign that ensures your technologies, services and innovations are promoted through multiple channels.

### Email

More than 35,000 unique lab professionals are sent regular email updates with the latest show news highlighting relevant topics and interests. Our partners also communicate their presence at the show to their own audiences, reaching almost 200,000 laboratory professionals.

### Online

Over 1.5 million unique users are reached with our online advertising campaign covered by our own and 30+ media partners' websites.

### Print

30+ bespoke Lab Innovations adverts are featured in leading magazines reaching an audience of over 345,000 readers.

### In the news

Lab Innovations news announcements and press releases are featured in leading industry press outlets reaching over 720,000 decision makers and 4.5 million unique users online.

### Post

Over 78,000 pieces of printed promotional materials are distributed as inserts in publications and 25,000+ are sent directly to prospective visitors.

### Social media

We've got the big four covered with daily show news and information about our exhibitors.

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# Packages

## Shell Package

### Your package will include:

- Stand build (12m<sup>2</sup>), name board, carpet, two spotlights and one twin 500W power point
- One table and two chairs
- One literature rack
- Entry in the official show catalogue (in partnership with Laboratory News)
- Inclusion in visitor promotional activity
- Access to a variety of free marketing tools



Space only packages also available

**Speak to your sales representatives  
for current rates**

## EasyGo

Included as part of your exhibitor booking, select your package of choice to raise visibility, generate contacts or do both while also achieving maximum brand awareness, online and onsite.



**GO**VISIBILITY

**£750**

**GO**LEADS

**£900**

**GO**PLUS

**£1,250**

**GO**PREMIUM

**£2,500**

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# Packages

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## Sponsorship Packages

Sponsorship opportunities provide an unparalleled platform to stand out from the crowd and are designed to effectively complement your marketing strategy. We can tailor bespoke solutions to suit your needs, and budget.

**Below are just some examples of the sponsorship opportunities available to you:**

### Live Lab £7,995

Showcase your brand at the Live Lab theatre with exclusive sponsorship. The Live Lab features live demonstrations and talks across the two days of the show and is your opportunity to set your products ahead of the competition. Limited to one company only.

### Show Bags £5,995

Put your brand and collateral in the hands of every visitor, during and after the event, with exclusive sponsorship of the show bags. Bags to be supplied to Lab Innovations, limited to one company only.

### Solus & Sponsored Emails

#### Sponsored Newsletter £995 | Eshot £1,995

Access the entire Lab Innovations database through sponsorship of a dedicated email to our contacts or a sponsored element of our monthly newsletter.

### VIP Lounge Sponsor £14,995

Associate your brand with the Lab Innovations VIP attendees. Sponsorship of this element of the campaign gives you brand exposure throughout the year and onsite, as well as access to the VIP contact details. Limited to one company only.

### Registration Area £14,995

Be the first brand that visitors are greeted with as they enter the show. Sponsorship of the registration area can be bespoke to your needs and includes extensive branding at the event and throughout the online registration process. Limited to one company only.

### Networking Area £9,995

Be the brand that visitors associate with networking and having fun! Networking sponsorship includes exclusive branding in the networking area and sponsorship of the networking drinks. Limited to one company only.

### Lanyards £5,995

Sponsorship of lanyards means that your brand is in front of every visitor throughout the two days of the event. All images taken of visitors are used in the marketing campaign for the next edition, meaning your brand will be on display for the whole of the following year. Limited to 1 company only, the sponsor must provide lanyards.

### Show Bag Inserts £1,500

Ensure that your collateral or giveaways reach every visitor by including them in the show bags getting you noticed both during and after the event. Limited to five companies only.

## NEW Digital Events to Complement Your Participation

Lab Innovations' new digital offering – Lab Live, exists to create an active dialogue between the entire laboratory industry throughout the year. Each Lab Live talk will put the spotlight on a key industry sector with a high-profile keynote – high-quality sessions relevant to the event's theme, and showcase the cutting-edge solutions and innovations available. Prices available on request.

### Digital Opportunities Prices available on request

Increase your brand awareness with a wide range of digital opportunities, from sponsoring a digital event to a featured advert on the Lab Innovations website or within email campaigns, and much more.

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## Book early and take advantage of:

- The best rates
- Premium stand locations
- Maximum coverage in our PR & marketing campaign

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For more information about exhibiting and sponsorship opportunities, please contact:

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

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