

Welcome to the show! From now you can:

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Complete the information that will appear on the website and show app via My Easyfairs [here](#).

 - Check out some top marketing tips [here](#).
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Update your stand name the way you would like it to appear on your nameboard, and on the Lab Innovations website and event app.

 - Update the stand information section in the 'Manage Stand' tab in [My Easyfairs](#).
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Follow Lab Innovations on LinkedIn to ensure you stay up to date with the latest information - [follow us here](#).

March

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Sign up for our weekly exhibitor drop-in sessions, each Tuesday at 11:30 (UK Time). Discover how to make the most of your marketing package, invite your clients or simply ask us your burning questions.

 - You can sign up for a session [here](#).
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Sign up for our live exhibitor open day in Birmingham in June 2025 where you'll meet the sales, marketing and operations teams. This day will provide an update on the event, and all the information you will need to to ensure your participation at the show is smooth and successful. The team will be in touch nearer the time with registration details.

May

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Start to invite your clients and prospects as your guest to the show via personalised artwork, a bespoke registration link, and securely uploading your contacts to be invited via email in the 'Invite clients' tab of [My Easyfairs](#).

 - See all possibilities for utilising your marketing campaign [here](#).
 - Share your personalised atwork via Email, WhatsApp, Linkedin and more. **This will mean you can start building leads now!**

June

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The webshop opens! You can now purchase additional furniture, graphics, screens and more within the 'Manage stand' tab of [My Easyfairs](#).
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23 June: The Exhibitor Kick-Off takes place in Birmingham. The team will be in touch nearer the time with more details.
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19 June: Visitor registration opens! Make sure to share that you are exhibiting and invite your clients and prospects to visit you before your competitors do.
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28 June: This is the deadline for Lab Awards submissions! Make sure to make use of the entry guide and aubmit your entry when you're ready. Information will be available nearer the time.

July

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You can now set up your lead generation tools in the 'Generate leads' tab of [My Easyfairs](#). Set up your Smart Badge readers to link to certain elements of your profile, set up Visit Connect questionnaires!

 - When in Visit Connect, don't forget to register your stand personnel too.

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Let the marketing team know if you are running any competitions, giveaways, product launches or similar on your stand. This will be promoted out to entire database via email!
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Upload your contacts to the secure invitation service in [My Easyfairs](#) and they will be sent a personalised digital invitation to attend the show as your guest.

September

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17 September:

 - The webshop closes.
 - This is the last day to link your Smart Badge readers (if you do not do this, they will automatically be linked to your main profile).
 - This is the deadline to submit for the Innovation and/or Sustainability Gallery. You can submit in the 'Manage profile' tab in [My Easyfairs](#).
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17 September: All operations forms are due - [see all forms and details here](#).
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End of September: Book your loading/delivery slot with the NEC - [more information can be found here](#).

October

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1 October: Download the Lab Innovations event app to start connecting with visitors and pre-arrange meetings.
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17 October: Final day to upload your contacts to receive a personalised digital invitation.
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27 October: Space only stand build **10:00 – 17:00**
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28 October:
Space only stand build **08:00 – 20:00**
Shell scheme stand build **14:00 – 20:00**

 - Ensure you pick your exhibitor badge up at registration.
 - Check Visit Connect is working, or come to the EasyGo office for assistance.
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29 October:
The show opens for Day 1! Access for exhibitors from **08:00**, doors open at **09:00**

 - Celebrate and network at the **Lab Awards at 15:00**
 - Join the exhibitor drinks in the networking area at the close of Day 1 at **17:00**
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30 October:
The show opens for Day 2! Access for exhibitors from **08:00**

 - The show closes at **16:00**
 - Breakdown begins for all stands at **16:30**. [See the full timetable here](#).
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31 October: Receive an email with all Smart Badge and Visit Connect leads.

If you need more information on any of the above, or have any further questions, please contact: nicole.hawkins@easyfairs.com