



LAB | Innovations

4 & 5 November 2020 | NEC, Birmingham

2019 Post Event Report

“ Lab Innovations is an unmissable event for us as we are able to meet a wide variety of lab professionals from a multitude of sectors. Both SLS and our suppliers are able to make hundreds of new business connections. ”

**Josh Chapman, Managing Director,
Scientific Laboratory Supplies**



Book your stand now
www.lab-innovations.com

EN AWARDS 2019
WINNER

by **EASYFAIRS**

Lab Innovations celebrated its 8th edition on 30 & 31 October 2019, beating all records for the event.

Attracting **3,860 attendees - an impressive 24% increase** on the previous year, Lab Innovations 2019 was the largest to date. Over 160 exhibitors displayed a diverse and innovative product offering to visitors from more sectors than ever before, emphasising the event's place as the **UK's largest annual trade exhibition dedicated to the entire laboratory industry**. Furthermore, running alongside Lab Innovations is its sister event, Advanced Engineering, making these two events the home of science and engineering in the **UK**.

Thank you to our supporters

VIP & Networking Lounge



Insights & Innovation Theatre & Lab Connect Lounge



Official Headline Content Partner



Cleanroom Hub



Royal Society of Chemistry Theatre



Official Distributor



Strategic Partners



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CHEMISTRY WORLD



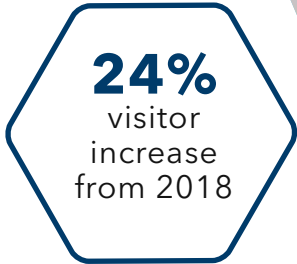
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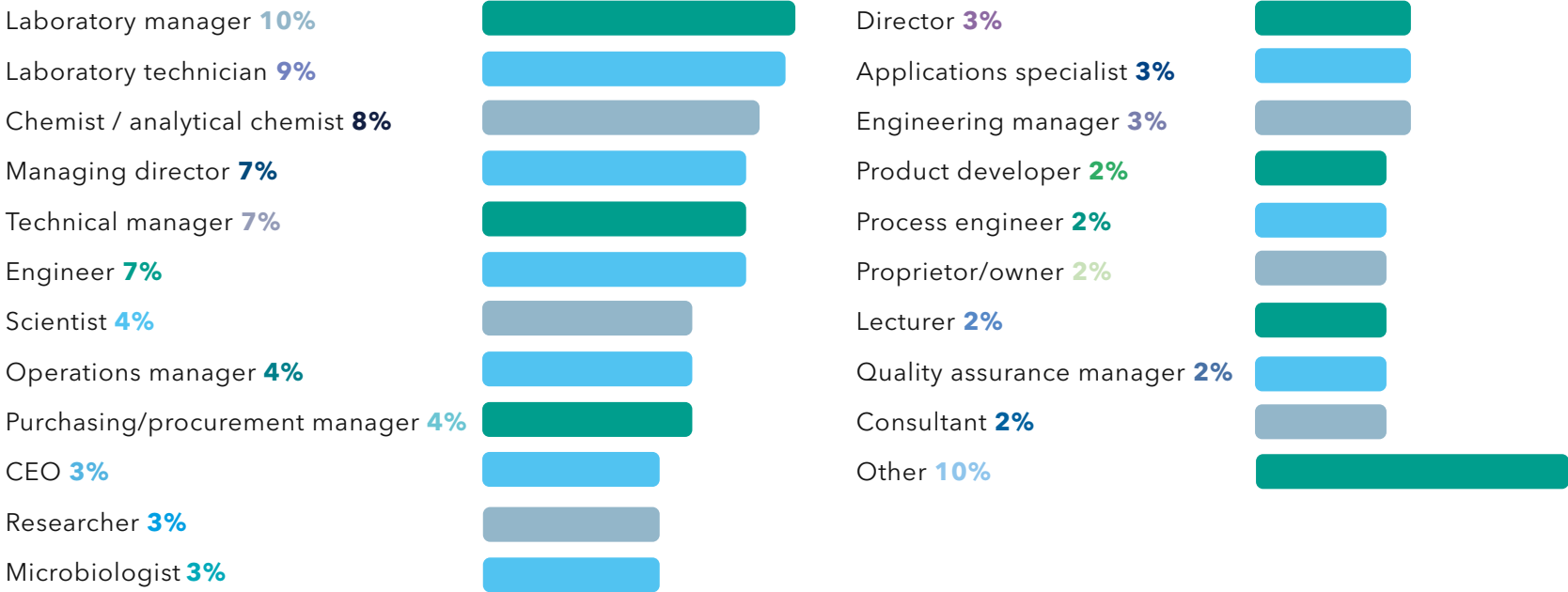
Book your stand now
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Visitors

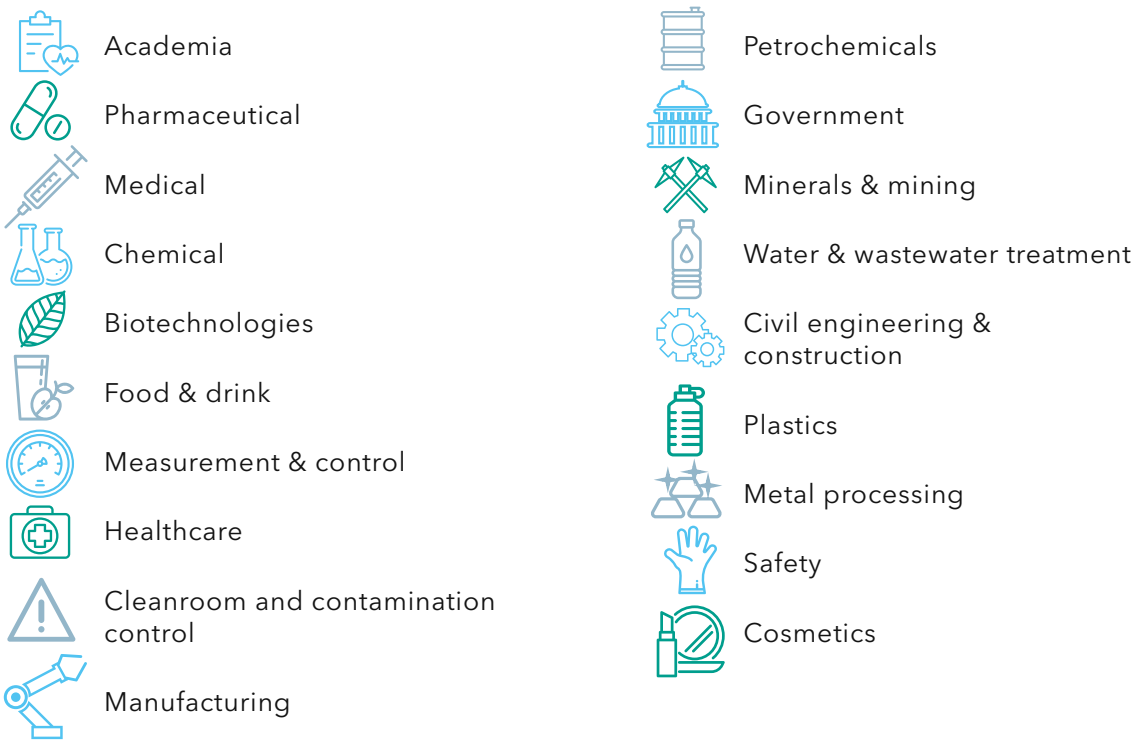
Returning once more to Birmingham’s NEC, with lab procurement decision makers making up 75% of those in attendance, Lab Innovations 2019 was clearly an event driving the business of science. It saw an increase in lab managers of 9%, scientists 9%, procurement managers 32%, chemists 65% and lab technicians 24%; demonstrating a true hunger for future-proofing laboratories across the UK.



Top job functions



Top industries



Exhibitors

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

Over half of
our visitors have
annual budgets of
more than

£810,000

16,808
leads captured
with provided
lead capture
devices

Who exhibits?

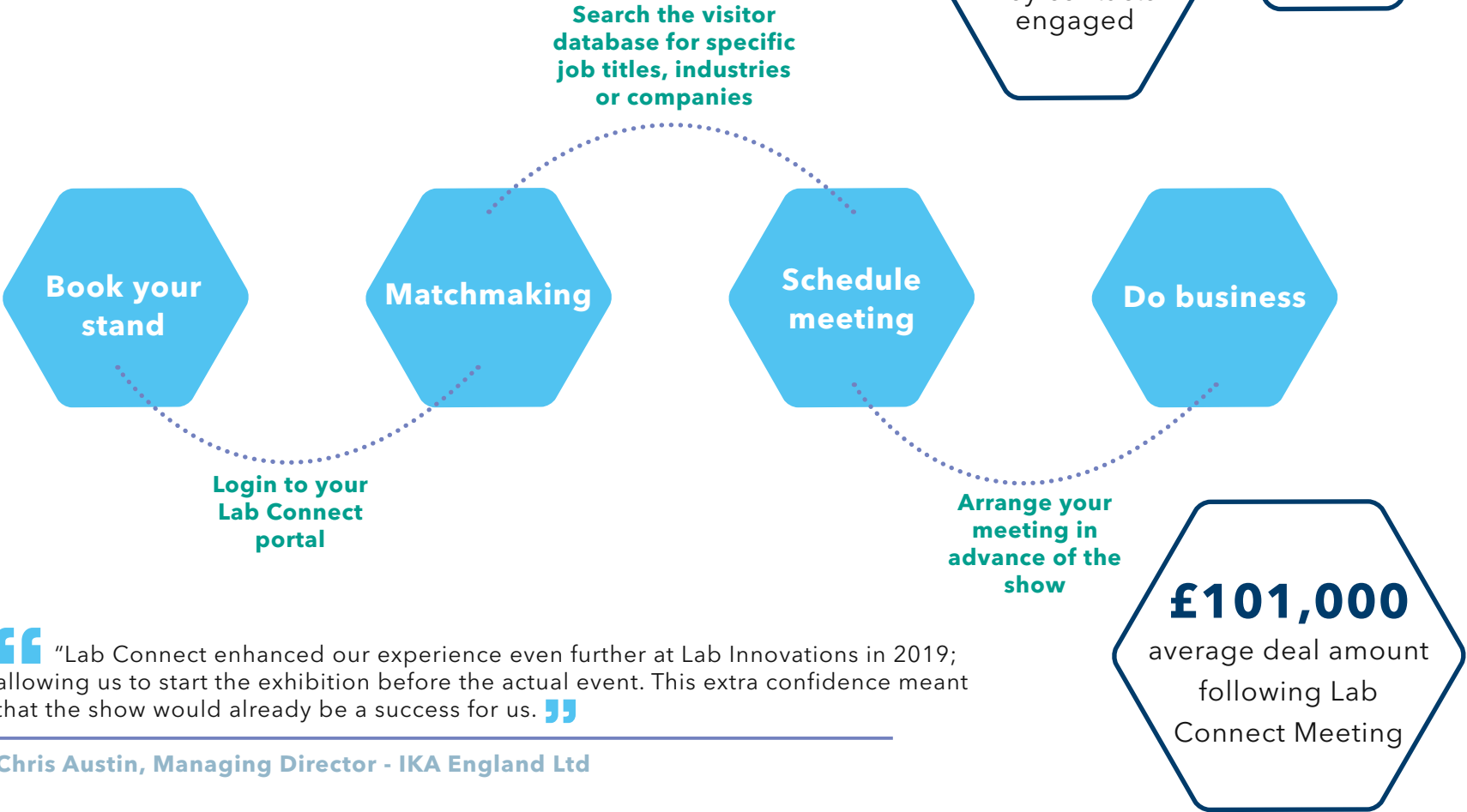
Below is a snapshot of some of the 2019 exhibitors:



£47,500
average order
placed as a
result of the
show

Book your stand now
www.lab-innovations.com

Helping you connect with the entire laboratory industry



Who can you network with?

Top visitors in 2019 included:



Book your stand now
www.lab-innovations.com

What our visitors said

“ I came because I am looking into buying new equipment and it is always better to see lots of demonstrations at these kinds of exhibitions, rather than having to book a demonstration privately. ”

Rupal Karpe, Formulation and Analytical Manager, PelGar International

“ It has been really, really interesting because we can actually interact with each company exhibiting. We are always on the lookout for new things to buy for the lab and someone from our company comes every year. It is great that sustainability is being really thought about now, especially at this year's show. ”

Polly Warwick, Laboratory Analyst, Oscar Mayer

“ You come for the word innovation and stay to explore it! ”

Erica Ramos, Manufacturing Engineer, Rolls Royce

What our exhibitors said

“ Lab Innovations is an unmissable event for us as we are able to meet a wide variety of lab professionals from a multitude of sectors. Both SLS and our suppliers are able to make hundreds of new business connections and showcase products to thousands of people across two days, which would otherwise take months to do. Every year the event grows and the quality of visitors this year has been second to none. ”

Josh Chapman, Managing Director, Scientific Laboratory Supplies

“ Lab Innovations is the only show where we can display everything we do. Pretty much everyone in this room will be interested in something. Over a couple of days, we can meet existing and new clients from across the country, which would usually take us 2 or 3 months of visiting different sites. ”

Paul Vanden Branden, Director, SciMed

“ Lab Innovations is really effective for us. It's our biggest show that we come to and we secure the most leads here compared to our other shows. We attend a lot of shows throughout the year, but this is the show that we can bring most of our products to. ”

Leah Castle, Marketing Manager, IKA

86%
of exhibitors
satisfied
with the
event

Contact us to find out more

T: +44 (0) 203 196 4300



Marketing tools

Lab Innovations offer all exhibitors free-to-use marketing and PR tools to support you with promoting your technologies, products and services through a multitude of channels to reach your target audience. In house marketing support is available throughout the full campaign to help you generate leads pre, during and post show to ensure you gain maximum return on your investment.

Online portal



Promote your products, press releases and company information on the Lab Innovations website, giving visitors an overview of your product offering in the weeks and months before the show.

VIP invitations



Position your brand in association with a premium experience by utilising our free, bespoke VIP invitations to invite your top clients and prospects to visit your stand at Lab Innovations.

Trackable registration links



Use your unique trackable registration link to track who has registered to see you at Lab Innovations and to create your own bespoke campaigns around the attendees wanting to visit your stand.

Banners



Make use of your personalised web banners to promote your presence and stand location at Lab Innovations. Knowing your location in advance, visitors are able to easily include a visit to your stand when planning their visit to the show.

Social media



Connect with us on social and share your news with us so we can promote your products to our online community of more than 12,000 laboratory professionals.

Editorial



Use the Lab Innovations dedicated PR team, Alto Marketing, to promote your products and services to all relevant trade and national press, giving you brand exposure all year round.

Why exhibit?

Lab Innovations execute an extensive 360° in house multi-channel marketing campaign to reach your targeted market on your behalf. Throughout the marketing campaign Lab Innovations promotes your company and products to ensure your news is reaching the relevant visitors.



Easily measurable ROI



Penetrate new markets with minimum risk



We attract the right buyers and influencers



All-inclusive stand package price



Highly personalised marketing campaign



Extensive selling opportunities



Book your stand now
www.lab-innovations.com

Secure your stand

Stand pricing

	Premium location rate	Early bird rate 1 November - 4 May	Standard rate 5 May onwards
Shell Scheme	£524 per m ²	£464 per m ²	£499 per m ²
Space Only	£499 per m ²	£439 per m ²	£474 per m ²

Shell Scheme Package includes:
2 chairs, 1 table, 1 literature rack, 2 general spotlights & 1 twin 500w socket.

EasyGo packages*

Lab Innovations offers structured marketing packages to suit your marketing strategies. So whether you're focused on branding, lead capture, sponsorship, or maximising all areas - we have a package for you.

GOVISIBILITY

Promote your company profile.
£750

Get noticed all year round

- Display your company profile online (description, products, news & jobs)
- Apply for inclusion in the Innovations Gallery
- Invite customers and prospects
- Promote your products, paper-free via Smart Badge technology **1 READER**

GOLEADS

Maximise lead generation and deepen customer relationships.
£900

Get noticed all year round

- Display your company profile online (description, products, news & jobs)
- Apply for inclusion in the Innovations Gallery
- Invite customers and prospects
- Promote your products, paper-free via Smart Badge technology **1 READER**

Boost your leads

- Get details of visitors who touched your reader with their Smart Badge **1 LICENCE**
- Capture and qualify leads with ease
- Receive real-time SMS alerts when your guests check in

GOPLUS

Maximise lead generation and enhance online visibility.
£1,250

Get noticed all year round

- Display your company profile online (description, products, news & jobs)
- Apply for inclusion in the Innovations Gallery
- Invite customers and prospects
- Promote your products, paper-free via Smart Badge technology **2 READERS**

Boost your leads

- Get details of visitors who touched your reader with their Smart Badge **2 LICENCES**
- Capture and qualify leads with ease
- Receive real-time SMS alerts when your guests check in

Get premium online brand visibility

- Display your logo on the exhibitor list

GOPREMIUM

Maximise lead generation and brand exposure, onsite and online.
£2,500

- Includes GoVisibility, GoLeads and GoPlus features plus....
- 50 x VIP invites
- Dedicated e-shot to the Lab Innovations database of 15,000 laboratory professionals
- 3 Smart Badge readers
- Event newsletter inclusion, sent to 15,000 laboratory professionals
- Logo next to sponsors & partners across relevant show collateral
- Lab Connect Concierge service - dedicated team to pre-book meetings with top prospects
- Logo featured on onsite signage and floor plan 2 x floor graphics - worth £1,000

“ The complimentary ‘lead capture’ device has saved us a lot of time, effort, paper and pens. The event has been very enjoyable and we’ve had a great audience with really engaging customers. ”

Craig Sagar, Malvern Panalytical

* It is compulsory to choose an EasyGo package

Contact us to find out more

T: +44 (0) 203 196 4300

Sponsorship Packages

Sponsorship opportunities* provide an unparalleled platform to stand out from the crowd before, during and after the show. With enhanced brand exposure, sponsorship allows you to demonstrate your position as a market leader and innovator by planting your brand firmly in front of your potential buyers. Lab Innovations offers a range of sponsorship opportunities designed to complement your marketing strategy.

We can tailor bespoke solutions to suit your needs. This could be anything from increased visibility, brand positioning or simply getting something in the hands of every visitor. We can build a solution to suit your brand and your budget.

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.

Lanyards - £5,995

Sponsorship of lanyards means that your brand is in front of every visitor throughout the 2 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 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.

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.

VIP Lounge Sponsor - £14,995

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.

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.

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.

Live Lab Speaking Slot

Book a 20 minute speaking slot in the Live Lab theatre where you can present quick fire product demonstrations or cutting edge case studies.

Solus & Sponsored Emails

Sponsored Newsletter - £995 | Dedicated 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.



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Book now

Book early for:

- The best rates
- Prime stand locations
- Maximum coverage in our PR and marketing campaign

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E: labinnovations@easyfairs.com

W: www.lab-innovations.com

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