



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

2021
**Post-Event
Report**

LAB | Innovations

Discover the event

> lab-innovations.com

by **EASYFAIRS**

LAB | Innovations

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industry newsletter



Lab Innovations is the biggest show we do, and we've looked forward to it every year since we started exhibiting in 2016. We find that this exhibition has the most breadth of different laboratories – it's the only show with chemical, life sciences, biotech, pharma and more all in one place... We've seen a lot of customers, some new, some existing, and it's been very nice to finally see people once again. We'll be back next year!

Kevin Mann, Senior Sales Manager, IKA

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Lab Innovations returned for a successful 9th year on 3 & 4 November 2021

Lab Innovations 2021 was an impressive return to live, in-person events as 3,117 attendees visited over 160 exhibitors. Products displayed a diverse and innovative offering from a wider variety of sectors than ever before, solidifying Lab Innovations' place as the UK's only exhibition for the entire laboratory industry. Furthermore, Lab Innovations' co-location with Advanced Engineering makes these two events the home of science and engineering in the UK.

Thank you to our supporters

- VIP Lounge, Lab Awards & Lanyard sponsor – Analytix



- Show bag sponsor – IKA

IKA

- Insights & Innovation Theatre – Miele

Miele

- Live Lab - My Green Lab



- Cleanroom Hub – Cleanroom Technology

**CLEANROOM
TECHNOLOGY**

- Royal Society of Chemistry Theatre – Royal Society of Chemistry



- Official Laboratory Equipment Distribution Partner – SLS



- Strategic Partners – Gambica & Innovation DB



- Content Partner – Laboratory News



- Sustainable Laboratory Sponsor - Greenlight Laboratories



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LABMATE**



**manufacturing
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The Fastest Way to Expert Opinion

The Analytical Scientist

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NETWORKS**

The Pathologist

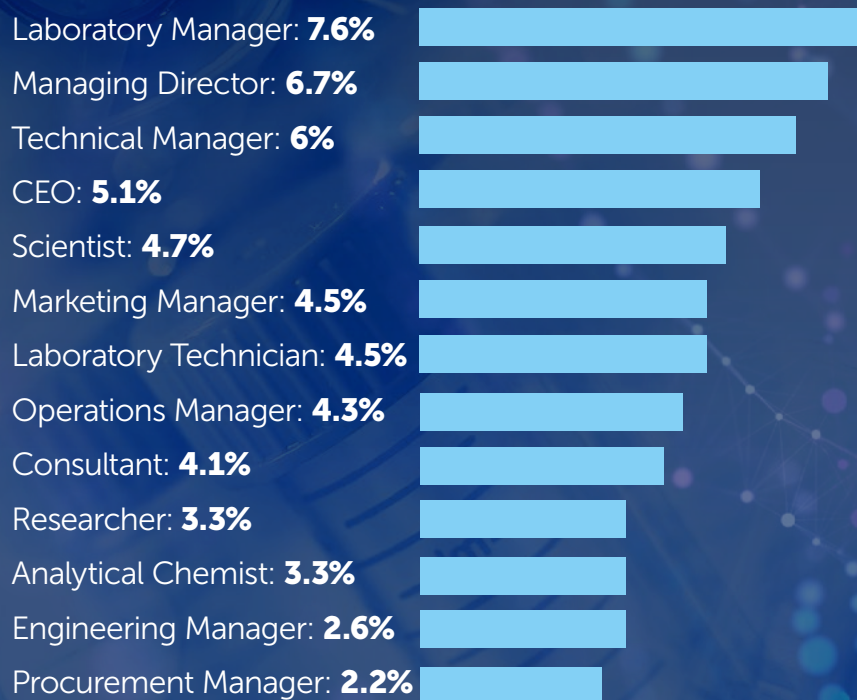
UKSPA
BUILDING TECHNOLOGY BUSINESS

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Visitor breakdown

Returning once more to Birmingham's NEC, Lab Innovations 2021 was the laboratory event of the year to drive the business of science. It saw an increase in C-Suite and Director & Manager presence; demonstrating the sheer purchasing power available to access at Lab Innovations, and that innovation in the laboratory industry is thriving across the across the UK.

Top job titles



I have attended Lab Innovations every year for the past 6 years! I enjoy the content for particular customer groups and for research, it is a great opportunity to meet people.

Kashiff Arfan, Director,
Scientific Stars

Top industries



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Exhibitor breakdown

A multitude of products and services are available from the 161 companies who exhibited at Lab Innovations 2021, from categories including; laboratory equipment, biotechnology & life sciences, cleanroom, analytical equipment, materials & surfaces, and chemicals.

78%

of exhibitors said that they would recommend Lab Innovations

82%

of exhibitors rebooked at the event

10,000+

Smart Badge reader leads collected across the show floor

Who exhibits?



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Networking opportunities

LAB | Innovations Connect

Connecting you with the entire laboratory industry.

Book your stand



Log in to your Lab Connect portal



Lab Connect goes live



Search the visitor database for specific job titles, industries or companies



Schedule a meeting



Organise your meetings in advance of the event & make the most of your time on the show floor



Conduct business face-to-face

81%

of key contacts engaged with the Lab Connect platform at the event

466

meetings attended

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Who can you network with?

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

93%

of visitors said that they would recommend Lab Innovations to a friend or colleague

Visitors include:



Miele



HEINZ
ESTD 1869

 Johnson Matthey



AstraZeneca 

SUNTORY

SIEMENS

Imperial College
London



KING'S
College
LONDON



3M

 UNIVERSITY OF
CAMBRIDGE

“

It's so important to meet people face to face and conduct business together in person. There's a huge appetite for getting out and seeing the right people for your business, and this is the perfect opportunity to do so... Lab Innovations has been one of the best exhibitions I've seen. It's been an excellent event and I'm glad to be back!

Andy Worsick, Sales Executive, EMS Particle Solutions

“

Lab Innovations was a great opportunity to get an idea of how technology is progressing in labs, as well as talk to new and existing companies/suppliers.

Callum Hawkins, Core Technician at Learning & Research Building, Bristol University.

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Marketing tools

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



Bespoke email invitations

Provide an exclusive experience to your clients by personally inviting them to visit you at Lab Innovations with our bespoke email invitation service. You can invite a select number of contacts as VIPs to give a premium touch.



Online

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



Invitation tickets

Invite your clients and prospects with a customised printed invitation, and secure your registration.



Editorial

Lab Innovations has a dedicated PR team who can promote your products and services to all relevant trade and national press, maximising your brand exposure.



Personalised banners

Share your personalised email and social media banners to promote your presence and stand location at Lab Innovations. You can use these with your unique tracking link to encourage visitors to register, and knowing your stand location in advance means that they can easily plan a visit to you.



Social media

Connect with us on social media and share your news with us so we can promote your products and services to our online community of more than 7,000 laboratory professionals.



Online Portal

Promote your brand, products, news, press releases, job adverts and product innovations on the Lab Innovations website, where visitors can look at your company's offerings in advance of the show.



Trackable registration links

Use your unique tracking link to view who has registered to see you at Lab Innovations and tailor your own bespoke campaign to target the attendees wanting to visit your stand.

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Why exhibit?

Lab Innovations execute an extensive, multi-channel marketing campaign with a database of 45,000+ scientific professionals to reach your target market on your behalf. Throughout the campaign, Lab Innovations promotes your company and products to ensure that your news is reaching the relevant visitors.

- Easily measurable ROI
- We attract your target market, including buyers and influencers
- Highly personalised marketing campaign
- Penetrate new markets with minimum risk
- Extensive selling opportunities

Your package will include:

- Stand build, 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 and distributed 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.



GOLEADS

£900

GOPLUS

£1,250

GOPREMIUM

£2,500

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Sponsorship

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:

Show Partner Premium Package £30,000

Showcase your brand across the entirety of the marketing campaign collateral, including website, all promotional emails, press releases, post and more. Onsite visibility will include promotional signage at the entrances and around the show floor, and a highlight in the show guide. Post-show, you will have the opportunity to send a follow-up message from Lab Innovations to all visitors that attended the show.

VIP Lounge Sponsor £19,995

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 £7,995

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.

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.

Show Bag Inserts £1,495

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.

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.

Book now > www.lab-innovations.com

Book early and take advantage of:

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

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

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+44 (0)20 3196 4355

LAB | Innovations

3 & 4 November 2021 | NEC, Birmingham

Book now

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by **EASYFAIRS**