

NEC, BIRMINGHAM

LAB INNOVATIONS₂₀₁₂

7 & 8 November 2012

THE UK TRADE SHOW DEDICATED TO
LABORATORY TECHNOLOGY & CONSUMABLES,
ANALYTICAL & BIOTECH EQUIPMENT

NEW
FOR
2012



Make sales and generate new business leads in 2012

Official Media Partner:

LaboratoryNews

Event Supporters: RSC | Advancing the Chemical Sciences

Laboratorytalk



Campden BRI
Food and drink innovation



Institute of Measurement and Control

SOCIETY OF Biology

**DRUG DISCOVERY
TODAY**

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Innovation City Standard for 2012



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Welcome to the brand new...

LAB INNOVATIONS 2012, the UK's only dedicated showcase for laboratory technology, consumables, analytical and biotech equipment. This two day focused sales event is your opportunity to meet and do business with end-users and senior decision makers from the UK's leading industrial, educational and research laboratories.



WHO SHOULD EXHIBIT?

LAB INNOVATIONS is a sales platform for manufacturers, distributors and suppliers of the following products and services:

LABORATORY EQUIPMENT

Basic lab equipment, laboratory automation (robotics); laboratory consumables; chemicals & reagents; fixtures and fittings; lab information & data systems.

ANALYTICAL EQUIPMENT

Microscopes, optics, image analysis, lasers, cameras; chromatography (Gas, SFC, HPLC-IC, separation systems); spectrometry-spectroscopy.

BIOTECHNOLOGY & LIFE SCIENCES

Biotechnology equipment; bioinformatics; biochemicals; technology for biotechnology and life sciences.

CLEANROOM TECHNOLOGY

Cleanroom garments & cleaning supplies; cleanroom components; cleanroom systems and cleanroom furniture.

“Gambica is delighted to be supporting LAB INNOVATIONS. The easyFairs offering is really refreshing, a low cost, all-in stand package with no hidden extras to give members a clear return on investment. easyFairs clearly puts the visitor at the heart of what they do and I am reassured to see such heavyweight end-user associations such as the Royal Society of Chemistry and Campden BRI supporting the exhibition and delivering world class educational content.”

Tim Collins, Director, Laboratory Technology, Gambica

easyFairs trade shows are time & cost-effective.

You get everything you need from a single supplier and at a fixed price. When you arrive, your stand is ready and waiting for you to do business.

easyFairs trade shows are sales events. They enable you to develop business contacts and make sales at a fraction of the cost of a normal trade show.

easyFairs shows are attractive to the key buyers and decision makers you would like to meet because they are focused and compact, minimising demands on visitors' time.

Plus, easyFairs is the green alternative: trade shows with minimum carbon footprint.

Trade shows for people who simply want to do business

Who visits?

LAB INNOVATIONS 2012

will attract end-user influencers and senior decision makers from across the UK's industrial laboratories, educational and research institutions.

A carefully timed and targeted visitor marketing campaign will draw visitors from the following industry sectors:

- Chemical
- Petrochemical
- Biotech
- Pharmaceutical
- Food / drink
- Energy / environment
- Metal and plastic processing
- Construction / building
- Healthcare / NHS
- Research institutions
- Education
- Government

...with the following job titles:

- CEO / President / MD
- Director / General Manager
- Purchasing Manager / Director
- Research Director / Manager
- Finance Manager / Director
- Doctor / Professor / Lecturer
- Laboratory Manager
- Laboratory Supervisor
- Laboratory Technician
- Chemist / Biochemist
- Research Scientist
- Analytical Scientist
- Microbiologist
- Chemical Engineer
- Engineer
- Technical Manager
- Environmental Consultant



easyFairs has spent many months carefully researching the essential ingredients that will encourage your customers and prospects to attend the event in November 2012.

During this process LAB INNOVATIONS has received a positive welcome by:

Bayer Healthcare

Quality Manager

Weetabix

Head of Analytical

Burtons Foods

QA Manager

Nestlé

Lab Manager

International Laboratory Services

Director of Laboratories

Müller Dairy

Lead Microbiologist

Wockhardt

Chemistry Group Leader

Merck

Research Scientist

Samworth Brothers

Lab Manager

Premier Foods

Research Fellow

MRC Centre for Genomics and Global Health

Head of Genomic Services

Baxter Healthcare

Lab Manager

Rockwood Additives

Laponite Technical Development Manager

“Esco feels that LAB INNOVATIONS is a great medium to bring the Clean Air and Containment industry together to exhibit relevant companies and educate delegates, something the UK is currently missing.”

Laura Jones, Marketing and Projects Manager, ESCO GB Ltd

Why visitors will attend

A complete day out with key learning benefits

easyFairs has spent many months carefully researching this exciting new event and in the process has spoken to hundreds of suppliers and end-users. We are therefore confident that we have designed and created an event which will appeal to scientists, lab technicians and lab managers through to purchasing and finance directors and business owners.

“The RSC is delighted to be working closely with easyFairs on the LAB INNOVATIONS show. We will be delivering a programme of valuable content which will be of benefit to all delegates. We are looking forward to supporting the chemical sciences by providing a forum to find out about new technologies and developments through scientific sessions and professional workshops.”

Jennifer A. Dougan, Programme Manager in Analytical Sciences, the Royal Society of Chemistry

In addition to a wide range of exhibits the event will include:

RSCI Advancing the Chemical Sciences

ROYAL SOCIETY OF CHEMISTRY CONFERENCE PROGRAMME

FREE

A unique programme of talks, workshops and walk-in sessions on analytical chemistry, health & safety and continuing professional development (CDP). Presented by experts from industry and academia.

Campden BRI Food and drink innovations

CAMPDEN BRI SEMINARS

FREE

Exhibitors have the opportunity to present a 15-minute seminar on micro and analytical products within the food & beverage industry. These seminars will be application and/or benefit led. LIMITED PLACES.

LIVE DEMONSTRATIONS

FREE

A dedicated area on the show floor for your company to showcase your latest products to an audience hungry for ways to cut costs and speed up lab processes.

For more information, contact Rabinder.Aulakh@easyFairs.com or call +44 (0)20 8843 8814

LIONS' LAIR

FREE

easyFairs' answer to Dragons' Den!

This innovative visitor attraction enables the bravest exhibitors to pitch their most innovative products to a panel of judges and an audience of potential customers. Have you got an exciting new product to showcase and have the courage to enter the lair?

For more information, contact Shona.Thomson@easyFairs.com or call +44 (0)20 8843 8809

NETWORKING BAR

FREE

The Networking Bar offers an excellent opportunity for visitors to relax and continue planning their visit. After a busy first day, join us as the doors close for an exhibitor networking event.

Wednesday evening offers a great social opportunity to relax and discuss the industry with your peers.

easyFairs®

Book online at www.easyFairs.com/LABINNOVATIONS or call +44 (0)20 8843 8814

How we attract decision-makers

Since its launch in 2004 easyFairs has grown rapidly to organise 100+ events annually across Europe. A key factor in our success is the desire to put the visitor at the heart of what we do. And through our partnerships with leading trade bodies and media, plus a range of innovative visitor attractions, we hope you agree that we have applied that winning formula to LAB INNOVATIONS.

EXTENSIVE PR & MARKETING CAMPAIGN

Our team of in-house experts will deliver a targeted PR & marketing campaign which will reach a broad range of industry professionals. Starting a full year out from the event, here is just a selection of planned coverage:

TRADE PRESS

Laboratory News
MedLabNews
Chemistry World
Chemistry & Industry
Drug Discovery Today
Manufacturing Chemist
Cleanroom Technology
GIT Laboratory Journal Europe
International Food Hygiene
LCCG



FREE PROMOTION!

In addition, easyFairs strives to ensure that your products and presence at the show are heavily promoted in the marketing and PR material, including:

- **A microsite** within the event's website.
- **PR exposure** to promote your presence at the show.
- **A customised email design** for you to send to your prospective and current clients.
- **Unlimited ticket invitations** for you to invite your customers to the event.
- **Buttons, banners & logos** are a great way for you to promote your involvement in LAB INNOVATIONS.
- **Telemarketing** to up to 150 of your contacts on your behalf.
- **Secure mailing** to 100 contacts from your database on your behalf.

ONLINE

www.labnews.co.uk
www.gambica.org.uk
www.campden.co.uk
www.rsc.org

www.laboratorytalk.com
www.labautomationnews.net
www.drugdiscoverytoday.com
www.technologynetworks.com

www.chromatographyonline.com
www.ukspa.org.uk
www.pharmtech.com
www.societyofbiology.org

PARTNERS & SUPPORTERS

LAB INNOVATIONS 2012 is delighted and proud to be sponsored by the following organisations, associations and media. We will work closely with our partners to ensure the event gains maximum exposure and drives potential visitors to understand the benefits of attending. We continually strive to find new organisations and partners to work with and aim to consistently improve and innovate.

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LaboratoryNews

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Campden BRI



Institute of Measurement and Control

SOCIETY OF Biology

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**FOR MORE INFORMATION
OR TO BOOK A STAND,
PLEASE CONTACT:**

Rabinder Aulakh - Head of Sales

T: +44 (0)20 8843 8814

E: Rabinder.Aulakh@easyFairs.com

“The UK is a leading location for life sciences and biotechnology but there wasn't an event which reflected this. I believe that LAB INNOVATIONS will fill this void nicely. We've been looking for this kind of event for a long time in the UK.”

Michael Nicol, Director, Riva

ALL-IN PACKAGE

It's time & cost-effective

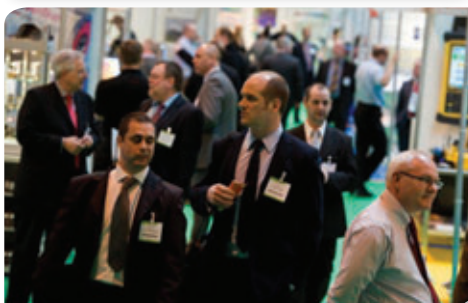
- ✓ You just turn up and do business!
- ✓ Only one night away
- ✓ A level playing field

The package includes:

- ✓ Stand build (12m²), name board, carpet, two spotlights and one twin power point
- ✓ One table and two chairs
- ✓ One literature rack
- ✓ Entry in show catalogue
- ✓ Inclusion in visitor promotional activity

easyFairs REWARDS EARLY BOOKERS

Book your stand early to benefit from significant cost savings AND inclusion in the pre-show visitor marketing campaign.



PUT IT IN YOUR DIARY



MAXIMUM EXPOSURE

THE BOOSTER PACK

This gives you inclusion in pre- and post-show emails, your logo on the website and much more

ONLINE365 PACK

Want to generate leads and raise your market profile all year round? Use the easyFairs **ONLINE365 Pack™** and create your mini website within the event website where you can display your products and company, be included in the event online search engine and much more.

SPONSORSHIP

Provides a great means of broadening your competitive edge by giving you real market visibility and delivering a more substantial ROI against traditional means of advertising. We can tailor sponsorship packages to best suit your needs to deliver the exposure you need to truly stand out!

ORGANISER

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