

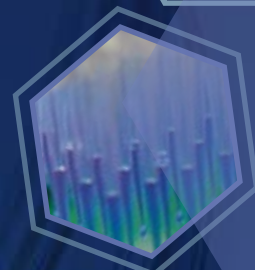
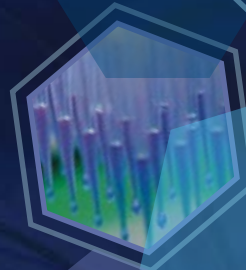


LAB | Innovations

31 October & 1 November 2018 | NEC, Birmingham

SAVE
THE
DATE

2017 Post Show Report



JOIN OUR ONLINE COMMUNITY



@labinnovations
#labx2017



Lab Innovations



Lab Innovations
group



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Advertising & promotion

Lab Innovations provides an extensive marketing and PR campaign that ensures our exhibitors' latest technologies and innovations are promoted through multiple channels. Take a look at how we reach your target market to deliver qualified leads:



Email

More than 25,000 unique lab professionals have been sent regular email updates with the latest show news highlighting relevant topics and interests. Our partners have also been communicating their presence at the show to their own audiences reaching almost 200,000 laboratory professionals.



Online

Over 600,000 unique users have been reached with our online advertising campaign covered by our own and our 25+ media partners' websites.



In print

30+ bespoke Lab Innovations adverts have been featured in leading magazines reaching an audience of over 354,000 readers.



On the phone

Our experienced telemarketers have spent over 200 hours spreading the word about Lab Innovations and registering attendees over the phone.



In the news

Lab Innovations news announcements and press releases have been featured in leading industry press outlets reaching over 700,000 decision makers and 4.5 million unique users online.

Being social

The Lab Innovations team love being social with show news and information about our exhibitors posted daily. Like us on Facebook and join our LinkedIn group 'Lab Innovations' and follow us on Twitter and Instagram @labinnovations.



Through the post

Over 78,000 pieces of printed promotional materials have been distributed as inserts in publications and over 25,000 invitations have been sent through the post directly to prospective visitors.





The visitors

Lab Innovations 2017 attracted 2,830 laboratory professionals from across the board. Our visitors look for the latest innovations in technology and services from within the laboratory industry.

29%
increase
in visitor
numbers!

98%
of visitors
were satisfied
to extremely
satisfied

78%
of visitors feel
that the show is
important to their
business

Visitors included:



Top industry sectors:

- Manufacturing
- Life sciences
- Education
- Chemical
- Medical or healthcare
- Pharmaceuticals
- Food & drink
- Biotechnology
- Measurement & control

Top job functions:

- Sales / account manager
- Laboratory manager
- Lab technician
- Managing director
- Analytical chemist
- Marketing manager
- Technical manager
- Scientist
- CEO
- R&D manager

"This is my first visit to Lab Innovations, and I'm impressed. There's a good mix of exhibitors, and I've met a number of companies - that I wouldn't have initially visited"

Jackie Howell, Head of Quality, Development and Analytical Solutions, Catalent Pharma Solutions

"Lab Innovations is an excellent opportunity to network and get a feel for the latest tech."

Roger Northwood, Laboratory Automation Consultant, Northwood Consultancy Informatics



The exhibitors

24
first time
exhibitors

97%
of exhibitors
were satisfied
to extremely
satisfied

126
exhibitors

91%
of exhibitors
stated that the
show was important
to their business

Be part of Lab Innovations 2018 and book your stand today!

Join us next year and put your company in front of the UK laboratory industry. With **over 75% of the floorplan already sold**, contact our sales team today for more information:

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**"A great one stop
shop for all areas of
laboratory needs in one
place."**

James Walton, Bronkhorst
UK

**"Great chance to catch up with
like-minded professionals
along with past delegates.
Excellent meeting new
delegates (potential) and new
businesses."**

Karl Sears, Operations Director,
i4innovation ltd



SAVE THE DATE! 31 October & 1 November 2018