

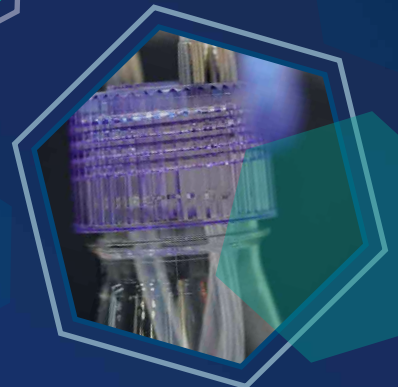
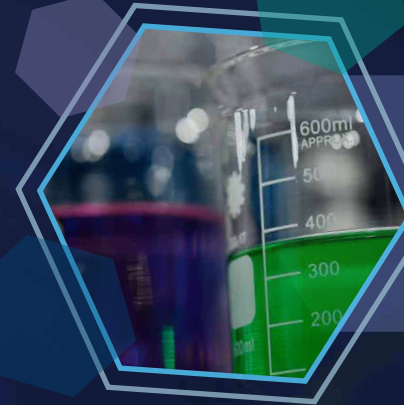


LAB | Innovations

30 & 31 October 2019 | NEC, Birmingham

2018 Post Show Report

**SAVE
THE DATE**
**30 & 31
October
2019**



BOOK YOUR STAND NOW www.lab-innovations.com by EASYFAIRS

Lab Innovations 2018

Lab Innovations has gone from strength to strength since its first edition in 2012 and the 2018 event marked the best yet with a record breaking 3,113 attendees representing a 10% increase.

As the UK's only trade exhibition dedicated to the laboratory industry, Lab Innovations is the nation's largest gathering of the whole industry. Held at the NEC in Birmingham, Lab Innovations is the central to the UK's science triangle and manufacturing industry. Supported by some of the UK's top science institutions including the Royal Society of Chemistry, the Institute of Biomedical Science and the Science Council, Lab Innovations is an important event for powering the business of science.

Running alongside Lab Innovations is Advanced Engineering, making it the home of science and engineering in the UK.

Thank you to our supporters

VIP & Networking



Insights & Innovation



Official Distributor



Strategic Partners



Official Headline Content Partner



Supporting Partners



FIND OUT MORE www.lab-innovations.com

The visitors

Lab Innovations 2018 attracted a **record breaking 3,113 attendees** from all sectors of the industry. Underlying the headline number were significant increases in visitors involved in purchasing products and services.



Visitors included



50 top universities attended, including:

University of Cambridge | University of Oxford | University of Bristol |
University of Warwick | University College London | Kings College London |
University of York | University of Birmingham | University of Nottingham |
Imperial College London | Aston University |

CONTACT US +44 (0)20 3196 4355



Top industry sectors



Manufacturing



Medical or healthcare



Life sciences



Measurement & control



Pharmaceuticals



Biotechnology



Academia



Food & drink



Chemical



Petrochemicals

The event also attracts visitors from the following sectors Water & Wastewater Treatment, Civil Engineering & Construction, Plastics, Cosmetics & Beauty, Metal Processing, LIMS/ Informatics, government, Forensics, Health & Safety, Minerals & Mining

Top job functions

Laboratory manager | Lab technician | Managing director | Analytical chemist | Technical manager | Scientist | Operations manager | Purchasing/ procurement manager |

81%
of visitors stated that the show was important to their business



Top reasons visitors attend Lab Innovations

- To source the latest products
- To source new suppliers
- To network with colleagues and peers
- To visit a specific exhibitor

85%
of visitors would recommend the show to a colleague

BOOK NOW mauricio.montes@easyfairs.com

What our visitors said

“ I’ve found many products that would be beneficial to use in our own laboratories to support efficiency savings – including time, costs and also energy ”

Ralph Munonyedi, Microbiologist, Mondelez International

“ I’d definitely recommend this event to anyone with a budget to spend ”

Carolyn Jones, Lab Manager, University of Birmingham

“ Sustainability and innovation, which is at the heart of the laboratory industry, means that Lab Innovations is an event not to be missed ... I would love to come again and will definitely be passing on a lot of information now and recommending it to my colleagues for next year ”

Ruth Wilson, Researcher, Proctor & Gamble



“ Lab Innovations provides a great forum to discuss issues and ask questions face-to-face with suppliers and to browse new products and services for most of your lab needs. It was very informative and networking opportunities were abundant ”

Ralph Munonyedi, Microbiologist, Mondelez International

“ It was a grand experience! Finding some of the latest devices and tech that will improve my working day! ”

David Keith Jones, Chemistry Tech, Biotage

“ Lab Innovations is the key laboratory equipment event in the UK! ”

Graham Hibberd, GPH Analytical Solutions

88%
of visitors met their
objectives at the
show



CONTACT US +44 (0)20 3196 4355



The exhibitors

15%
increase
in exhibitors

150
companies
exhibited
this year

15
first time
exhibitors

86%
of exhibitors
stated that the show
was important to
their business

92%
of exhibitors
were satisfied with
the event



What our exhibitors said

“ I wouldn't miss it for the world. IKA are proud supporters of Lab Innovations... we want to come here and show our innovations, we'll have more to show you next year, and we can't wait ”

Christopher Austin, Managing Director, IKA

“ Lab Innovations is one of the only places where we get to see this breadth of customers. You get everyone here...and it gives us an opportunity to engage with a huge range of people ”

Stephen Dey, Operational Marketing Team Leader, Eppendorf UK

“ Lab Innovations is very much a priority on the scientific calendar for us and it's one that we're certainly going to be supporting for years to come

Joshua Chapman, Marketing Director, SLS

BOOK NOW mauricio.montes@easyfairs.com

How we reach your targeted market

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



Lab Innovations has been working with industry specific PR Agency Alto Marketing to maximise reach and exposure for exhibitors and to ensure the activity is highlighted across leading industry publications.



Email - More than 35,000 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 audience reaching almost 200,000 laboratory professionals.



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



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



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



In the news - Lab Innovations news announcements and press releases have featured in leading industry press outlets reaching over 720,000 decision makers and 4.5million unique users online.



Post - Over 78,000 pieces of printed promotional materials have been distributed as inserts in publications and 25,000+ have been sent directly to prospective visitors.



Social media - We've got the big four covered with daily show news and information about our exhibitors. This year we reached 218.3K Impressions on Twitter, a 48% increase from 2017.



CONTACT US +44 (0)20 3196 4355



LAB | Innovations

30 & 31 October 2019 | NEC, Birmingham

A launchpad to the UK laboratory market

Join us next year and put your company in front of the UK laboratory industry. If you provide any of the following products or services, book your stand today and join the UK's only laboratory show.

- Laboratory equipment
- Biotechnology & life sciences
- Cleanroom technology
- Analytical equipment
- Materials & surfaces

76%
of the floorplan
is already
sold out

Join our online community



@labinnovations #labx2019



Lab Innovations



Lab Innovations Group



Labinnovations



Lab Innovations

**SAVE
THE DATE**
**30 & 31
October
2019**



BOOK YOUR STAND NOW +44 (0)20 3196 4355
mauricio.montes@easyfairs.com

by **EASYFAIRS**