

LABVOLUTION

World of Lab Technology

Save
the date!
The future of
lab technology –
note the date in
your diary.

6 – 8 October 2015
Hannover • Germany

labvolution.de



Deutsche Messe



Discover the world of laboratory technology. Welcome to LABVOLUTION.



Trade fairs remain the most important marketing instrument for companies. But at a time when businesses are cutting hotel and travel expenses, what must an event offer to attract visitors? Networking opportunities... insights into the future of the sector it represents... opportunities for exhibitors and visitors to reach new markets and meet new customers. LABVOLUTION ticks all these boxes – and more.

LABVOLUTION is a new trade fair for laboratory technology in Northern Europe. Until now, only trade events in Southern Germany offered a comparable opportunity for industry experts to meet potential buyers.

LABVOLUTION has been organized around various keynote themes that typify the strengths of this industry in Northern Europe. Thus the focus is on chemicals, pharmaceuticals, plastics, as well as the development and testing of materials, cosmetics, biotechnology, medical technology, environmental engineering and the food industry.

Use this opportunity to showcase your innovations and products – LABVOLUTION is an ideal platform for suppliers of laboratory technology and infrastructure, analytical lab equipment, applications and processes, as well as for specialist service providers. Benefit from the Forum's unique opportunities for knowledge transfer. And don't miss the special Smartlab display, which focuses on the smart lab of the future – and hence the future of the entire sector. LABVOLUTION takes place in tandem with BIOTECHNICA and thus offers the perfect symbiosis of the laboratory environment and biotechnology – a partnership that will open up new business prospects for you.

I look forward to welcoming you to a great premiere of LABVOLUTION.

Jürgen Fürstenberg-Brock
Director LABVOLUTION



Creating great connections. Focus on the strong Northern European market.

LABVOLUTION provides a platform for the entire world of lab equipment. The place where science and research converge with industry, this new show offers suitable solutions for research labs and analytical labs, production and training laboratories. In other words, this is an ideal place for you as an exhibitor to make new business contacts.

In order to fulfil this role LABVOLUTION represents the whole spectrum of laboratory technology – for the chemical industry, biotechnology, the pharmaceutical industry, plastics, as well as the development and testing of materials, cosmetics, medical technology, environmental engineering and the food industry. The event will be a hub for experts and professionals from

across Northern Europe and thus afford access to promising new markets.

Our extensive expertise in networking and matchmaking ensures that our trade fair will not simply showcase key areas of industry – it will also network them. Exhibitors can therefore look forward to making valuable new business contacts across numerous sectors of industry.

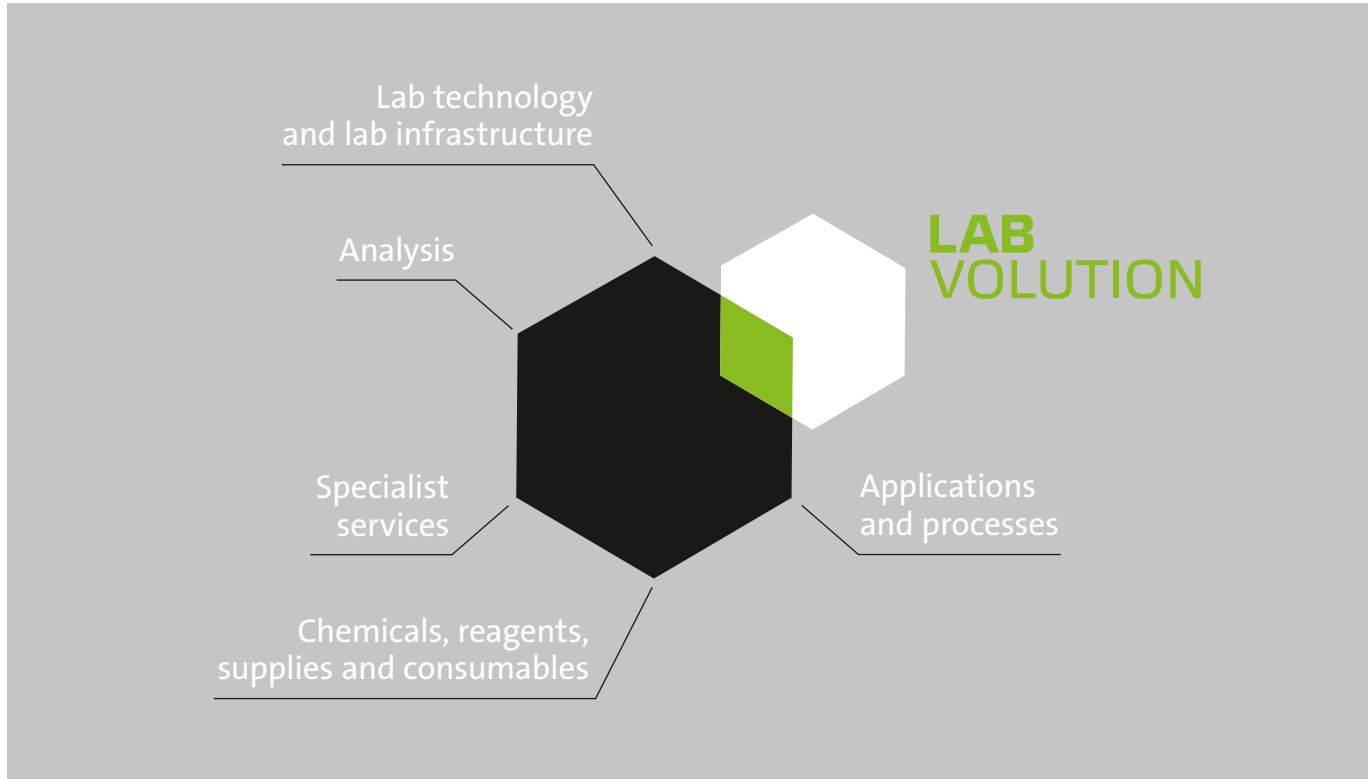
Make the most of the huge potential offered by LABVOLUTION. The platform for the lab equipment of today – and tomorrow. All geared to your success.

A survey of “lab technology” covering every topic area and sector and embracing the whole value chain

- Meeting place for industry, research and science
- Platform for products, new developments, trends and future-oriented ideas
- Effective springboard to the sales markets of Northern Europe: North, West and East Germany, the United Kingdom, Benelux, Northern France, Scandinavia, Poland, the Baltic states, etc.
- Products and services for research, analytical, production and training laboratories
- Exhibitors will benefit from the LABVOLUTION concept, which comprises inter-related keynote areas, matchmaking opportunities and the parallel event BIOTECHNICA



Every sector, every keynote topic.
Covering the entire spectrum.



- | | | |
|--|--|--|
| <p>Laboratory technology and lab infrastructure</p> <ul style="list-style-type: none"> ■ Lab equipment ■ Safety and protection ■ Technical installations/utilities ■ Lab equipment and machines ■ Laboratory data systems, documentation and software ■ Image analysis and image processing ■ Services ■ Disposal and recycling ■ Lab automation and robotics <p>Analysis</p> <ul style="list-style-type: none"> ■ Analytical aids and equipment ■ Chromatography equipment and supplies ■ Spectroscopy equipment and supplies | <ul style="list-style-type: none"> ■ Microscopes and optical image processing, accessories ■ Optical analysis systems and equipment ■ Detectors and other systems ■ Quality control, measuring and testing equipment <p>Supplies and consumables, reagents and chemicals</p> <ul style="list-style-type: none"> ■ Reagents for diverse applications ■ Fine chemicals ■ Biochemicals and cultures ■ Supplies and consumables <p>Applications and processes</p> <ul style="list-style-type: none"> ■ Analysis: Industrial analysis, technical-chemical analysis, food analysis, environmental analysis, solids analysis, special applications | <ul style="list-style-type: none"> ■ Process technology ■ Biotechnology: technical-biotechnological applications and processes, biotech equipment (incl. electrophoresis, drug discovery), biosensors, bioinformatics, special laboratory equipment ■ Medical technology ■ Nanotechnology ■ Microsystems technology ■ Other applications <p>Specialist services</p> <ul style="list-style-type: none"> ■ Databases ■ Specialist literature ■ Contract research and development ■ Contract analysis ■ Rapid prototyping |
|--|--|--|

The lab of the future has many facets.
You can see them all at this event.

Innovative ideas need an innovative environment. Consequently, an entire section of LABVOLUTION is devoted to the smart lab – the intelligent laboratory environment of the future. The focus will be on the continued advance of digitalization, as well as innovative materials that play a role in the protection of personnel and equipment.

The Smartlab display showcases a broad spectrum of modern technology such as interactive interfaces capable of autonomously identifying, documenting and handling materials using QR coding, 3D printers which are revolutionizing the manufacture of laboratory materials and smart protective eyewear. The display will present the laboratory of tomorrow – integrated and networked within the IT systems of the modern business environment.

LABVOLUTION will not only offer visitors an exclusive preview of the technology of the future. Exhibitors will also benefit from the perfect setting in which to showcase their groundbreaking products and find new buyers or investors.

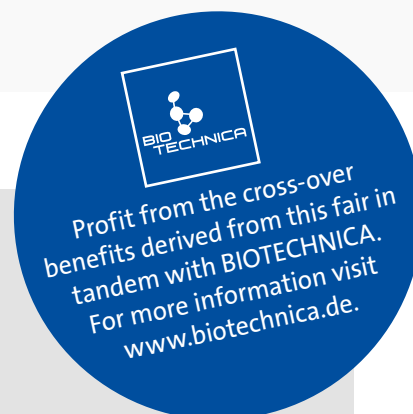
At LABVOLUTION you can meet your existing customers in Northern Europe and reach new target clients from industry and the academic world. The keynote display “Smart lab – intelligent laboratory of the future” will make the frontiers of leading-edge lab technology seem closer and more tangible.





We were looking for a new platform which could help us launch our innovative products on new markets. LABVOLUTION is set to become the ultimate meeting-place for the entire laboratory equipment market.

Prof. Dr. Oscar-W. Reif
Executive Vice President of Research & Development,
Member of the Board Sartorius Stedim Biotech GmbH



Stand space for your individual presentation.

Book your stand space and lay the basis for numerous new business leads. Secure a premiere site for your display today:

Stand rental

Row stand (1 open side)	€ 190 m ²
Corner stand (2 open sides)	€ 210 m ²
End stand (3 open sides)	€ 220 m ²
Island stand (4 open sides)	€ 230 m ²

Plus marketing fee

Marketing fee per main exhibitor	1–19 m ²	€ 409
	20–49 m ²	€ 609
	50–99 m ²	€ 709
	> 100 m ²	€ 809
Marketing fee per CE		€ 409
Plus registration fee per ME		€ 105

ME = main exhibitor CE = co-exhibitor
All prices are subject to VAT at the current rate.

Book your place by 12 December 2014 to benefit from our early booking discount of € 5 m².
You can register now using the Deutsche Messe Online Business Service: www.obs.messe.de

fair-packages: Great returns for a minimal input.

To minimize the time and effort that exhibitors put into the preparation of their presentation, we recommend our one-stop fair-packages, which cover **stand space, stand construction, basic services, lead management services, catering and marketing services**. Choose between the Basic, Comfort and Premium packages and two upgrade options to find the solution that best suits your needs.

For more details go to
www.biotechnica.de/en/fairpackage

Package prices

Basic ¹	from € 3,498*
Basic + ¹	from € 4,751*
Comfort ¹	from € 4,904*
Comfort + ¹	from € 8,109*
Premium Style ²	from € 9,327*
Premium Trend ²	from € 9,327*

* Standard cost of a Basic row stand. All prices are subject to VAT at the current rate. For more details on the terms of participation see the updated version of Terms & Conditions.
¹ Based on 9 m² row stand, incl. early booking discount
² Based on 12 m² row stand, incl. early booking discount

Our contribution to your trade fair success: the LABVOLUTION marketing package.

From A to Z, we've got it covered – with a package of marketing aids and services designed to help you achieve your objectives when you exhibit at the show. The following services are included in your marketing fee:

- ✓ **Unlimited number of admission tickets for trade visitors.** Simply invite your business friends, contacts and potential buyers to LABVOLUTION and increase the number of trade fair contacts you reach.
- ✓ **Long-term online presence.** Present your company and its products online before, during and after BIOTECHNICA. Attract the attention of clients and trade fair visitors by posting an unlimited number of product entries and links to your company website, plus downloadable options.
- ✓ **Access to the registration data of your visitors.** By having personal access to the registration data base you can address the specific interests of your trade fair guests more easily. You will know which trade visitors you can expect at your stand five weeks before LABVOLUTION and are able to prepare more thoroughly for their visit and cultivate business relations after the initial talks.
- ✓ **Individual service.** Our team is on hand at all times to assist you with any questions about any aspect of your display. Don't hesitate to ask for advice. For further information go to www.biotechnica.de/en/marketingfee.



Deutsche Messe

Deutsche Messe
Messegelände
30521 Hannover
Germany

Tel. +49 511 89-0
Fax +49 511 89-32626
info@messe.de
www.messe.de

Your contact persons



Ina Görzen
Tel. +49 511 89-32138
ina.goerzen@messe.de



Nicole Schlegelmilch
Tel. +49 511 89-32136
nicole.schlegelmilch@messe.de