

Inspiring the future of laboratories

Co-located with

ADVANCED ENGINEERING

by **EASYFAIRS**

2023

Post-Event Report





Breaking all previous records yet again, Lab Innovations 2023 was the biggest, and most exciting event yet

Lab Innovations 2023 was a dynamic laboratory reunion that showcased the latest breakthroughs in equipment, cutting-edge research methodologies, and innovative technologies from over 200 suppliers - making it the biggest event to date.

With the united goal of improving efficiency in scientific research and discovery, the event provided a platform for 4,362 attendees to network, share knowledge, and push the boundaries of laboratory innovation.

Lab Innovations covered the entirety of Hall 2 at the NEC for the first time, and unveiled some exciting launches including the SmartLab zone, new Ask the Experts feature and rolled out the fresh brand creative.

There was a lot to be discovered, and it was made clear once again that Lab Innovations is the home of scientific discovery and innovation in the UK, and it keeps growing from strength to strength.

This year Lab Innovations was bigger and busier than ever. This event really is essential for the lab industry, as it's a great platform for professionals to meet face to face and for visitors to keep up to date with what's going on in the industry. We can't wait to do it all again next year.

DAVID ZABOROWSKI MARKETING MANAGER SCIENTIFIC LABORATORY SUPPLIES

Lab Innovations 2023 at a glance

CONFERENCE SESSIONS

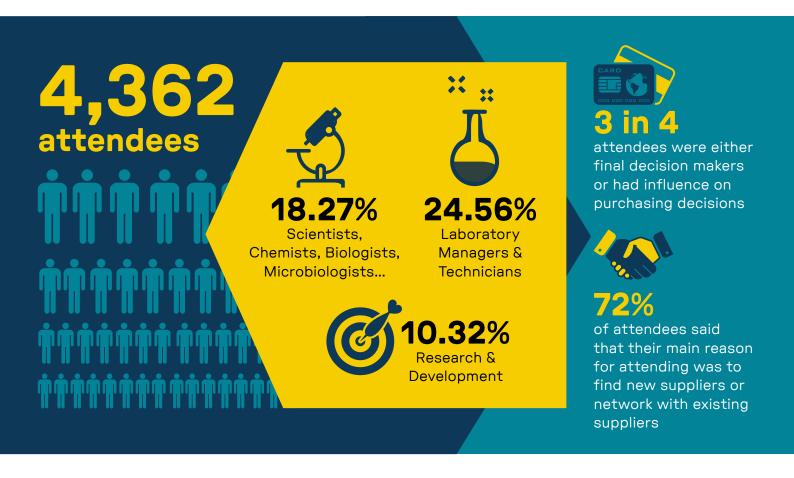
EXHIBITORS REBOOKED ONSITE

ISITORS RECOMMEND LAB INNOVATIONS



Who attended the UK laboratory reunion of the year?

Lab Innovations 2023 was the biggest event in its 11-year history. The event has only seen growth year-on-year, and continues to be vital in driving the business of science.



At Lab Innovations, you will meet decisionmakers from the following sectors:













Lab Innovations attracts visitors across all laboratory sectors who are looking to source and invest. In 2023, more networking was facilitated than ever before, including in-app pre-arranged meetings, VIP happy hour each day, exhibitor networking drinks and more. The co-location with Advanced Engineering allowed for meetings between Advanced Engineering and Lab Innovations, further broadening lead-generation and business opportunities.

2,539 app downloads 1,488

messages sent

4,493 views on exhibitor profiles and products

of visitors would recommend Lab Innovations to a colleague

VISITORS ATTENDED FROM



































OF EXHIBITORS BOOKED **THEIR 2024 STAND ONSITE**

> **RECOMMEND LAB INNOVATIONS**

LEADS COLLECTED ON **AVERAGE PER EXHIBITOR**

Exhibitor breakdown

202 suppliers showcased their offerings on the event floor at Lab Innovations, from sectors including lab equipment, biotechnology, cleanroom, chemical, pharmaceuticals and more.

EXHIBITING COMPANIES INCLUDE























Cole-Parmer

44

We've been coming here for many years as we benefit a lot from exhibiting at Lab Innovations - this year's been no different! It's been very busy and all hands on deck. As a company it's really good to come here and get those conversations and connections, and we've already booked for the next edition!

NISHIL MALDE PRODUCT MANAGER ANTON PAAR





Marketing reach

The marketing and dedicated PR teams work closely with all exhibitors to provide a comprehensive, multi-channel promotional package. Brand awareness and specific messages are elevated across target audiences in the laboratory community.



Boost your reach, exposure and ROI with EasyGo - the extensive marketing campaign tailored to you!



Bespoke email invitations



Dedicated PR team



Website promotion



Personalised banners and artwork



Trackable registration links



Social media







8,10

SOCIAL MEDIA AUDIENCE



52,000

UNIQUE WEBSITE USERS



185,000

UNIQUE WEBSITE PAGE VIEWS



PUBLICATION PARTNERS



MILLION PR REACH



Our supporters

made this event possible, and so we'd like to thank:

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HEADLINE PARTNERS











EVENT PARTNERS







ALL SUPPORTING PARTNERS















































Lab Innovations 2024 is calling

Book your stand as early as possible to benefit from the best choice of locations and prices, and maximum exposure from the marketing package.

> You'll need to act soon

85% OF THE SPACE IS ALREADY SOLD

Contact the team

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