



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

4,362
ATTENDEES

202
SUPPLIERS

71
CONFERENCE SESSIONS

15,280
LEADS COLLECTED

80%
EXHIBITORS REBOOKED ONSITE

91%
VISITORS 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.

4,362 attendees



18.27%

Scientists,
Chemists, Biologists,
Microbiologists...



24.56%

Laboratory
Managers &
Technicians



10.32%

Research &
Development



3 in 4

attendees were either
final decision makers
or had influence on
purchasing decisions



72%

of attendees said
that their main reason
for attending was to
find new suppliers or
network with existing
suppliers

At Lab Innovations, you will meet decision-makers from the following sectors:



**MEDICAL EQUIPMENT
& DEVICES
MANUFACTURING**



PHARMACEUTICAL



BIOTECHNOLOGIES



HEALTHCARE



CHEMICAL



EDUCATION



**MEASUREMENT &
CONTROL**



FOOD & DRINK



**WATER &
WASTEWATER
TREATMENT**



**CLEANROOM &
CONTAMINATION
CONTROL**



PLASTICS



METAL PROCESSING



FORENSICS



PETROCHEMICALS



**CIVIL ENGINEERING &
CONSTRUCTION**



GOVERNMENT



MINERALS & MINING



SAFETY



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

91%
of visitors would
recommend Lab
Innovations to a colleague

VISITORS ATTENDED FROM





80%

OF EXHIBITORS BOOKED
THEIR 2024 STAND ONSITE

74%

OF EXHIBITORS
RECOMMEND LAB
INNOVATIONS

107

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



“

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



Personalised banners and artwork



Dedicated PR team



Trackable registration links



Website promotion



Social media



50,000+

EMAIL DATABASE



8,100+

SOCIAL MEDIA AUDIENCE



52,000+

UNIQUE WEBSITE USERS



185,000+

UNIQUE WEBSITE PAGE VIEWS



30

PUBLICATION PARTNERS



2.5

MILLION PR REACH

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BUILDING TECHNOLOGY BUSINESS



BREAKTHROUGH

UKSPA
BUILDING TECHNOLOGY BUSINESS



PATHOLOGY
IN PRACTICE

PHARMA
ADVANCEMENT

LC GC



BBH
BUILDING BETTER REACTORS

The Analytical Scientist

AZO
LIFE SCIENCES
An AZO Network Site

M&M

SETFORM

CHEMISTRY WORLD

the Pathologist

WORLD
PHARMA
TODAY

manufacturing
CHEMIST

CLEANROOM
TECHNOLOGY



1 & 2 November 2023
NEC, Birmingham

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

SIMON FARNFIELD

Event Director
Simon.farnfield@easyfairs.com
+44 (0)20 3196 4375

ALI FARR

Head of Sales
ali.farr@easyfairs.com
+44(0)20 3196 4244

MAURICIO MONTES

Senior Sales Manager
Mauricio.montes@easyfairs.com
+44 (0)20 3196 4355

NICOLE HAWKINS

Senior Marketing Executive
Nicole.hawkins@easyfairs.com
+44 (0)20 3196 4379

ADRIEN RASSAT

Sales Executive
adrien.rassat@easyfairs.com
+44 (0)20 3089 6269

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in    @labinnovations