



8th Edition of Malaysia International Scientific Instrument
and Laboratory Equipment Exhibition and Conference

ASEAN's Leading Lab Exhibition

DIGITAL SOLUTION

THE ALL-NEW LABASIA DIGITAL SOLUTION

A GLOBAL MARKETING TOOL FOR YOUR BRAND

The new digital platform functions as an alternative to act as a business continuity plan to prepare the local & international exhibitors, buyers from various industry sectors to implement digital solutions for their businesses and participation in LABASIA

THE NEW DIGITAL SOLUTIONS WILL NOW COVER:

A



Digital Showcase

B



E-Newsletter

C



Webinar




A. DIGITAL PRODUCT SHOWCASE

LABASIA is taking your business towards digitisation with the digital platform module designed exclusively to connect the exhibitors and buyers outside of exhibition venue. Buyers can now easily browse and discover products & services they would like to buy!

Exhibitors are now able to manually utilise the digital platform by uploading pictures of their products & services, and the information about, of the items provided.

KEY FEATURES OF THE NEW DIGITAL PLATFORM

-  Connect with potential buyers and start collecting leads before the event launches
-  Pre-schedule meetings with global buyers to be held during the event
-  Provide full details of your product, technology or service
-  Search by industry sector, exhibitor category, exhibitor country or company name
-  Reaching out to an average of more than 10,000 trade visitors* each month

REGISTER YOUR LABASIA DIGITAL SHOWCASE ACCOUNT NOW

Follow these easy three steps to activate your profile and start collecting valuable business prospects from around the world!

The login access will be sent to all exhibitors through email.

If you do not receive the login access, please contact us at **info.labasia@informa.com**



-  **LOG-IN**
Visit **www.lab-asia.com.my** and log in to your designated exhibitor e-manual access
-  **FORM 2**
Go to **Form 2** (Lab Asia Digital Showcase)
-  **UPLOAD**
Upload hi-res images and descriptions of your product, technology or service. Be sure to complete all the required fields.

A. DIGITAL PRODUCT SHOWCASE

ADVERTISING OPPORTUNITY

Item	Requirements	Exhibitor Price	Non-Exhibitor Price
1. Display Banner (Three Months) <i>Banner ads will be displayed in the fixed position below the search category in the landing page for duration of three months</i>	1000 (w) x 140 (h)	USD 1,600	USD 3,500
2. Digital Showcase <i>Upload three (3) hi-res images and descriptions of your product, technology or service</i>	JPEG, High Resolution	USD 300	USD 1,500
3. Priority Placement (Exhibitors / Product Highlights) <i>Advertise your product to appear on the first page of LabAsia Digital platform.</i>		USD 1,600	USD 3,500
4. Video Clip	Video Link	USD 1,000	USD 1,500

* Terms and conditions apply, please speak to our sales representative for detailed pricing and information

** 6% Sales & Service Tax (SST) will be charged in addition at the applicable rate



A. DIGITAL PRODUCT SHOWCASE

ADVERTISING OPPORTUNITY

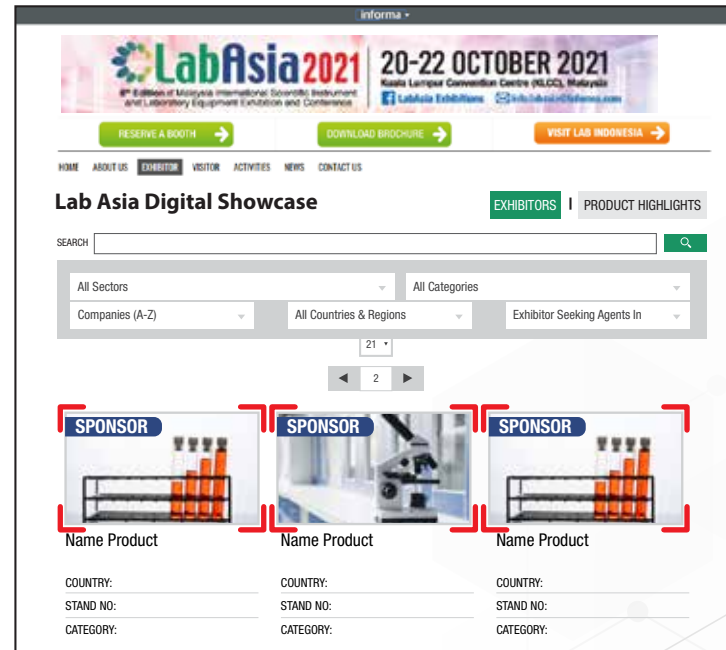
Display Banner



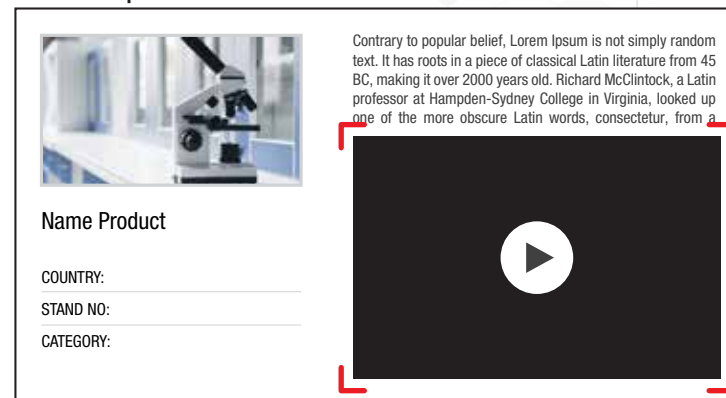
Priority Placement (Exhibitors / Product Highlights)



Priority Placement



Video Clip



B. E-NEWSLETTER

Our monthly E-newsletter are sent to over 10,000 local and international opt-in subscribers covering the entire industry. While keeping the key buyers updated of what is happening, exhibitors are now able to promote their products, technologies and services through the e-newsletter.

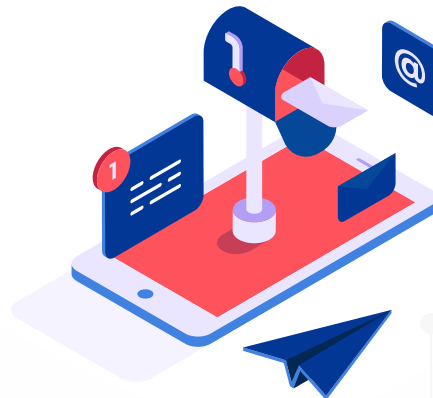
ADVERTISING OPPORTUNITY

Ads positions are filled on a first come first serve basis.

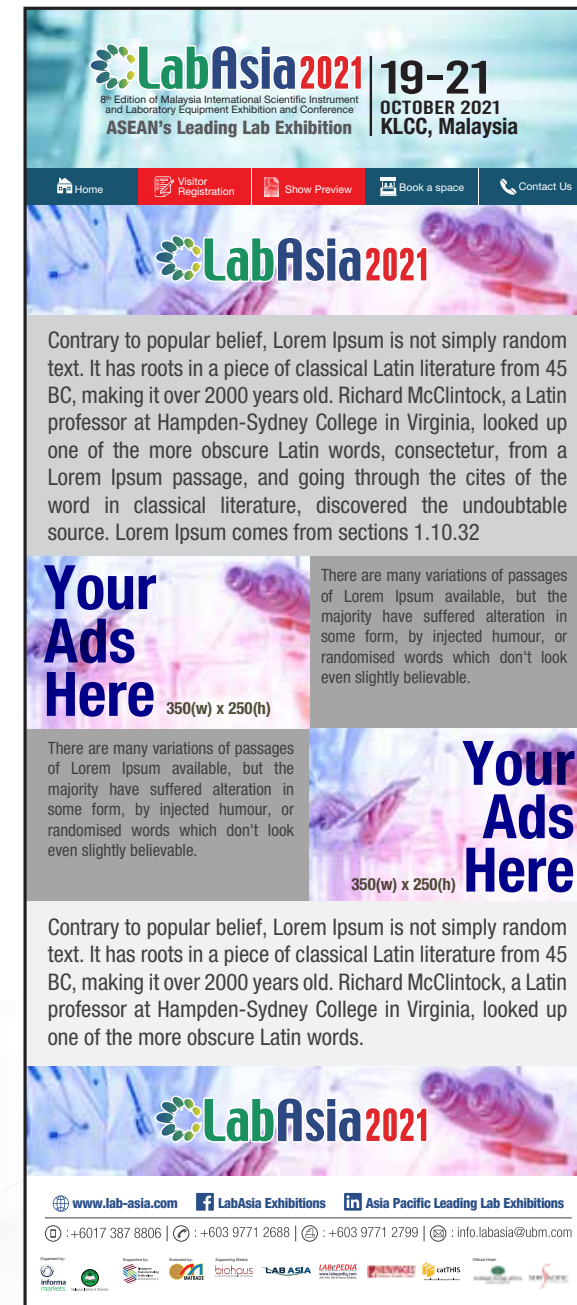
Item	Size	Exhibitor Price	Non-Exhibitor Price
1. Top Banner <i>Below featured article</i>	750(w) x 300(h)	USD 3,000	USD 5,000
2. Bottom Banner <i>Above contact us</i>	750(w) x 300(h)	USD 2,500	USD 4,500
3. Third and Fourth Positions	350(w) x 250(h)	USD 1,500	USD 3,500
4. Full Featured Content	750(w) x (h)	USD 5,000	USD 6,500

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Sample :



LabAsia 2021 | 19-21 OCTOBER 2021 | KLCC, Malaysia

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ASEAN's Leading Lab Exhibition

Home | Visitor Registration | Show Preview | Book a space | Contact Us

LabAsia 2021

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32

Your Ads Here 350(w) x 250(h)

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable.

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LabAsia 2021

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Sponsored by: 

Top Banner

Third and Fourth Positions

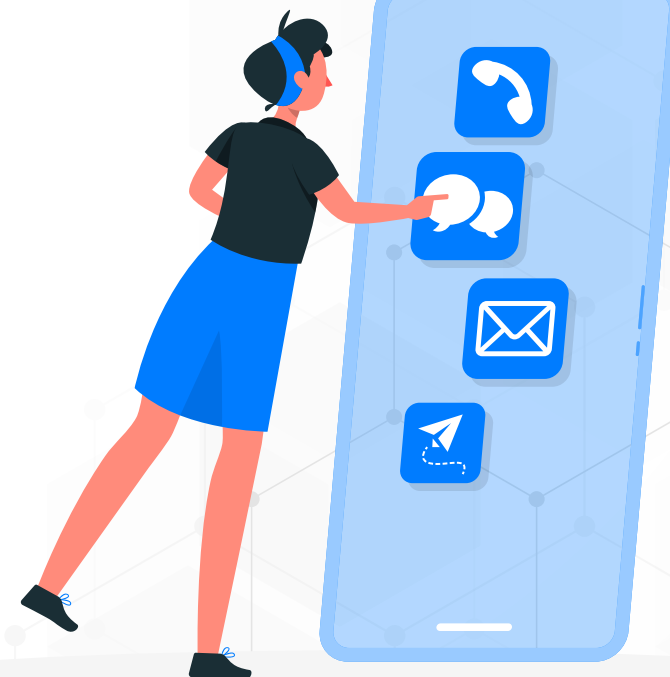
Bottom Banner

B. E-NEWSLETTER

E-NEWSLETTER SPECIFICATIONS

Item	Size
Dimensions	750 pixels (width)
File Size	300kb
Format	HTML with static images (JPEG/ GIF/PNG) ONLY
Images	Max file size allowed: 1,000.00 KB
	Animated Gifs are not recommended (due to Outlook only displaying the first frame of the animation).
Fonts	No custom fonts. (Unless they are contained within images)
Notes	Use only system fonts for compatibility.
	Rich Format Elements (E.g. Flash, QuickTime, Javascript, form & data capturing scripts) are not accepted.
	PDF materials are NOT accepted.
	Email Subject Line to be decided by the organiser.
Hyperlink	One URL link per ad





**Contact our team on
the e-newsletter
materials submission
deadline today!**



C. WEBINAR

Our exclusive and cost-effective webinars provide a wide variety of content to targeted audience, ranging from educational topics, insights sharing, new product launching and demonstrations. Speak to our team on how to produce and develop the right topic, as well as to market the programme to the relevant industry professionals.

KEY BENEFITS OF WEBINAR

-  Increase your brand visibility
-  Generate valuable sales lead to targeted audience
-  Showcase your expertise in the industry
-  Convenient and easy approach to connect with the buyers



ADVERTISING OPPORTUNITY

Duration	Exhibitor Price	Non-Exhibitor Price
30 minutes	USD 1,250	USD 2,500
60 minutes	USD 5,000	USD 8,000
120 minutes	USD 10,000	USD 15,000

** Terms and conditions apply, please speak to our sales representative for detailed pricing and information*

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Webinar Sponsorship opportunities are available in variety of ways:

- **EDUCATIONAL WEBINAR SPONSORSHIP**

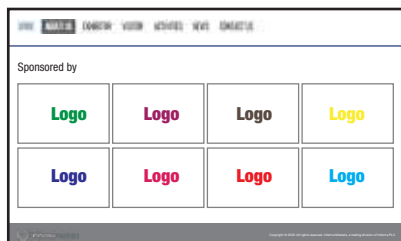
Sponsoring a webinar topic featuring key industry leaders and established local & international association related to the manufacturing and automation industry.

- **CUSTOMISE YOUR OWN WEBINAR**

You can also present and sponsor a webinar topic of your choice. If you are interested, please email idayu.zakaria@informa.com for further discussion.

C. WEBINAR

Pre-webinar Branding & Promotion



Your company logo displayed as the “Webinar Sponsor” on the Event Website



Your company name to be mentioned as the “Webinar Sponsor” in the pre-event Press Release



Your company logo displayed as the “Webinar Sponsor” on the Registration Page.



1x Facebook blasting



1x dedicated e-newsletter promotion



During the Webinar



Your company logo displayed on screen before the webinar starts



Opportunity to include content (video or images) pertaining to the topic



Verbal recognition and company description during the webinar

Post Webinar



Registration leads including complete contact information will be provided



Webinar will be archived in the website for the duration of one year



Your company logo displayed as the “Webinar Sponsor” in the Buyer’s Guide



Your company logo displayed as the “Webinar Sponsor” in the Show Directory

