



LabAsia 2021

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

ASEAN's Leading Lab Exhibition

19-21 OCTOBER 2021

Kuala Lumpur Convention Centre (KLCC), Malaysia

MEDIA KIT

THE ALL-NEW LABASIA DIGITAL PLATFORM

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 EXPANDED SUITE OF THE EXHIBITOR MARKETING GUIDE WILL NOW COVER :

A



Digital Showcase

C



Webinar

B



Email Lead-Generation

D



Google Advertising








A. DIGITAL 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.

ADVERTISING OPPORTUNITY

Item	Requirements
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)
2. Digital Showcase <i>Upload three (3) hi-res images and descriptions of your product, technology or service</i>	JPEG, High Resolution

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

The screenshot shows the LabAsia2021 website interface. At the top, there's a header with the event logo, dates (19-21 OCTOBER 2021), and location (Kuala Lumpur Convention Centre (KLCC), Malaysia). Below the header are three main buttons: 'RESERVE A BOOTH', 'DOWNLOAD BROCHURE', and 'VISIT LAB INDONESIA'. A navigation bar includes links for HOME, ABOUT US, EXHIBITOR, VISITOR, ACTIVITIES, NEWS, and CONTACT US. The main section is titled 'Online Show Directory' and features a search bar, a filter menu with options like 'All Sectors', 'All Categories', 'Companies (A-Z)', 'All Countries & Regions', and 'Exhibitor Seeking Agents In', and a 'PRODUCT HIGHLIGHTS' tab. At the bottom, there's a large banner image with the LabAsia2021 logo, which is highlighted by a line and a label 'Display Banner'.

ADVERTISING OPPORTUNITY

Item	Requirements
3. Priority Placement <i>Advertise your product to appear on the first page of LabAsia Digital platform.</i>	
4. Video Clip	Video Link

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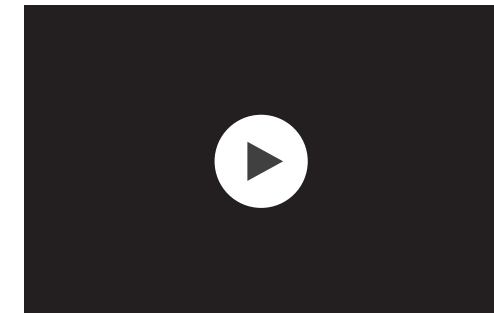
Name Product

COUNTRY:

STAND NO:

CATEGORY:

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



Video Clip

Priority Placement

B. E-NEWSLETTER

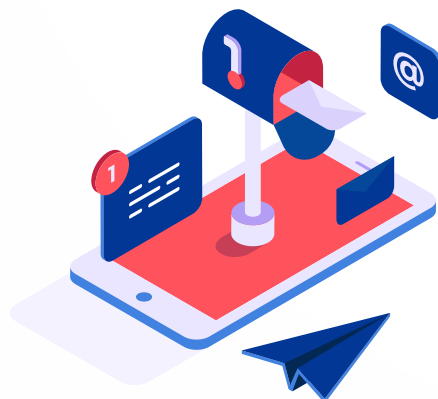
Our monthly E-newsletter are sent to over 10,000 local and international opt-in subscribers covering the entire industry. While keeping the key buyers updated of what is happening, exhibitors are now able to promote their products, technologies and services through the e-newsletter.

ADVERTISING OPPORTUNITY

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

Item	Size
1. Top Banner <i>Below featured article</i>	750(w) x 300(h)
2. Bottom Banner <i>Above contact us</i>	750(w) x 300(h)
3. Third and Fourth Positions	350(w) x 250(h)
4. Full Featured Content	750(w) x (h)

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Sample :

LabAsia2021
19-21
OCTOBER 2021
KLCC, Malaysia

Home
Visitor Registration
Show Preview
Book a space
Contact Us

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

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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www.lab-asia.com
LabAsia Exhibitions
Asia Pacific Leading Lab Exhibitions

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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

E-NEWSLETTER MATERIALS SUBMISSION DEADLINE

July		31/5/2020
August		30/6/2020
September		31/7/2020
October		31/8/2020
November		30/9/2020
December		31/10/2020

MATERIALS DUE

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

60 minutes

120 minutes

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

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.

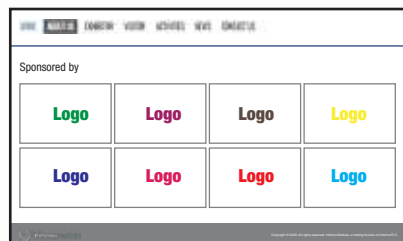
CUSTOMISE YOUR OWN WEBINAR

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



D. GOOGLE ADVERTISING

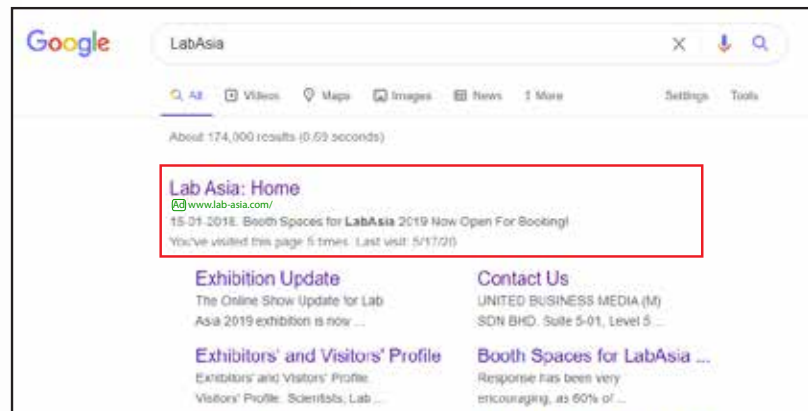
Google Advertising makes it easy to show the world what's unique about your business, so you can reach customers searching for what you offer. Being a partner with Google, we can work out which platform will give you the best result. Contact us now if you need advice and recommendations to how to maximize your paid advertising budget.

Plus, we will provide reports, insights, and ongoing guidelines, so you can monitor your progress and make your ads even more successful.

TYPES OF ADVERTISING

Search Engine Marketing (SEM)

Paid advertisements that appear on search engine results page



Dynamic Remarketing Advertising

Target visitors on 3rd party websites through content & their interests



EMAIL ADVERTISING

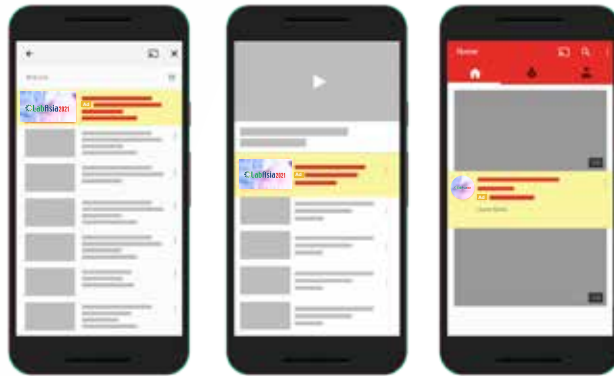
Interactive ads shown in promotion and social tabs of your inbox



D. GOOGLE ADVERTISING

Discover Advertising (New Ad Format)

Deliver highly visual, inspiring and personalised ads to your audience



ADVERTISING OPPORTUNITIES

Package	Plan Details
Google Advertising (Basic)	<ul style="list-style-type: none"> You will receive performance every six month You can enjoy SEM & Retargeting GDN
Google Advertising (Advance)	<ul style="list-style-type: none"> You will receive performance report every month You can enjoy all formats including new Discover ads & Gmail ad

FOR EXHIBITING AND VISITING ENQUIRY, PLEASE CONTACT:

United Business Media (M) Sdn Bhd

Suite 5-01, Level 5, Sunway VISIO Tower,
Lingkaran SV, Sunway Velocity,
55100 Kuala Lumpur, Malaysia
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MALAYSIA

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VISITOR ENQUIRY, ASSOCIATION & MEDIA PARTNERSHIP

MS. LEE PUI TENG
E: Puiteng.Lee@informa.com

Booth Specifications

Space Only

Rent a space, appoint a registered contractor and customize your own stand design to suit your needs. (Without Carpet)
Minimum: Eighteen (18) Square Meters (m²)

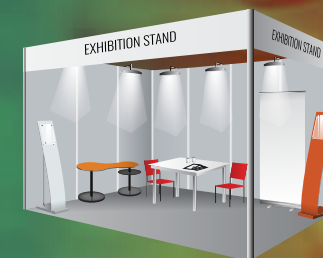


Shell Scheme

This complete build-up shell scheme will minimize your stand design problem
Minimum: Nine (9) Square Meters (m²)

Shell Scheme package includes:

- 1 x Information Counter
- 1 x Waste Paper Basket
- 1 x 13 Amp Single Phase Power Point
- 2 x Folding Chairs
- 2 x Fluorescent Tube (40W)
- Fascial Board with Exhibitor's Name and Booth Number
- Needle Punch Carpet Flooring
- White Laminated Plywood Panel with Aluminum Pole wherever applicable



SHOW INFORMATION

LABASIA are strictly open to trade, professional and business visitors by invitation and business card registration only.

OPENING HOUR

19-21 October 2021 (Tuesday - Thursday)
10:00am - 6:00pm