

LabAsia2023

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

10 - 12 OCTOBER 2023

KUALA LUMPUR CONVENTION CENTRE(KLCC), MALAYSIA

HYBRID EXHIBITION

MALAYSIA'S LEADING LABORATORY EVENT THAT COMBINES
PHYSICAL EXHIBITION WITH VIRTUAL ONLINE COMPONENT



 www.lab-asia.com

 LabAsia Exhibitions

 Asia Pacific Leading Lab Exhibition

Organised by:



A NEW DIMENSION IN NEW NORMAL

With the unique advantages of high internationalization and entire coverage in the laboratory industry chain, LABASIA has become a trading platform for efficient communication between suppliers and key customers, bringing many business opportunities for laboratory instrument enterprises. Internationally well-known enterprises and domestic excellent brands will gather in the brand new venue from **10 – 12 October 2023** at **Kuala Lumpur Convention Centre (KLCC), Malaysia.**

While providing all-round solutions for laboratory professionals, it also creates a more accurate and deep-seated communication platform for domestic and foreign instrument brand enterprises, and promotes the development of R&D, testing and analysis technology in pharmaceutical and biotechnology fields.

LABASIA are also proud to introduce the first-ever **Hybrid Exhibition** format to keep the exhibitors to continuously connected with their buyers through the physical and online platform.

Show Information

Date:

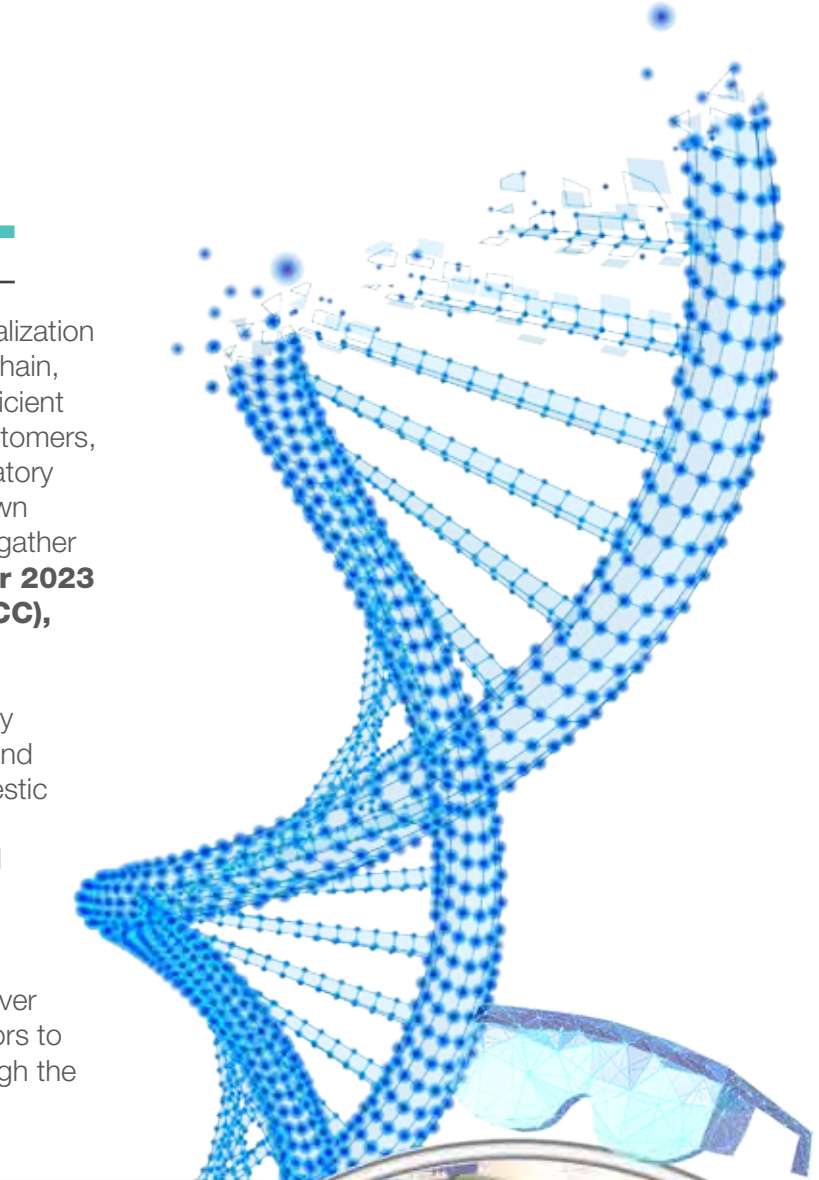
10 – 12 October 2023
(Tuesday – Thursday)

Physical & Virtual Opening Hours:

10:00 am to 6:00 pm

Venue:

**Kuala Lumpur Convention Centre (KLCC),
Malaysia**



INTRODUCTION TO LABASIA

HYBRID EXHIBITION

LABASIA Hybrid Exhibition combines both the physical event and virtual component of exhibiting brands, providing both exhibitors and visitors an integrated and interactive experience to connect in a professional setting in a safe physical environment and a non-restricted virtual space simultaneously.

The Virtual Platform is a complement to the physical event, where buyers and exhibitors can build business connections through a virtual space. The Virtual Platform is designed to replicate the appearance of a live event to ensure a realistic and immersive experience for the visitors. Customised exhibition booths and structures are available across the platform, and visitors can conveniently visit and browse the exhibitor's offerings.

PHYSICAL EXHIBITION

- Focusing on face-to-face business meetings with physical visitors
- Helps to build brand proximity and awareness to the onsite visitors
- Generate and nurturing sales leads after the physical event

VIRTUAL EXHIBITION

- Using Interface-to-interface virtual meeting targeting a wider global audience
- Create additional exposure to your brand and message with extended advertising opportunities
- Utilise special analytic tools and lead tracking to receive immediate sales leads
- A strategic tool that intelligently connects the exhibitors and buyers



EXHIBITOR PROFILE

1. Analytical Systems
2. Agriculture & Food
3. Biotechnology & Life Science
4. Calibration Systems
5. Chemical Process Technology, Chemical Handling, Transport & Storage
6. Chemicals Reagent & Supplies
7. Drug Discovery
8. Environmental Sciences Testing
9. Forensic & Security Testing
10. Laboratory Consumables
11. Laboratory Data Systems & Documentation
12. Laboratory Instruments
13. Laboratory Testing
14. Material Testing & Characterization
15. Nanotechnology Testing
16. Occupational Health & Safety Equipment
17. Optical Imaging Systems & Microscopes
18. Petrochemical & Petroleum Testing
19. Pharmaceutical Testing
20. Quality Assurance & Quality Control
21. Research & Development
22. Scientific Equipment
23. Test & Measurement



VISITOR PROFILE

KEY VISITOR INDUSTRY PROFILES

Here's who you could be meeting at LABASIA 2023, sorted by industry sectors:

1. Advanced Materials
2. Biotechnology
3. Chemical Processing
4. Education and Training
5. Food & Beverage Processing
6. Material Testing & Inspection
7. Oils & Fats and Oleochemicals
8. Oil & Gas
9. Pharmaceutical and Healthcare
10. Petroleum and Petrochemicals
11. Pollution Control
12. Research Laboratories
13. Rubber and Plastic Products
14. Water & Waste Management
15. Universities & Government Agencies
16. Trade/ Agent/ Distributor
17. Trade Association / Government / Government Agencies
18. Cosmetic Manufacturing
19. Medical Devices

BOOK YOUR EXHIBITION BOOTH **TODAY**

LABASIA hybrid exhibition booths offer great value with all the convenience and amenities you need for a successful exhibition. Choose from our options below:

PHYSICAL BOOTH SPECIFICATIONS

Bare Space @ **USD 405 per sqm**

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

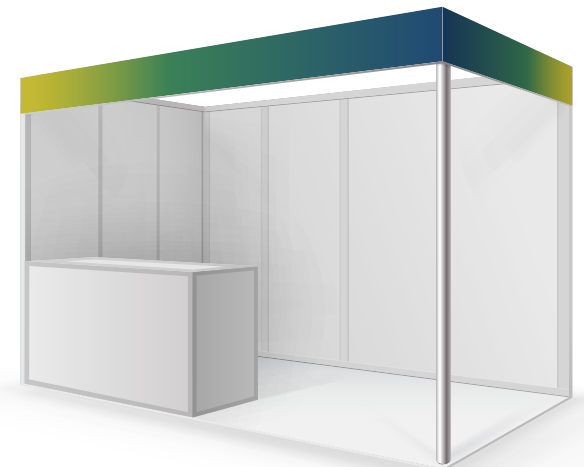


Shell Scheme @ **USD 468 per sqm**

- This complete build-up shell scheme will minimise your stand design issues.
- Minimum rental size - Nine (9) Square Meters (m²)

Shell Scheme package includes:

- 1 x Information Counter
- 1 x 13 Amp Single Phase Power Point
- 2 x Fluorescent Tubes
- 2 x Folding Chairs
- Fascia Board with Exhibitor's Name and Booth Number
- Needle Punch Carpet Flooring
- 1 x Waste Paper Basket
- White Laminated Plywood Panel with Aluminium Pole wherever applicable



BOOK YOUR EXHIBITION BOOTH **TODAY**

VIRTUAL BOOTH SPECIFICATIONS

Offerings	Premium Virtual Space USD 2,000
Company Logo	✓
Company Name	✓
Company Profile / Description	✓
Contact Details	✓
Product Listing	6 x
Sales Brochures	6 x
Video	3 x
Article	1 x
Digital Showroom on LabAsia Website	✓
Offline Enquiry	✓
Real Time Interactive Meeting & Chat	✓
Pre-scheduled Business Matching	✓
Business Leads Provided	✓



BOOK YOUR EXHIBITION BOOTH **TODAY**



HYBRID BOOTH SPECIFICATIONS

Booth Inclusive	Hybrid Individual USD 4,500	Hybrid Pavilion Lounge USD 4,500	Hybrid Pavilion Booth USD 4,800
Virtual Premium Platform	✓	✓	✓
6sqm (3m x 2m) booth	✓	N/A	✓
Fascia Board with Company Name	✓	N/A	✓
1 x High Counter with Company Name	✓	✓	✓
1 x Bar Stool	✓	✓	✓
1 x Brochure Rack	✓	✓	✓
Hybrid Requirements Inclusive			
LED TV (Product Images & Video Playing)	✓	✓	✓
Laptop with Webcam + Headset	✓	✓	✓
Internet Connection	✓	✓	✓
Lighting & Electrical	✓	✓	✓
Receptionist	✓	✓	✓
Business Leads Provided	✓	✓	✓

CONTACT US

Informa Markets Malaysia Sdn Bhd

Company no. 201101014009

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

Tel: +6012 648 8065 | Fax: +603 9771 2799

For exhibiting and sponsorship enquiries, send a meeting request to our sales specialist:

Ms. Geonice Chong

Email: geonice.chong@informa.com

Ms. Idayu Zakaria

Email: Idayu.zakaria@informa.com

Visitor, Association & Media Partnership

Ms. Lee Pui Teng

Email: Puiteng.Lee@informa.com

