



8<sup>th</sup> Edition of Malaysia International Scientific Instrument  
and Laboratory Equipment Exhibition and Conference

**ASEAN's Leading Lab Exhibition**

**DIGITAL SOLUTION**

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 diagram illustrates four digital marketing strategies, each represented by a blue square with a green trapezoidal extension on the left containing a white letter. The strategies are:

- A Virtual Exhibition:** Represented by an icon of a laptop screen showing a virtual gallery with three people avatars.
- B Digital Showcase:** Represented by an icon of a smartphone displaying a person's profile and a play button.
- C Email Lead-Generation:** Represented by an icon of three people avatars looking at a screen with a play button.
- D Webinar:** Represented by an icon of a computer monitor displaying a play button.



## A. VIRTUAL EXHIBITION

LabAsia are extremely significant trade shows that many exhibitors and visitors look forward to, but like many aspects of our way of life, we have had to make certain changes and implementing new elements within.

As such, we are proud to launch the Virtual Exhibition, aimed to keep the Malaysian Laboratory Industry continuously connected with our prestigious brand while assisting industry players and manufacturers to collaborate, share best practices and adopt a cost-effective methods in growing their businesses.



## WHY EXHIBIT IN VIRTUAL?



### Easy Access

Participating a Virtual Exhibition eliminate the geographical, time and spatial constraints of physical events. Exhibitors can reach a global audience with utmost ease and convenience and keep the event running for days on end.



### Lead Tracking & Follow Up

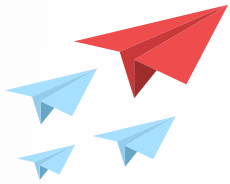
Once the event is over, detailed event reports can be generated. The insights will help you to improve your performance in the future and reveal the leads that you have managed to generate.

Here are some analytics you'll be able to acquire:

- Total number of visitors in Virtual only
- Buyer's Contact (Only for visitors who enter the booth and submit their business card)

## A. VIRTUAL EXHIBITION

### WHY EXHIBIT IN VIRTUAL?



#### Lead Generation

Virtual Exhibition are highly content, value-driven and provide vast opportunities for attendees to learn about the products, services and technology on display. All Virtual Exhibitors will be offered an enriched platform, filled with key features including business matching, branded and interactive booths, live chat, downloadable content and networking lounges to attract global audience and generate new sales lead.



#### Mobile Friendly

Enjoy maximum experience on both Android and iOS mobile devices. Exhibitors and visitors can easily access & engage with each other in the Virtual Exhibition, Conference & Seminar Content, Speakers and Sponsors.







## B. 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**



**1**



**LOG-IN**  
Visit **www.lab-asia.com.my** and log in to your designated exhibitor e-manual access

**2**



**FORM 2**  
Go to **Form 2** (Lab Asia Digital Showcase)

**3**



**UPLOAD**  
**Upload hi-res images and descriptions of your product, technology or service.** Be sure to complete all the required fields.

# B. DIGITAL PRODUCT SHOWCASE

## ADVERTISING OPPORTUNITY

Item	Requirements
<b>1. Display Banner (Three Months)</b> <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)
<b>2. Digital Showcase</b> <i>Upload three (3) hi-res images and descriptions of your product, technology or service</i>	JPEG, High Resolution
<b>3. Priority Placement (Exhibitors / Product Highlights)</b> <i>Advertise your product to appear on the first page of LabAsia Digital platform.</i>	
<b>4. Video Clip</b>	Video Link

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





# B. DIGITAL PRODUCT SHOWCASE

## ADVERTISING OPPORTUNITY

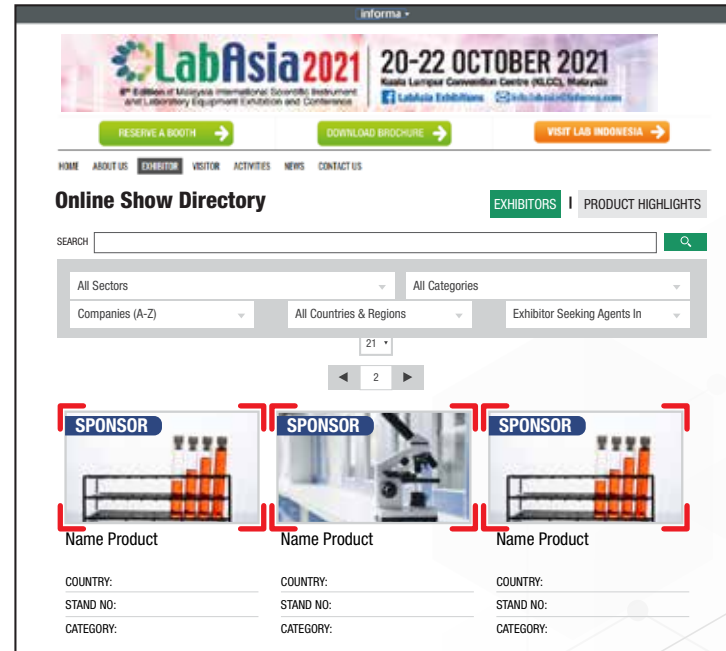
### Display Banner



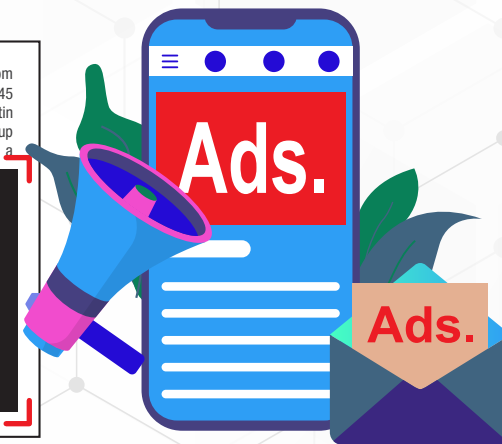
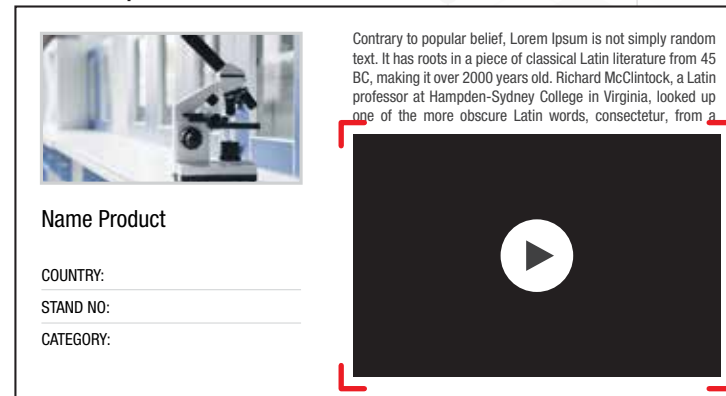
### Priority Placement (Exhibitors / Product Highlights)



### Priority Placement



### Video Clip



## C. 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

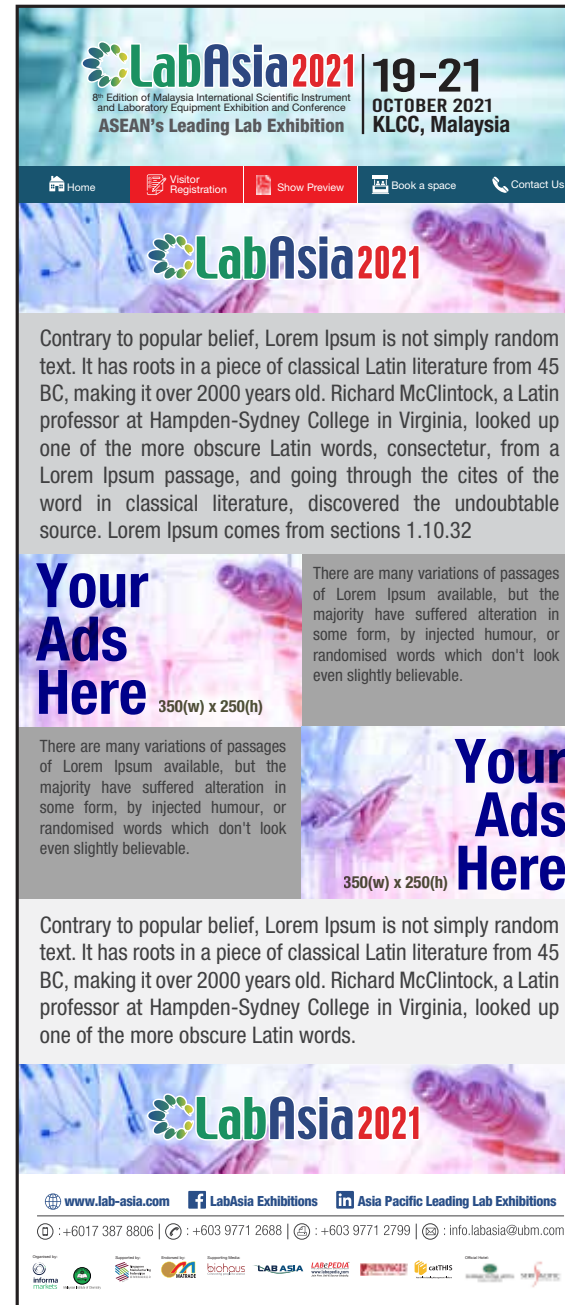
Ads positions are filled on a first come first serve basis.

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

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Sample :



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

8th Edition of Malaysia International Scientific Instrument and Laboratory Equipment Exhibition and Conference  
ASEAN's Leading Lab Exhibition

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

**Top Banner**

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.

**Third and Fourth Positions**

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.

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

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**Bottom Banner**

**LabAsia 2021**

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

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Sponsored by: Informa, LabAsia, LabAsia Exhibitions, Asia Pacific Leading Lab Exhibitions

Supported by: bioRxiv, LABASIA, LABASIA, LABASIA, LABASIA, LABASIA, LABASIA, LABASIA, LABASIA, LABASIA



## C. 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!**



## D. 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.

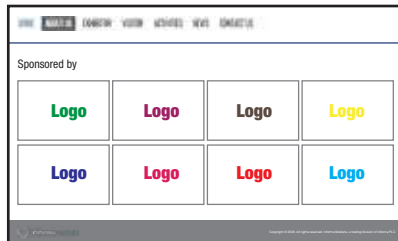
- **CUSTOMISE YOUR OWN WEBINAR**

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



# D. 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





## FOR EXHIBITING AND VISITING ENQUIRY, PLEASE CONTACT:

### **Informa Markets Malaysia Sdn Bhd**

Company no. 201101014009

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Lingkar SV, Sunway Velocity,  
55100 Kuala Lumpur, Malaysia

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**MS GEONICE CHONG**

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**MS. IDAYU ZAKARIA**

E: [idayu.zakaria@informa.com](mailto:idayu.zakaria@informa.com)

### **Visitor Enquiry, Association & Media Partnership**

**MS. LEE PUI TENG**

E: [Puiteng.Lee@informa.com](mailto:Puiteng.Lee@informa.com)