

# Reshaping the future of diagnostics

Unrivalled access to networking,  
business exchange and trade

[medlabme.com](https://medlabme.com)

Medlab Middle East   
By Informa Markets

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**Online:** 31 May - 2 Aug 2021

**Live:** 28 June - 1 July 2021

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# Medlab Middle East is the leading digital and events platform in the medical laboratory sector.

Bringing you face-to-face with the entire spectrum of the medical laboratory industry so you can build new relationships that will drive your business, nurture existing ones and open doors to new networks and channels.

At the heart of it all is the new technology that's changing our world; from state-of-the-art laboratory devices to the most cost-effective disposables; developments in testing to advances in equipment. Medlab Middle East is the place to unveil the latest product line-up, and innovative laboratory solutions.



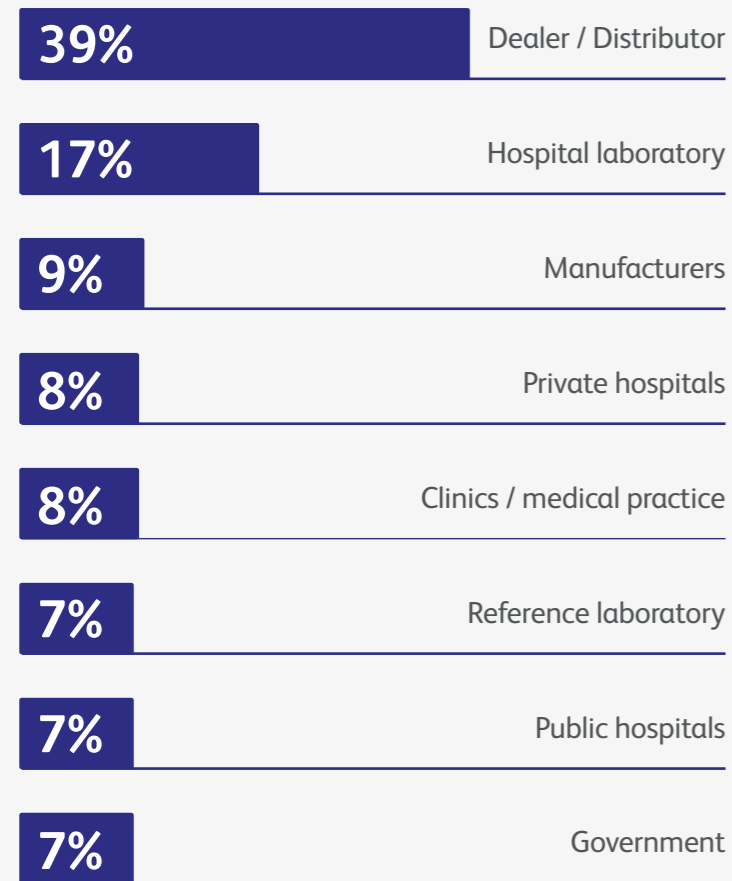
# Who will you meet?

Long established as the must attend medical laboratory event globally, we attract regional and international lab professionals, dealers & distributors, procurement professionals and innovators who are ready to redefine the future of laboratory medicine with you.

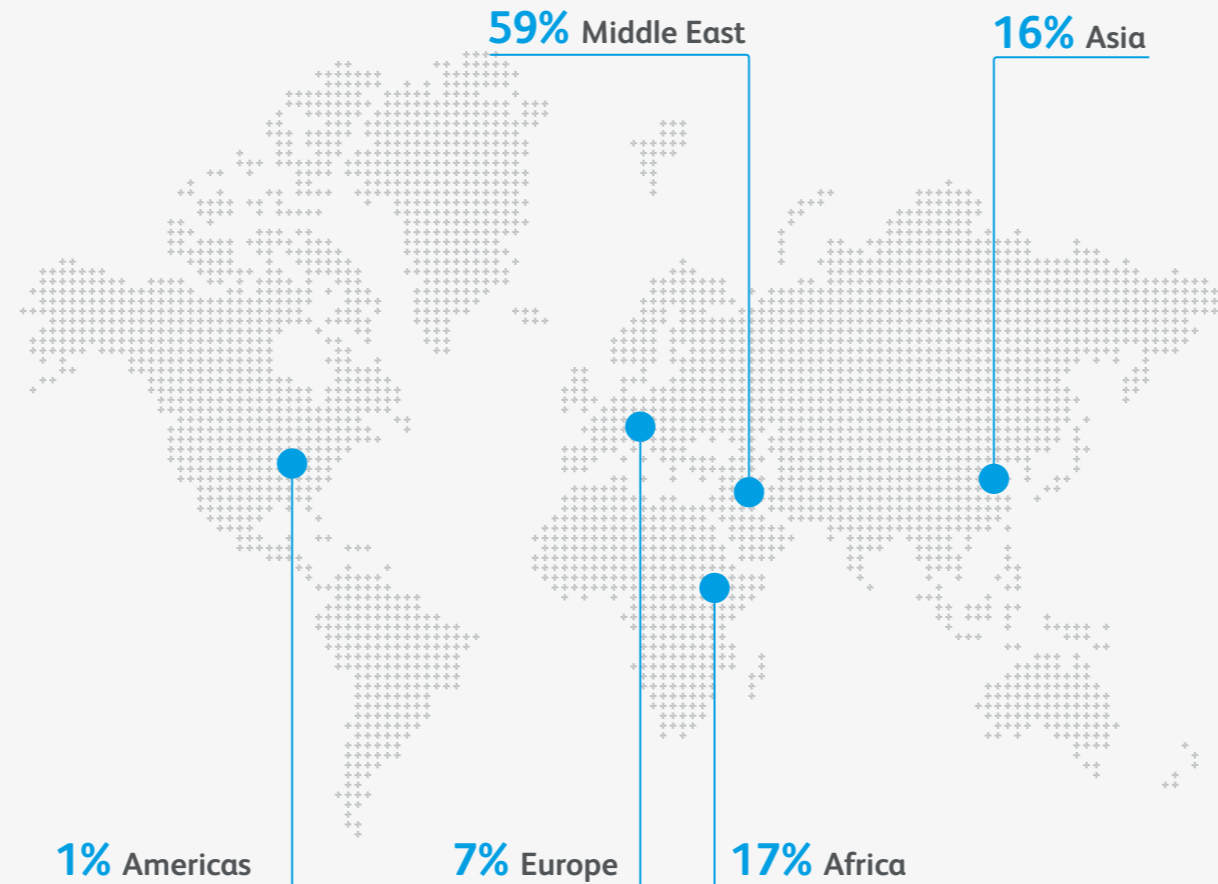


# Visitor overview

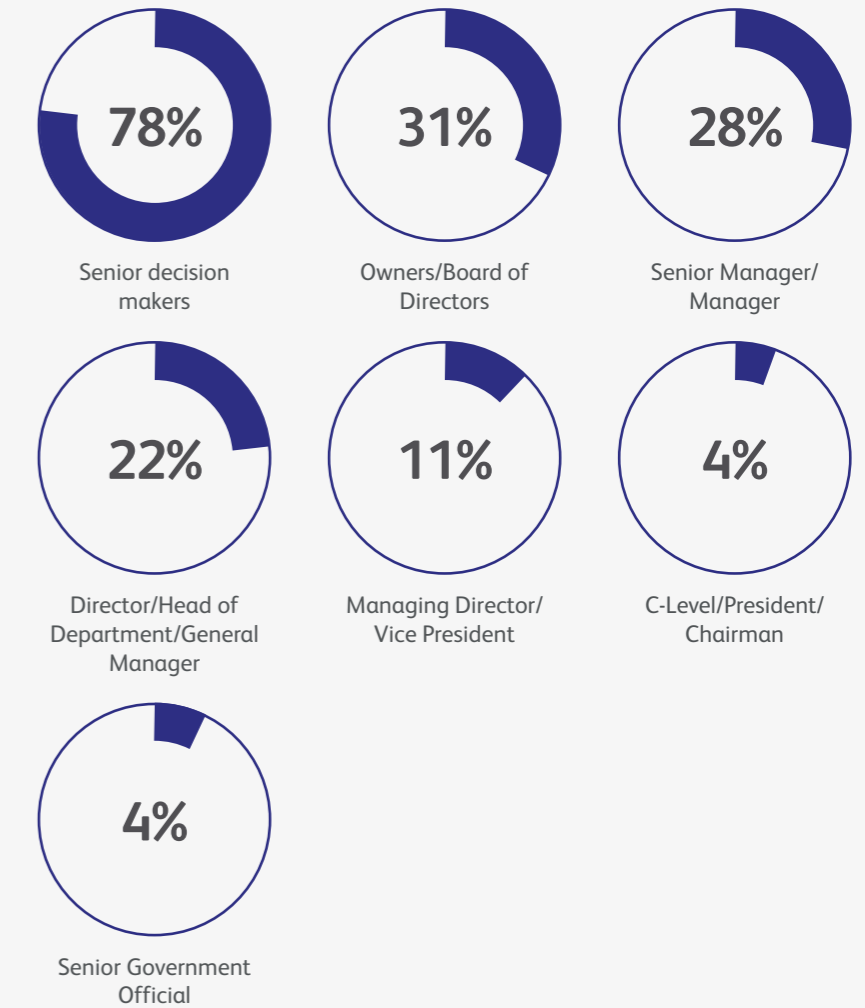
## Nature of business breakdown



## Breakdown by region



## Level of seniority



# Exhibitor coverage

Medlab Middle East attracts international manufacturers, regional distributors, medical laboratories covering the following main product categories:



**61%**

Diagnostic tests



**32%**

Laboratory equipment



**30%**

Laboratory instruments



**27%**

Reagents & chemicals



**25%**

Laboratory devices



**21%**

Medical equipment  
& devices



**15%**

Disposables &  
consumer goods



**6%**

Imaging & diagnostics



**5%**

Healthcare & general  
services



**7%**

Others

# Bringing you a whole new experience with Medlab Middle East.

## For a higher return on investment.

In a changing world and with limited resources we realise it's more important than ever to spend your time and money wisely, that's why we're redefining the art and science of making good connections, with a carefully configured series of Online and Live events.



A horizontal timeline with a white line and eight circular markers. The third and fourth markers from the left are highlighted in blue. A blue callout box points to the third marker, and a dark blue callout box points to the fourth marker.

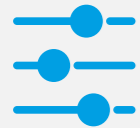
Online  
31 May - 2 Aug 2021

Live: Dubai World Trade Centre  
28 June - 1 July 2021

# The best of both worlds: Reshaping the benefits of online and live

Medlab Middle East 2021 will be giving you the Live and Online experience at no additional cost. Our Online platform has been specially designed so you can explore new contacts like never before, using filters that will automatically match you with our attendees that are interested in your products and services. At our Live event you can finalise partnerships, strengthen relationships, demonstrate your products in real-life, and even be surprised with chance encounters bringing new opportunities.

## Benefits of exhibiting Online at Medlab Middle East:



Filter attendees based on mutual interests



Gauge buying intentions



Upload your product and company information



Attend focused sessions and webinars beneficial for your company

## Benefits of exhibiting at the Live event:



Finalise the deals in person



Face-to-face networking



Live product demos



Create lasting relationships



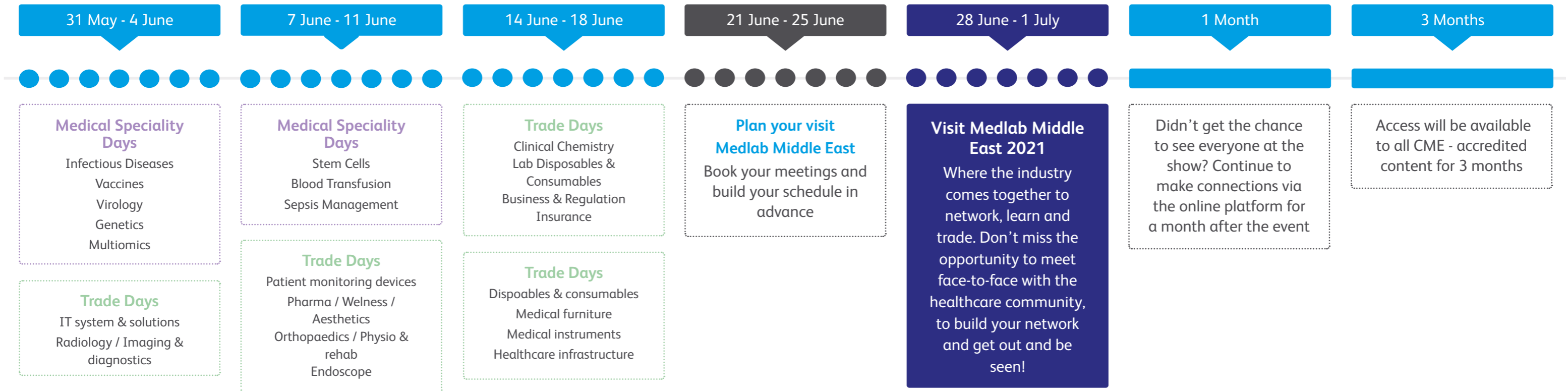
# Personalise your agenda to suit your needs

## The Medlab Middle East 2021 calendar

A series of focused events giving you more tailored Medical Laboratory Speciality and Trade Days and targeted opportunities to showcase, present and connect. A unique opportunity to engage with the Medlab Middle East community and make valuable contacts\*.

### What to expect from Medical Speciality and Trade Days:

- Keynotes and roundtables
- Industry briefings
- Product demos
- Networking
- Connections and Chats



\*Attendees to all Online sessions will be screened prior to participation. Attendees will be laboratory professional buyers, clinicians and senior industry stakeholders.

# The Medlab Middle East 2021 calendar

Objective: Community Networking

Trade Focused

Medical Speciality Focused

Live Event

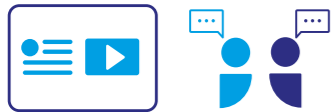
Online

	Monday	Tuesday	Wednesday	Thursday	Friday
<b>31 May - 4 June</b>	Immunology Infectious Diseases	Microbiology Vaccines	Virology	Molecular Diagnostics Genetics	Molecular Diagnostics Multi-omics
<b>7 June - 11 June</b>	Stem Cells	Blood Transfusion Blood Banking	Sepsis management Haematology	Haematology	POCT Haematology
<b>14 June - 18 June</b>	Clinical Chemistry		Lab Disposables & Consumables		Business & Regulation Insurance
<b>21 June - 25 June</b>	Attend Arab Health, Plan your visit to Medlab Middle East 2021, Book your meetings and build your schedule in advance!				
<b>28 June - 1 July</b>	Join us for the Live event: Medlab Middle East 2021 will feature 650+ exhibitors, 8 CME-accredited core medical laboratory conferences, 120 speakers and over 23,000 visitors and delegates				
<b>Up to 4 weeks</b>	Continue networking, making connections and doing business				
<b>Up to 12 weeks</b>	Access to CME-accredited sessions from Medlab Middle East Congress ( to purchase)				

\*Calendar subject to change

# Connections Experience

With our new Connections Experience (CX) at its heart, Medlab Middle East now includes:



A two-month series of online and live events, giving you more time to engage with and convert valuable contacts



New easy-to-use tools to help more new potential buyers find you



More tailored trade days, specialty days and targeted opportunities to showcase, present and connect

Your pipeline of future valuable contacts, conversations and customers is one of your most important investments.

Now Online and Live, Medlab Middle East gives you the opportunity to look ahead and make that investment work harder now than ever.

## Your CX explained:

Below is a view of what level of connections you can expect from your Online experience. The quality of connections can range from product and company views to more qualified connections you can make through in-platform chats or meetings.

### Product and company views:

Two months of Online presence will generate product and company views which your team can work on qualifying further down in the sales funnel.

### Connections and recommendations:

Our data and AI engines will make recommendations for you, or you can simply search and filter through the attendee list. Another great list for your sales team to work through.

### In platform chats and business cards:

This is where business starts to happen, share information, qualify connections and start building your pipeline.

### Chats and Connections:

Turn your connection into a deal by arranging a meeting Live at the event, Online in the platform or on any of your preferred business channels.

# New Online and Live packages

Medlab Middle East 2021 will be a Live and Online experience, made available to our exhibitors at no additional costs. Are you unable to exhibit at the Live event in 2021 but want to avoid missing out? We've got you covered. **Exhibit Online-Only** and choose the **Premium** or **Deluxe Showcase** packages to receive unlimited Online access to the Medlab Middle East community.

## Exhibit Online + Live\*

In addition to your stand booking, you receive a Premium Online Showcase (valued at US\$ 2,000) at **no additional cost**.

Alternatively, you can **choose to upgrade** to a Deluxe Online Showcase (at a reduced US\$ 2,000 additional investment).

## Exhibit Online-Only

Book your Premium Online Showcase for **US\$ 3,000**, or upgrade to a Deluxe Online Showcase for **US\$ 6,000**.

*\*If we are unable to hold Medlab Middle East in 2021, your Online Showcase fee (whether Premium or Deluxe) remains payable. Remainder of contract voided and either refunded, credited or reinvested, at your discretion.*



# Online Showcase package

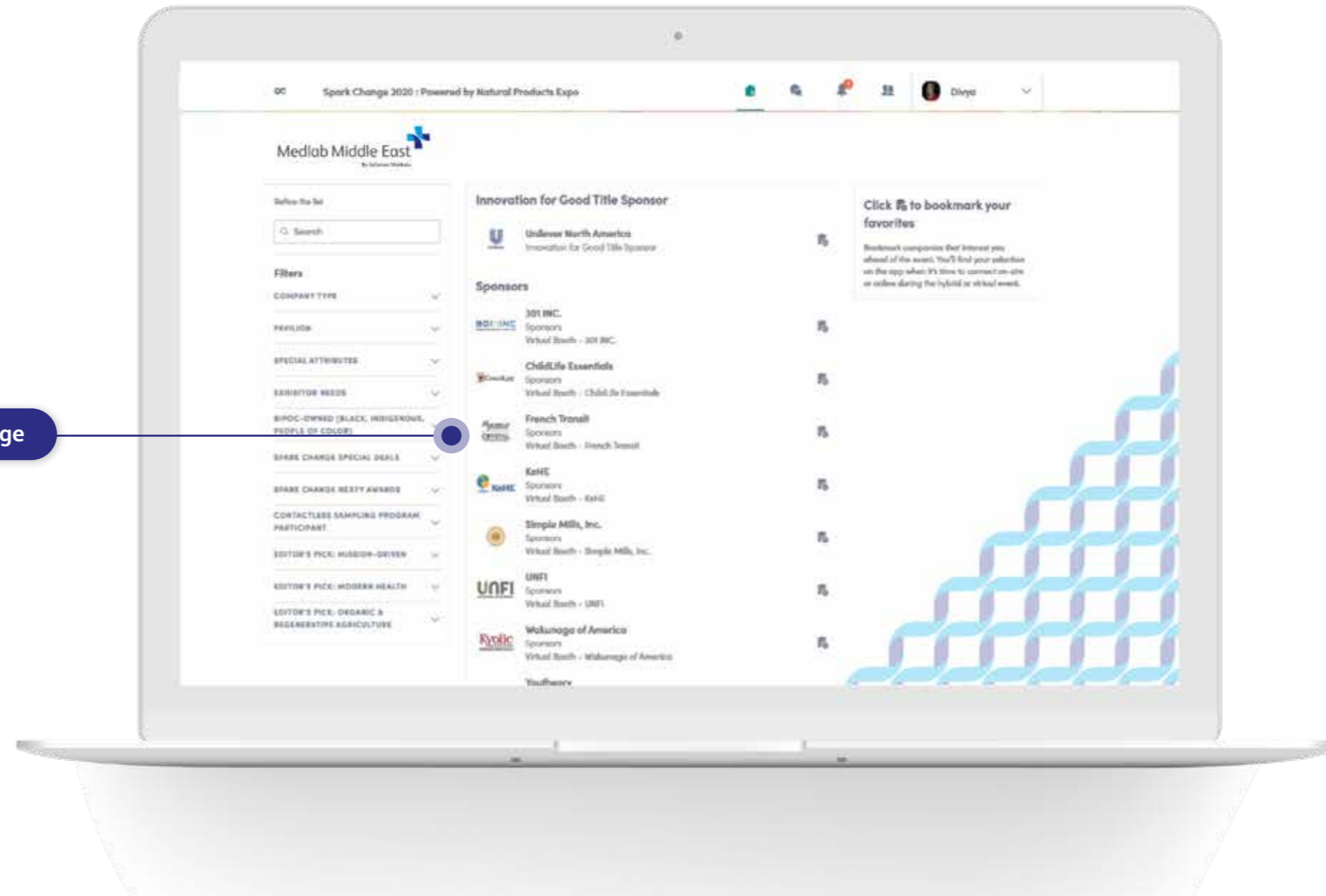
In close consultation with many of our customers, we have developed 2 brand new Online packages that will support your company's objectives.

Your Online participation in Medlab Middle East starts with selecting the Online Showcase package that works for you. Choose the Premium Online Showcase to receive all the essential features and access to Medlab Middle East's Online platform, or upgrade to a Deluxe Online Showcase to create a truly unlimited and branded experience.

Your Online showcase features	Premium US\$ 3,000	Deluxe US\$ 6,000
Company Name	✓	✓
Logo	✓	✓
Company Description	✓	✓
Address	✓	✓
Website	✓	✓
Email	✓	✓
Phone Numbers	✓	✓
Social Networks	✓	✓
Exhibitor Representatives	Up to 5	Unlimited
Product listing	Up to 4	Unlimited
Background image		✓
Video header or header image		✓
Banner advertisement		✓
"Other exhibitors you might be interested in" removed from your online showcase page		✓
<b>Your Accessibility</b>		
Access to relevant online trade & specialty days (not including by-invitation-only events)	✓	✓
Unlimited inbound connections	✓	✓
Unlimited outbound connection requests	✓	✓
Ability to search and filter across all event attendees	✓	✓
Connection recommendations based on matching interests	✓	✓
Ability to qualify and export connections to CSV	✓	✓



# Exhibitor homepage

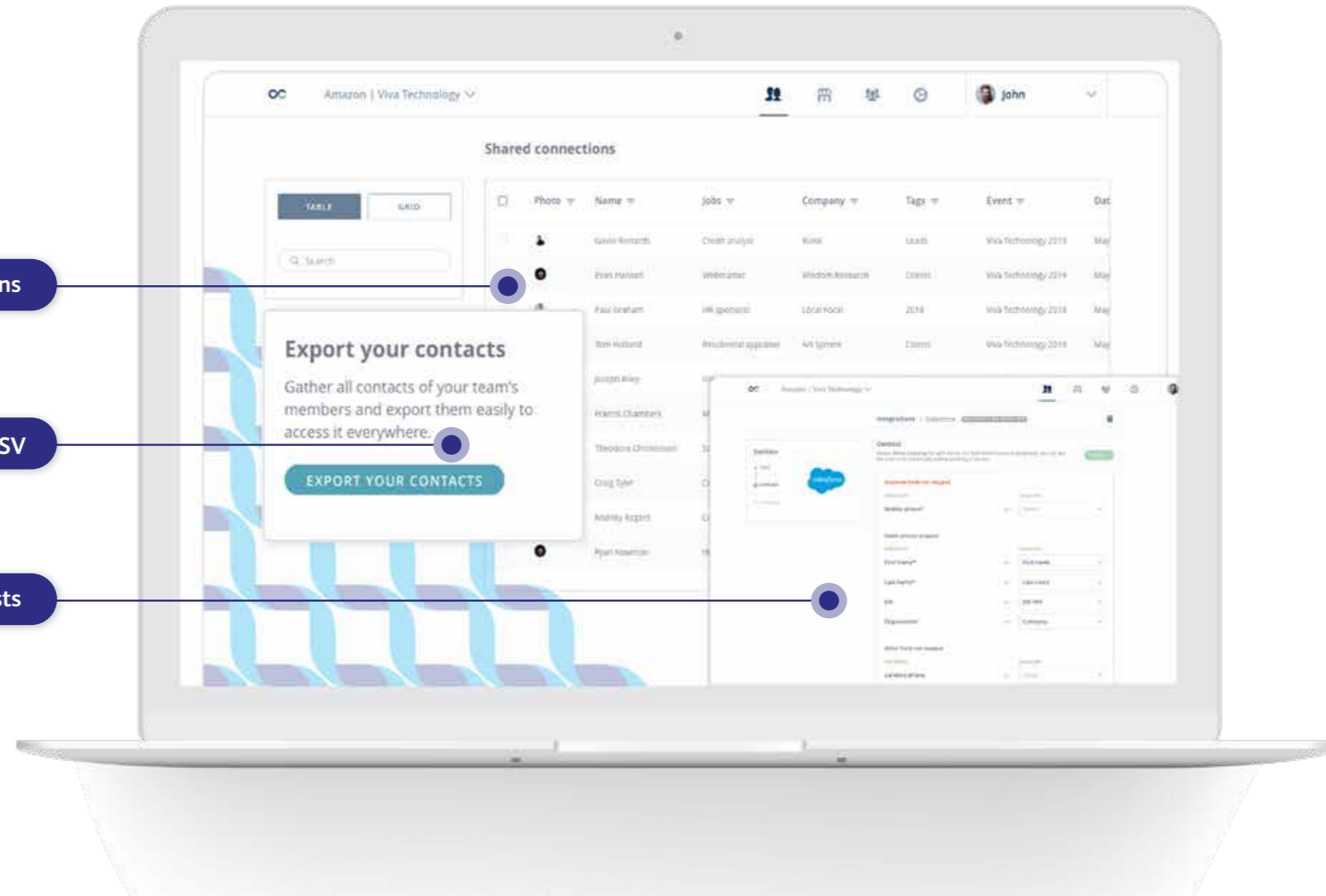


# Connections everywhere

Unlimited inbound connections

Ability to qualify and export connections to CSV

Unlimited outbound Connection Requests





# Deluxe Online Showcase package

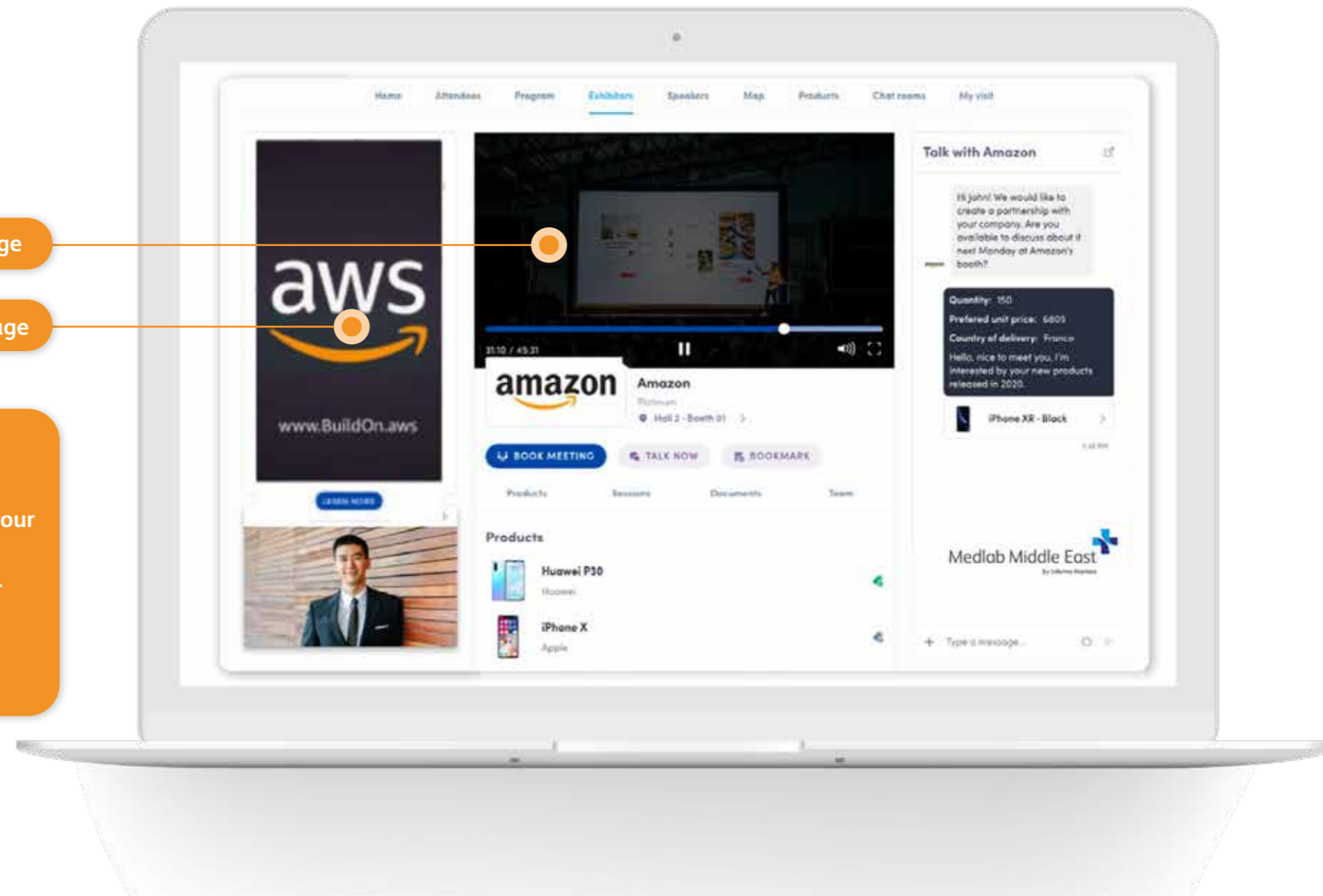
In addition to the Premium Online Showcase package, you will receive:

Video header or header image

Background image

Other benefits include:

- “Other Exhibitor You Might Be Interested In” removed from your Online Showcase page
- Unlimited number of Exhibitor Representatives listed
- Unlimited number of Products listed



# Get involved

Contact the team today to discuss a range of options and bespoke solutions to help you achieve your objectives.



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