






**13 - 15 SEPTEMBER 2017**  
FIRA GRAN VIA, BARCELONA, SPAIN



SERVING  
**LABORATORY  
MANAGEMENT  
& DIAGNOSTICS**  
NETWORKS  
GLOBALLY

**MEDLAB SERIES  
NOW IN  
EUROPE**

 [www.medlabeurope.com](http://www.medlabeurope.com)  
 [medlabeurope@informa.com](mailto:medlabeurope@informa.com)  
 +34 518890041

# INTRODUCTION

It gives us great pleasure to present MEDLAB Europe, taking place **at the Fira Gran Via, Barcelona, Spain, on the 13-15 September 2017.**

In line with Informa Life Science's philosophy of 'Exhibition with Education', MEDLAB Europe caters to the growing demand for laboratory products, services and the latest laboratory medicine advances in the European region.

As a crucial component of healthcare and laboratory medicine provides all those involved in the healthcare system with crucial information that can make the difference in the quality, safety and efficacy of care given to patients. Doctors across all specialties depend on laboratory results to make critical decisions about the prevention, diagnosis and treatment of disease.

MEDLAB Europe is an innovative medical laboratory exhibition and congress, which will provide an opportunity to learn about advances in science and their applications in laboratory medicine that will improve practice through improving patient outcomes.

**We look forward to welcoming you to Barcelona in September 2017.**

Yours sincerely,  
The MEDLAB Team

## SHOW NUMBERS

**2,000** SQM

FLOOR SPACE

**120+**

EXHIBITORS

**3,000**

ATTENDEES

**5**

COUNTRY PAVILIONS

**3**

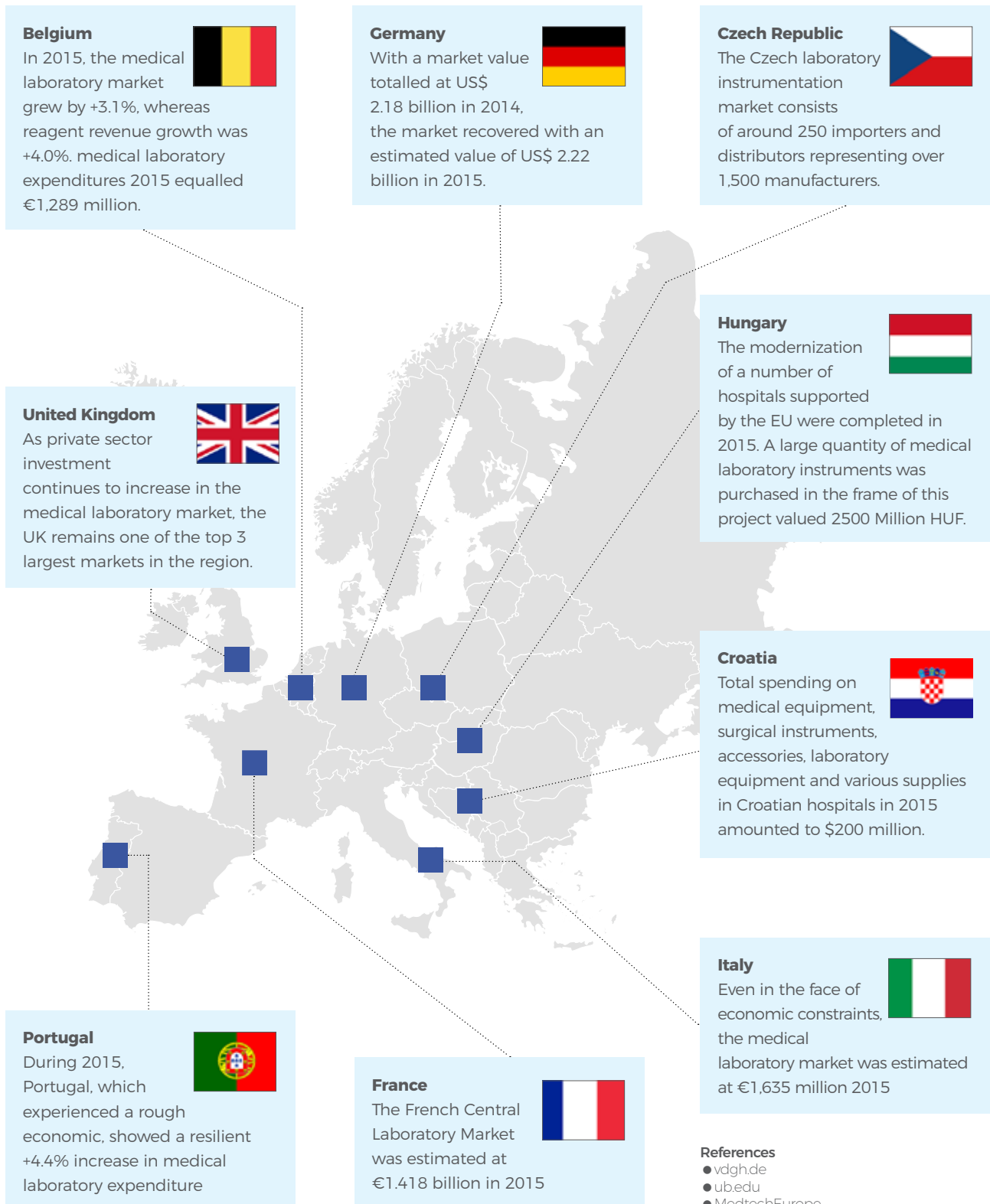
CONFERENCE TRACKS



# MARKET OVERVIEW

The private European lab market will continue to grow in the coming years, despite continued price pressure, and will be characterized by various mergers and acquisitions, according to Rothschild in April 2016.

The industry is projected to show an annual growth rates averaging approximately 2% for lab services up to 2020. This assessment is based on analyses for Germany, France, Italy, Spain, Switzerland, Sweden, Norway, and Portugal, which show that the developed European lab market displays a constant growth that is independent of economic cycles.



# WHY EXHIBIT?

"The European medical laboratory industry is **worth €11 billion**. Driven by research and development, 95% of the industry is comprised of small and medium size enterprises and approximately **€1 billion per year is reinvested**".

**If you are looking to develop your business within the European medical laboratory industry, MEDLAB Europe will benefit you by:**

- Enabling you to promote your products / services to **3,000+ end-users** from all medical laboratory specialties
- Offering the opportunity to expand your business in a steady growing market
- Stand out from your competition in this rapidly growing laboratory market
- Expose your brand to a targeted audience of laboratory specialists before, during and after the show through our ongoing promotional activities
- Receive immediate feedback on your latest products from visitors of the show

## MORE BENEFITS:

### SALES

- Generate sales leads
- Build relationships with prospects
- Advance the sales cycle
- Meet spread-out buying teams at one time
- Recruit new distributors

### EXECUTIVE MANAGEMENT

- Keep up on industry trends
- Meet with key clients
- Engage with key business partners
- Build your business profitability
- Form new business networks

### MARKETING COMMUNICATIONS

- Build your brand
- Increase awareness
- Interview clients
- Generate publicity

### PRODUCT MARKETING

- Launch new products
- Survey attendees about new product ideas
- Research competitor's products and messaging



# THE CONFERENCES

Multi-disciplinary **CME-accredited conferences** is running alongside the exhibition, tackling current challenges and developments key to the European market. Such areas include:

- Laboratory Management
- Haematology
- Point of Care Testing
- Clinical Microbiology
- Histopathology
- Infectious Diseases
- Antimicrobial Resistance

Latest in clinical diagnostics developments will be featured to review the expanding role of the laboratory medicine and discuss partnership between a clinician and a lab professional in providing delivery of care to every patient. From new methods of effective lab management to the development of techniques in detecting diseases, these conferences will cover an extensive range of topics guaranteed to educate and enlighten all.

Conference programmes are still being finalised, below are drafts of topics that will be discussed at Medlab Europe.

## THE TRACKS ON THE AGENDA ARE

### HAEMATOLOGY CONFERENCE

The Haematology conference provides the opportunity to discuss the role of laboratory testing and interpretations to aid in the diagnosis, staging, and prognosis of patients.

#### KEY TOPICS

- Future of transfusion medicine
- Quality assurance in haematology
- Revised 2016 WHO classification of Lymphoid Neoplasms
- Blood groups and migration

### HISTOPATHOLOGY CONFERENCE

Histopathologists work with a wide range of patients and medical conditions as well as with many other medical professionals who have expertise in associated disciplines. This conference will provide them a comprehensive review of the latest histopathological, cytological and related technical advances.

#### KEY TOPICS

- Practical considerations for cytology
- Validating and implementing digital pathology
- Approach to placental pathology reporting
- Prognostic pathological parameters in endometrial cancer
- Updates in uropathology

### CLINICAL MICROBIOLOGY AND IMMUNOLOGY CONFERENCE

This tracks aims to discuss the current state of knowledge in the field, as well perspectives on controversial issues. It will provide a unique platform for the clinical scientists, young researchers, and consultants in clinical and medical microbiology to exchange current information.

#### KEY TOPICS

- Updates on zika and dengue
- Antimicrobial resistance mechanisms
- Laboratory examinations in medical toxicology
- Advances in molecular tools and genomic data
- New classifications, profiling of individuals and diseases, drugs and personalised medicine

### CLINICAL CHEMISTRY CONFERENCE

To further develop a thorough understanding of laboratory operations, instrumentation and test availability, this Clinical Chemistry conference will provide laboratory professionals latest solutions for better quality and turnaround time and technology usage for the Chemists.

#### KEY TOPICS

- Advances in POCT
- POCT accreditation
- POCT management
- Standardisation in immunoassays
- Laboratory automation in Clinical Chem lab

# TIER SPONSORSHIP PACKAGES

With our tiered structure you can choose a campaign that suits you. The list below shows exactly what you receive for each package; however our team can bolt on specific requirements to suit your individual needs. Please contact the team for more information on [medlabeurope@informa.com](mailto:medlabeurope@informa.com)

Pre-event benefits	SILVER	GOLD	PLATINUM
Logo on website with hyperlink to sponsor's website	✓	✓	✓
Exclusive sponsored e-shots		1	2
Logo inclusion on visitor promotion campaign print and electronic (appropriate tier)	✓	✓	✓
Featured article in MEDLAB visitor newsletter	1	1	2
Company description and logo on the website sponsors page (appropriate tier)	✓	✓	✓
Branded visitor registration page with sponsor logo's to invite your clients	✓	✓	✓

Onsite benefits	SILVER	GOLD	PLATINUM
Logo on onsite signage	✓	✓	✓
One x A4 advert in the show catalogue	✓	✓	✓
Gold entry in the show catalogue - 100 words plus		✓	✓
Directional floor tiles inside the exhibition		1	2

Post-event benefits	SILVER	GOLD	PLATINUM
Exhibition round-up e-shot with hyperlinked logo	✓	✓	✓
Hyperlinked logo on event website - For three months post event	✓	✓	✓



# COMMERCIAL OPPORTUNITIES

Take advantage of MEDLAB Europe's targeted branding opportunities and gain full access to your audience by increasing exposure and attracting additional visitor traffic to your stand.



## Registration Area per Hall Entrance

- Registration desks and assisting staff
- Uniforms for staff\*

Price on application



## Visitor Badges

With more than 3,000 visitors expected to attend MEDLAB Europe's, this is a significant and exclusive branding opportunity. Every badge will carry your logo on the front and back.

Price on application



## Exhibitor Badges

With more than 400 exhibitor attendees expected at MEDLAB Europe, this is a highly exclusive branding opportunity. Every badge will carry your logo in the front and back.

Price on application



## Visitor Carrier Bags

Exclusive sponsorship of the carrier bags provides you with the most direct way to create an impact. The bags will be branded with your company's corporate logo along with the MEDLAB Europe logo. Designated registration locations are divided into four zones.

Price on application



## Lanyards

Your company logo will appear on all lanyards. The lanyards are worn by visitors, delegates and exhibitors throughout the event.

Price on application

\*Sponsor to provide



# MARKETING SUPPORT

MEDLAB Europe is promoted through a structured and integrated marketing campaign with the use of various marketing channels, specifically designed to reach your target audience. This leads to significant media coverage prior, during and after the event.



# START YOUR PLANNING TODAY!

To find out more about medlab europe and how you can get involved, **Please get in touch:**

## EXHIBITION SALES AND SPONSORSHIP

### Tom Coleman

Group Exhibition Director

☎ +34 518 89 0041

☎ +971 4 407 2508

✉ tom.coleman@informa.com

### Shane Fleming

Sales Manager

☎ +34 518 89 0041

☎ +971 4 407 2683

✉ shane.fleming@informa.com

## MARKETING AND PR

### Nafiu Cengiz

Marketing Manager

☎ +971 4 407 2686

✉ nafiu.cengiz@informa.com

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