

LABVOLUTION

from research to application.
from life sciences to analytical chemistry.

4 – 6 May 2021

Hannover • Germany

labvolution.de



Deutsche Messe



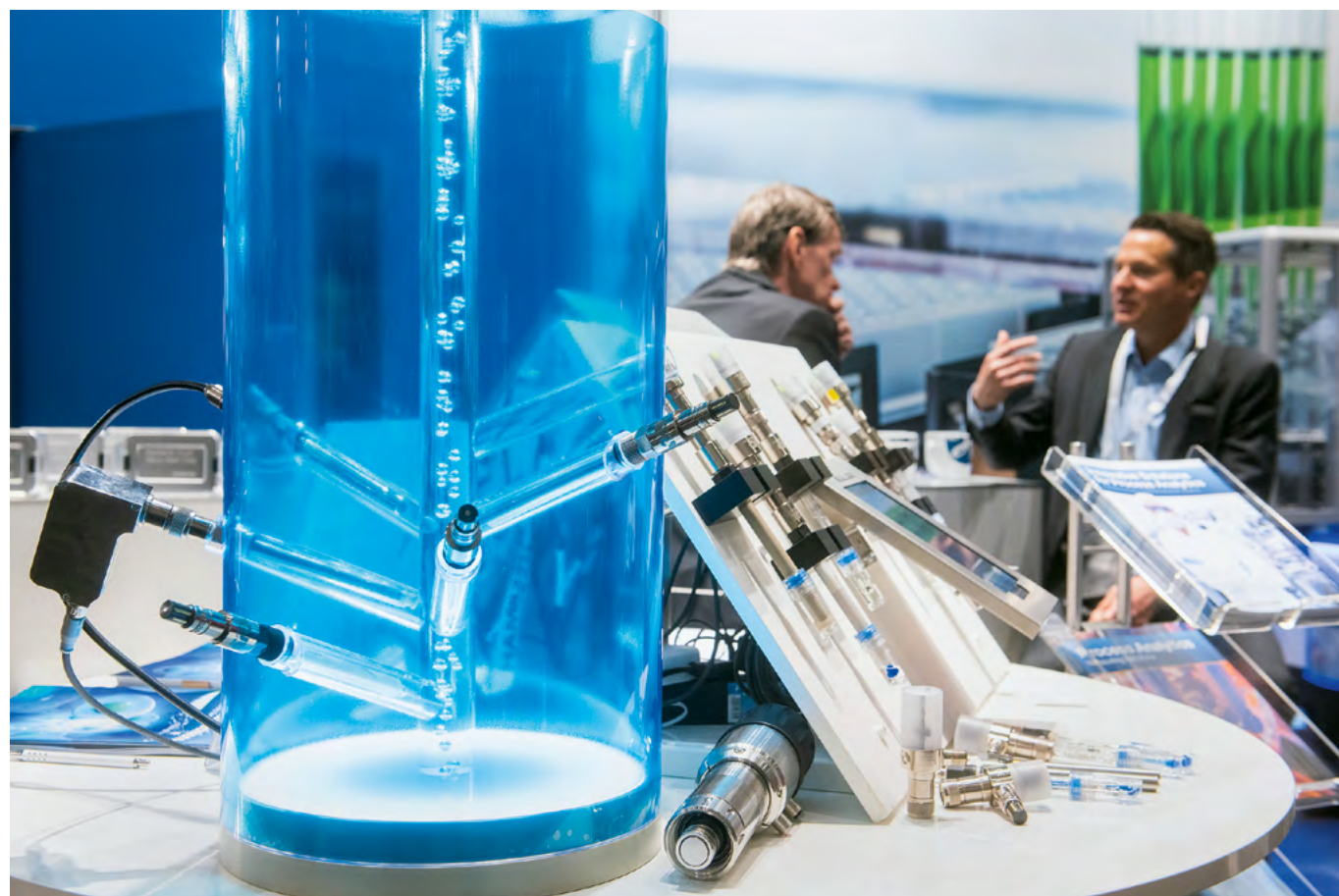
LABVOLUTION 2021:

On the way to the smart laboratory.

Everything will be different, a lot of things will be digitized, but nothing will replace human contact and communication: face-to-face discussions, direct conversation, exchanging ideas. Human relations and commitment – therein lies persuasion and those surprising moments of revelation and insight. This is why LABVOLUTION is such an effective platform!

The laboratory is where the future is made – this is your opportunity to show your contribution to tomorrow's world. LABVOLUTION is a relatively new trade fair. This offers many advantages. Fresh and forward-looking, it can quickly respond. We are open to new ideas and together we can ensure that this event continues to influence and impress users of lab equipment in every sector.

LABVOLUTION is the trade fair for the smart laboratory with the focus on digitization, innovative laboratory equipment and the optimization of laboratory workflows. Its program now also features lab safety and sustainability. We offer a platform for the current challenges placed on laboratories. Discussions about trends are important as the solutions themselves. We look forward to your contribution!



"The LIMS & Software Area featured at LABVOLUTION for the first time in 2019 – satisfied partners, busy exhibition stands and an exciting lecture program testify to its success."

Marc Platthaus
Chief editor of LABORPRAXIS | LAB WORLDWIDE, Vogel Communications Group GmbH & Co. KG



The meeting-place for the laboratory world.

What's new? Where are the upgrades and improvements? What can be learned from others? While the tasks may differ, the challenges in the lab environment are similar. LABVOLUTION brings supply and demand together.

Key display categories:

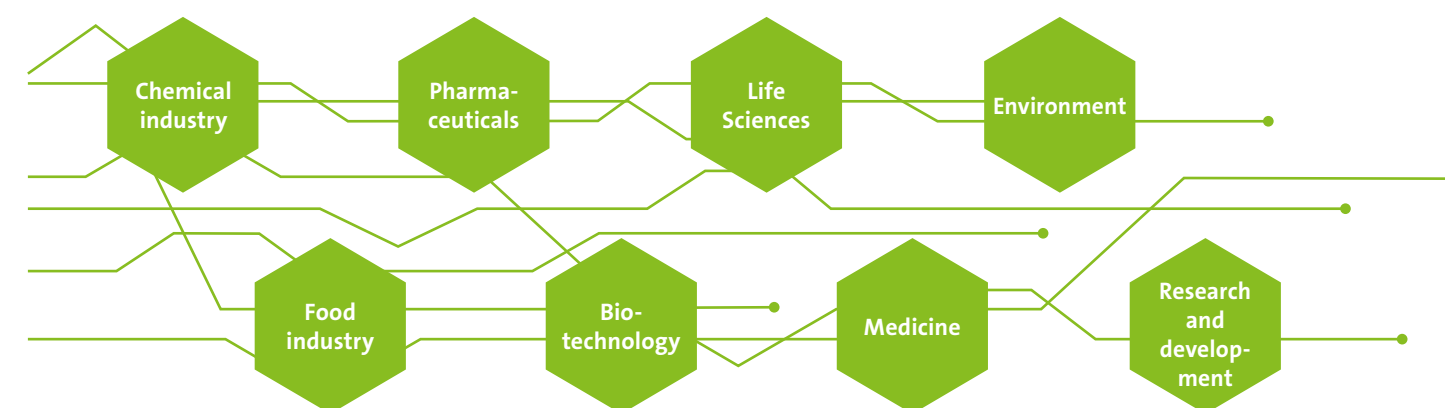
- Lab technology and infrastructure, laboratory automation
- Analysis and quality management
- Informatics, digitization, big data
- Chemicals, reagents, supplies and consumables
- Applications and processes in the chemical, pharmaceutical and food industries, environment technology
- Applications and research in biotechnology
- Research institutes, universities, colleges
- Associations and institutions
- Services

"Our LABVOLUTION debut was in the new LIMS Area. Both the LIMS Area and our participation were a complete success. There wasn't a minute when our stand was empty and we were able to make contacts we would never have reached online. Our place in 2021 is already booked."



Konrad Wagner
Managing director LDB Labordatenbank GmbH

For users and decision-makers from:



Visitor facts for LABVOLUTION 2019:

Key market players used LABVOLUTION as a platform for obtaining information and networking, e.g.

Hannover Medical School, University of Bielefeld, University of Veterinary Medicine Hannover, Technical University Braunschweig, Julius Kuehn, Helmholtz HZI, Rügenwalder, Boehringer Ingelheim, Euroimmun, HAW Hamburg, Merck, University of Hannover, Henkel, Evonik, Siemens, Evotec, Agilent, BASF, Bayer, VWR, Bruker, Novo Nordisk, Berliner Charité, Thermo Fischer, University Clinic Hamburg-Eppendorf, University of Bremen, Roche, KWS, Leibniz Institute, University of Göttingen, Fraunhofer ITEM, German Primate Centre, Beuth University

80% of the visitors intend to come to LABVOLUTION 2021

70% of the visitors rank LABVOLUTION as "good to very good"

Leonyte, Symrise, Eurofins, Wessling, Thuenen,

Trade fair with added value. Benefits for exhibitors.



Leading edge

The trade fair for smart laboratories showcases innovative lab equipment and solutions designed to optimize laboratory workflows. The focus is on the digital transformation and networking.

Interdisciplinary

The chemical industry, pharmaceuticals, life sciences, environmental engineering, food industry, biotechnology, medicine, R&D – LABVOLUTION covers every sector of relevance for lab users and reveals key synergies.

Research-led

The growing and fruitful exchange with the academic world and the cooperation between industry and research at LABVOLUTION is the basis for rewarding partnerships and business leads.

User-oriented

With a presentation of innovative solutions in lab technology, bio-analysis and analytical equipment, LABVOLUTION is geared to users and decision-makers looking for new ideas and a connected laboratory infrastructure.

Future-focused

The special display smartLAB at the heart of LABVOLUTION is a test bed and hub for the innovative ideas and developments that will shape the future of the laboratory and lab workflows.

Great for contacts

Large number of contacts at hand – LABVOLUTION is the perfect place for the initiation of high-quality contacts and business leads.



"My employees enjoyed visiting LABVOLUTION! With good reason – the talks were excellent and addressed networking and laboratory communication. Suppliers presented a wide range of products. The focus on bio-analytics and solutions for the networked laboratory was also seen in a positive light."

Dr. Gerhard Krammer
Senior Vice President Research & Technology, Symrise Flavor Division



smart, smarter, smartLAB 2021.

This project is incomparable: smartLAB was launched five years ago as a special display for the intelligent lab of the future. Industry and research joined forces to create a viable vision for the laboratory of tomorrow. From the start, smartLAB has been very popular, especially as the concept is continuously developed further and the event is getting better all the time.

LABVOLUTION in Hannover offers a unique holistic overview of the lab of the future, showcasing equipment from various manufacturers that are integrated into a laboratory communication network. smartLAB is now on the way to becoming a research project that shows the connected lab in reality. Maintaining a vision is what drives progress. It will not be absent at LABVOLUTION 2021, which will highlight the role of AI in improving lab processes.

Use Cases – examples of the flexible integration of devices, automation, IT, human-machine interaction and learning from big data – represent a key feature of smartLAB and illustrate what is possible in the lab of the future. In 2021 even more exhibitors will have the opportunity to take part in the smartLAB presentation.

"It is clearly apparent that over the past few years the topics of digitization, automation and robotics have grabbed the attention of diverse companies. The smartLAB is one of the reasons why they are now getting ready to be fit for the future."



PD Dr. Sascha Beutel
Project director for smartLAB at the Institute for Engineering Chemicals at Leibniz University in Hannover

More than a normal trade fair. An event.

LABVOLUTION offers so much more than a normal trade fair. In addition to the exhibition there are various options in which you can participate, showcase and share your expertise, and offer new solutions and exciting applications to visitors. Be at the centre of attention. The diverse supporting program is a major reason why visitors attend LABVOLUTION.

Lab USER Dialogue

This is where exhibitors showcase their offerings, providing information and explanations to qualified decision-makers. In the user workshops, visitors can try out equipment and instruments. It is therefore important that the speakers come from development or product management. Slots can also be booked for product presentations. These options are free of charge. But please note that the number of slots is limited and they are quickly booked. So contact us soon to secure your slot.

BIOTECHNICA FORUM

Even closer to science and research: The BIOTECHNICA FORUM serves as a high-calibre platform for topical themes from the life sciences. The Forum is a meeting-place and a catalyst for progress. Reach potential customers and contacts from the life sciences.

LABVOLUTION AWARD

The users also have their say: the LABVOLUTION AWARD will be presented for the second time in 2021 to celebrate the best projects designed to optimize everyday laboratory work.



Communicating – talking about standards



The development of modern communication standards such as SiLA2, OPC UA and others is becoming increasingly important. Understandably, due to the drive to integrate lab equipment within IT systems. The standards must be open, user-friendly and easy to install. Experts will talk about the different standards and data formats, and examine their respective advantages and disadvantages, in a dedicated forum at LABVOLUTION 2021.

Science symposium

Inspiration, the latest findings and interesting specialists all take to the stage in a fascinating science symposium that highlights the latest topics and trends in molecular cell biology, genome editing and microbiome research. It is planned to continue cooperation with the tried and tested partners from previous events: the magazine BIOspektrum (Springer Nature), the Association for General and Applied Microbiology (VAAM), the Society for Toxicology (GT), as well as the Society for Genetics (GfG).

LIMS & Software Area

This joint pavilion proved an enormous attraction in 2019. The organizers expect this to be the case again in 2021 as there is huge interest in LIMS and software. On all three days of the trade show there will be fascinating talks from co-exhibitors and other partners. The Area is organized by the Vogel Communications Group (Laborpraxis).

Your place in the lab world. Participation and prices.

Book now and create your own unique presentations

Book your stand space and lay the basis for new business leads and contacts. Act now to secure a good stand location. If you decide to book by **15 September 2020** at the latest, you will benefit from our **early bird discount of €16/m²**.

Price for stand space

Row stand (open on 1 side)	€ 215/m²
Corner stand (open on 2 sides)	€ 244/m²
End stand (open on 3 sides)	€ 254/m²
Island stand (open on 4 sides)	€ 264/m²

Plus marketing fee

Marketing fee	1 – 19 m²	€ 465
per main exhibitor	20 – 49 m²	€ 690
	50 – 99 m²	€ 810
	> 100 m²	€ 920
Marketing fee		€ 465
per co-exhibitor		
plus registration fee		€ 120
per main exhibitor		

All prices subject to VAT at the current rate.



Promising setup options: Book a fair-package – the all-in-one package

Our fair-packages have been devised in order to help you keep the burden of trade fair preparation and organization to a minimum. Everything is offered in a single package, including **stand space, stand construction, basic amenities and lead services, as well as catering and marketing services. More information from:**

 www.labvolution.de/en/fairpackage

Exhibiting successfully – made easy

Good preparation is the secret to optimum trade fair success. Use our marketing tools to target customers and invite them to your stand. For this purpose we also provide you with **free admission tickets**. After the trade fair you will receive the data informing you which visitors responded to your invitation and attended the trade fair.

Make sure that visitors know where to find you! To this end, it is vital that you please send all relevant information on your company and its products to appear on the **exhibitor and product search site**. Optimize brand recognition, promote your company profile and attract visitors using our **advertising and sponsoring options**.

More advertising material can be downloaded from our shop:

 shop.labvolution.de



Deutsche Messe

Deutsche Messe
Messegelände
30521 Hannover
Germany

Tel. +49 511 89-0
Fax +49 511 89-32626
info@messe.de
www.messe.de

Your contacts



Ina Görzen
Inquiries
Tel. +49 511 89-32138
ina.goerzen@messe.de



Janine Wendt
Hall layout
Tel. +49 511 89-32179
janine.wendt@messe.de



Nicole Schlegelmilch
Inquiries
Tel. +49 511 89-32136
nicole.schlegelmilch@messe.de



Susan Canisius
Hall layout
Tel. +49 511 89-31152
susan.canisius@messe.de



Bernd Heinold
Project Management
Tel. +49 511 89-32110
bernd.heinold@messe.de



Carola Triebisch
smartLAB
Tel. +49 511 89-31139
carola.triebisch@messe.de