



LABVOLUTION 2021 – Digital Formats

LABVOLUTION opens its gates in September 2021: Be there and present your company and your innovations at the European trade fair for innovative laboratory equipment. This year, LABVOLUTION will take place as a hybrid event and has added digital formats to its offering. In addition to participation with a booth space, we offer you for the first time extensive services for a digital participation

Your Advantages:

- **Maximum reach through digital visibility**
- **Lead generation through new features**
- **Presence independent of location and time zone**
- **Interaction opportunities with customers worldwide**



Our Formats:

Exhibitor live streaming

- Live channels for your product highlights
- From the trade fair stand, your company headquarters or live application of the product with your customers
- pre-recorded oder live

Added Qualified Leads

- Lead generation via interaction of the trade visitors with your digital offer.
- The leads are made available to you via a lead report after the event

Exhibitor presentations with new dialogue functions

- Your individual digital corporate presence
- Your space for company presentation, branding and product presentations
- Your entry into the online trade fair conversation

Produkt Media Library

- Your product highlights available in the Media Library on Demand
- Clear filter options
- Direct linking with your sales contact incl digital diallog functions

Business-Dating

- Networking among the event participants
- Event-related: you send and receive appointment invitations for on-site meetings and 1:1 video chats
- Proactively approach potential clients

Digital Packages-Services and Prices

Package S

- Exhibitor profile
- Business dating
- Up to 3 experts (digital contacts in your company)
- up to 3 product videos visible in media library
- 1 x up to 25 streaming minutes
- Added Qualified Leads

Price digital exhibitor:
3.900 EUR
Included when booking a stand area

Package included when booking a stand area

Package M

- Exhibitor profile
- Business dating
- Up to 8 experts (digital contacts in your company)
- up to 8 product videos visible in media library
- 3 x up to 25 streaming minutes
- Added Qualified Leads

Price digital exhibitor:
5.900 EUR
Price for booking a stand area:
2.950 EUR

Package L

- Exhibitor profile
- Business dating
- Up to 25 experts (digital contacts in your company)
- up to 25 product videos visible in media library
- 10 x up to 25 streaming minutes
- Added Qualified Leads

Price digital exhibitor:
19.900 EUR
Price for booking a stand area:
9.950 EUR



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