

LabAsia

VIRTUAL **EXHIBITION**

 www.labasia-virtual.com

Malaysia's Leading Scientific Instrument &
Laboratory Equipment Virtual Exhibition

Organised by:



WHY YOU SHOULD JOIN LABASIA VIRTUAL EXHIBITION



LEAD TRACKING AND FOLLOW-UP

Capturing the data of attendees will be streamlined and easier to access than in a physical event. You will receive a full report of all the leads that have visited your stand. The insights will help you to improve your performance in the future and reveal the leads that you have managed to generate.



LEAD GENERATION

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.



EASY ACCESS

Exhibitors can reach a global audience with utmost ease and convenience and keep the event running for days on end.



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.

EXHIBITOR PROFILE

- Analytical Systems
- Agriculture & Food
- Biotechnology & Life Science
- Calibration Systems
- Chemical Process Technology, Chemical Handling, Transport & Storage
- Chemicals Reagent & Supplies
- Drug Discovery
- Environmental Sciences Testing
- Forensic & Security Testing
- Laboratory Consumables
- Laboratory Data Systems & Documentation
- Laboratory Instruments
- Laboratory Testing
- Material Testing & Characterization
- Nanotechnology Testing
- Occupational Health & Safety Equipment
- Optical Imaging Systems & Microscopes
- Petrochemical & Petroleum Testing
- Pharmaceutical Testing
- Quality Assurance & Quality Control
- Research & Development
- Scientific Equipment
- Test & Measurement

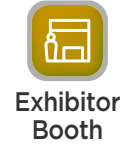
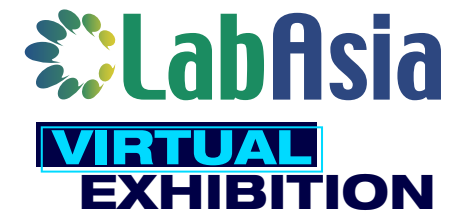
GETTING STARTED

We are determined to improve the exhibitor experiences in the virtual exhibition which enables you to generate added exposure and gain valuable business leads.

Together, let us walk through all the Virtual Exhibition Key Features of the following and you might find some additional and useful tips on how to make the most of our virtual exhibition.



GETTING STARTED



Hosted on www.labasia-virtual.com, the destination page is where the visitors land when they first access the Virtual Exhibition platform.



* Pictures shown are for illustration purposes only. Actual products may vary due to product enhancement and changes by the Organiser.

GETTING STARTED



Landing
Page



**Main
Lobby**



Networking
Lounge



Tech Talk &
Live Webinar



Feature
Board



Exhibition
Hall



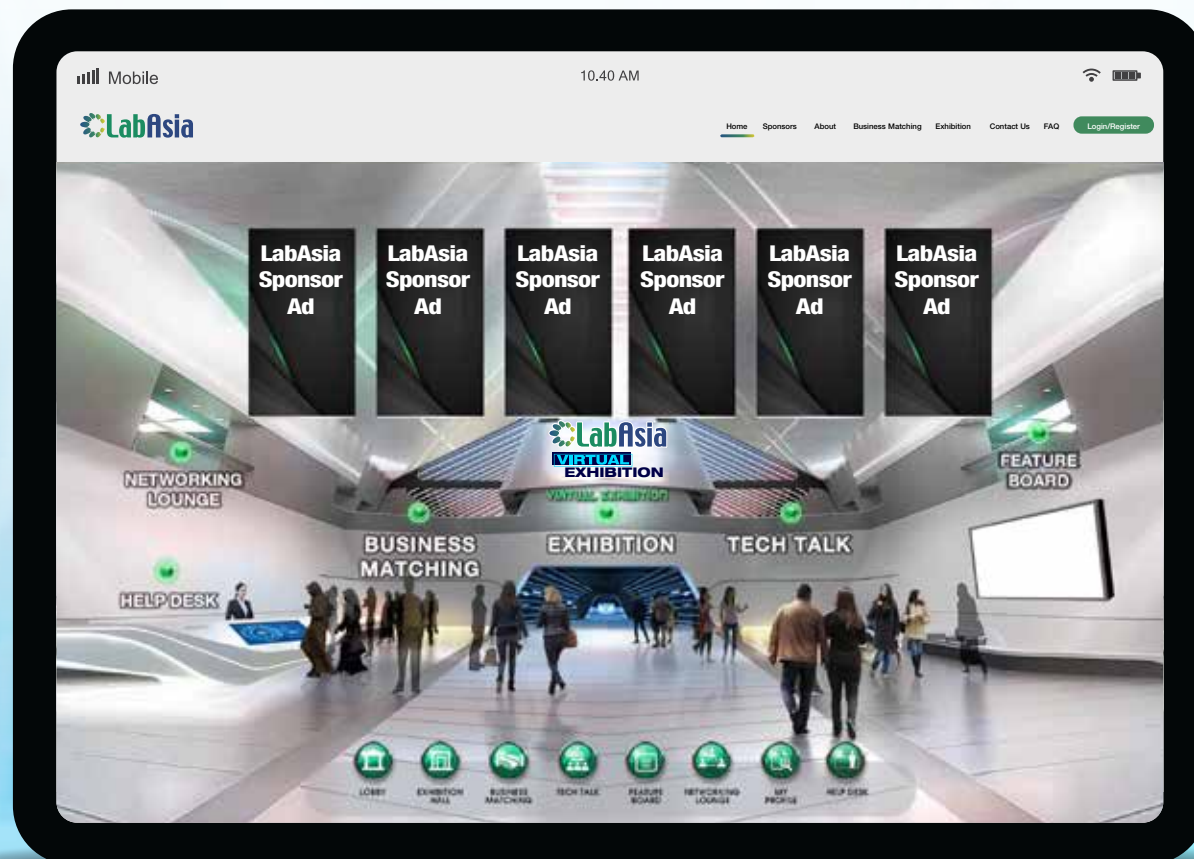
Exhibitor
Booth



Busines
Matching

Once logged in, a fully customisable lobby background will appear with multiple promotional banners and a video screen available for the visitors. On screen options provide entry to the **Exhibition Hall**, **Tech Talk**, **Business Matching**, **Feature Board**, **Networking Lounge** and **Helpdesk**.

Consistent navigation at the bottom of the screen provides additional functionality and shortcuts to the attendees including **Lobby**, **Exhibition Hall**, **Business Matching**, **Tech Talk**, **Feature Board**, **Networking Lounge**, **Briefcase**, **Organiser**, **HelpDesk**



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GETTING STARTED



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**Networking
Lounge**



Tech Talk &
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Feature
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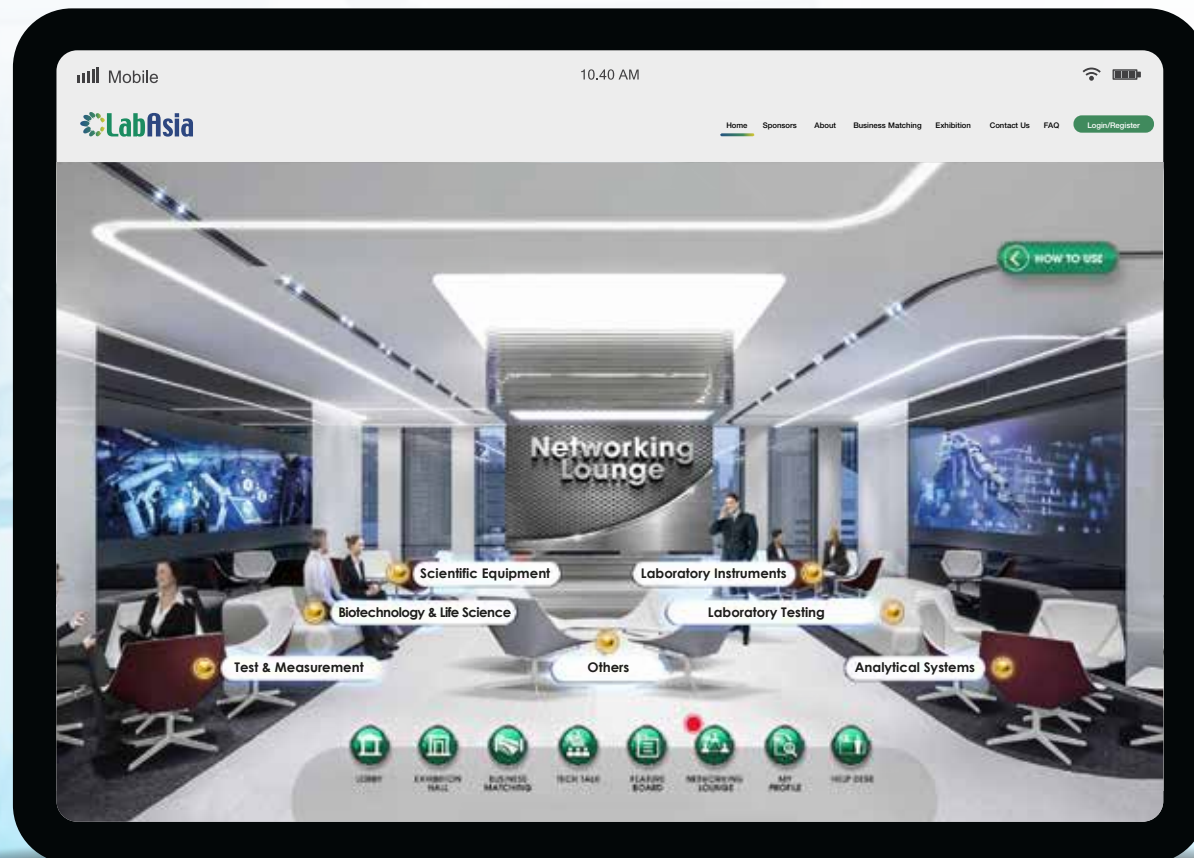
Business
Matching

Exchange ideas with the industry players and other like-minded visitors in the “**forum**” discussion which allow both exhibitors and visitors to interact via post and replies.

The networking lounge contain **6 main topics** (**Scientific Equipment, Laboratory Instruments, Biotechnology & Life Science, Laboratory Testing, Test & Measurement, Analytical Systems**). Within the topics, visitors and exhibitors can reply or post new comment to the discussion thread

How Does The Networking Lounge Works?

1. Visitor **is not able** to communicate with another visitor.
2. Visitor **is not able** to create a new topic but can add a new comment on any existing topic posted by exhibitors.
3. Exhibitor **can** create 1 discussion thread in each main topic per day.
4. Click to any visitor's name to view the following information (**Name, Company, Country, Product Interest**).
5. By clicking the Business Matching that appears on Visitor Profile(No.4), exhibitor can communicate with the visitor through live-chat messages or schedule a video-call meeting.



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GETTING STARTED



Landing
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Main
Lobby



Networking
Lounge



**Tech Talk &
Live Webinar**



Feature
Board



Exhibition
Hall



Exhibitor
Booth



Business
Matching

Pre-recorded Tech Talk

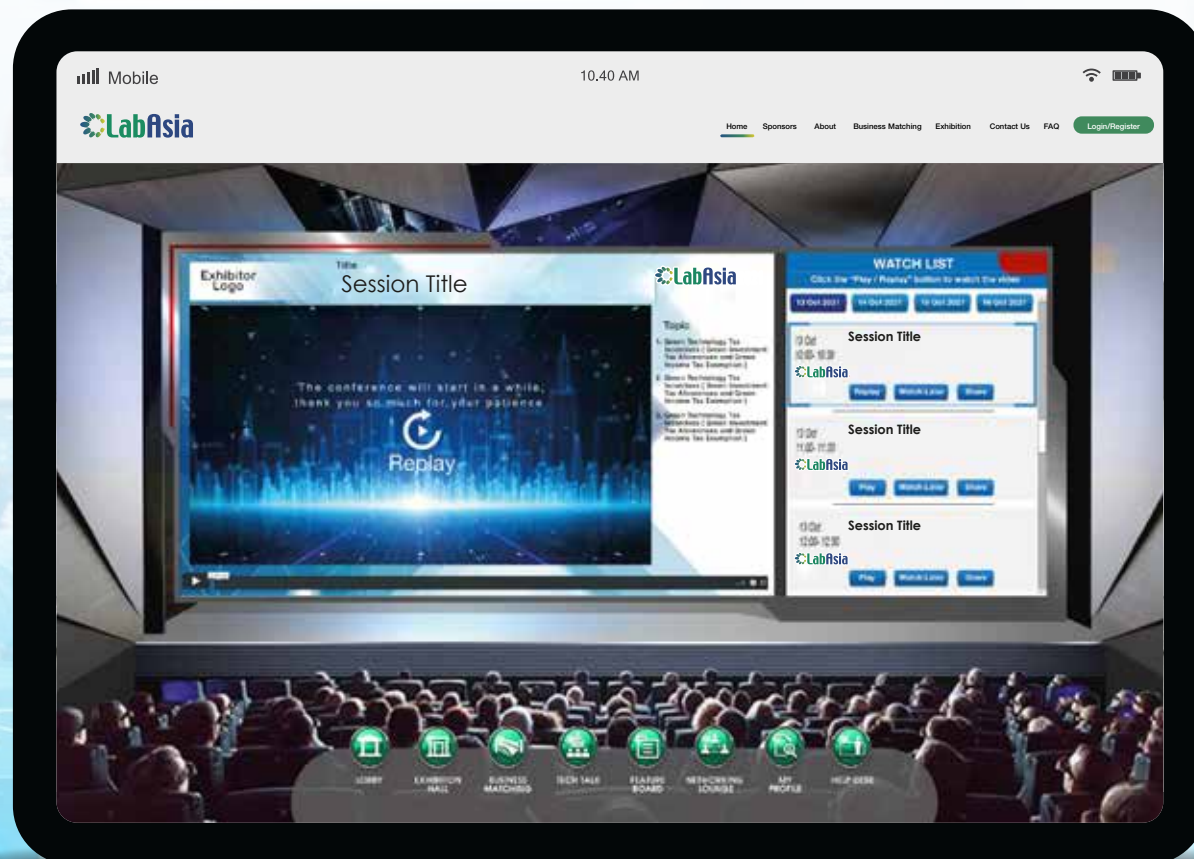
Duration: 30 Minutes

Tech Talk is a series of daily pre-recorded speaking sessions exclusively for the exhibitors and sponsors to highlight their business content including educational topics, new product launching and demonstrations in our virtual platform.

Live Webinar

Duration: 30 minutes or 1 Hour

Live webinar happens in real-time, and you can communicate directly with the audience through Live Q&A. You can also present and sponsor a webinar topic of your choice. Speak to our team on how to produce and develop the right topic, as well as to market the webinar to the relevant industry professionals.



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GETTING STARTED



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Networking
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Tech Talk &
Live Webinar



Feature
Board



Exhibition
Hall

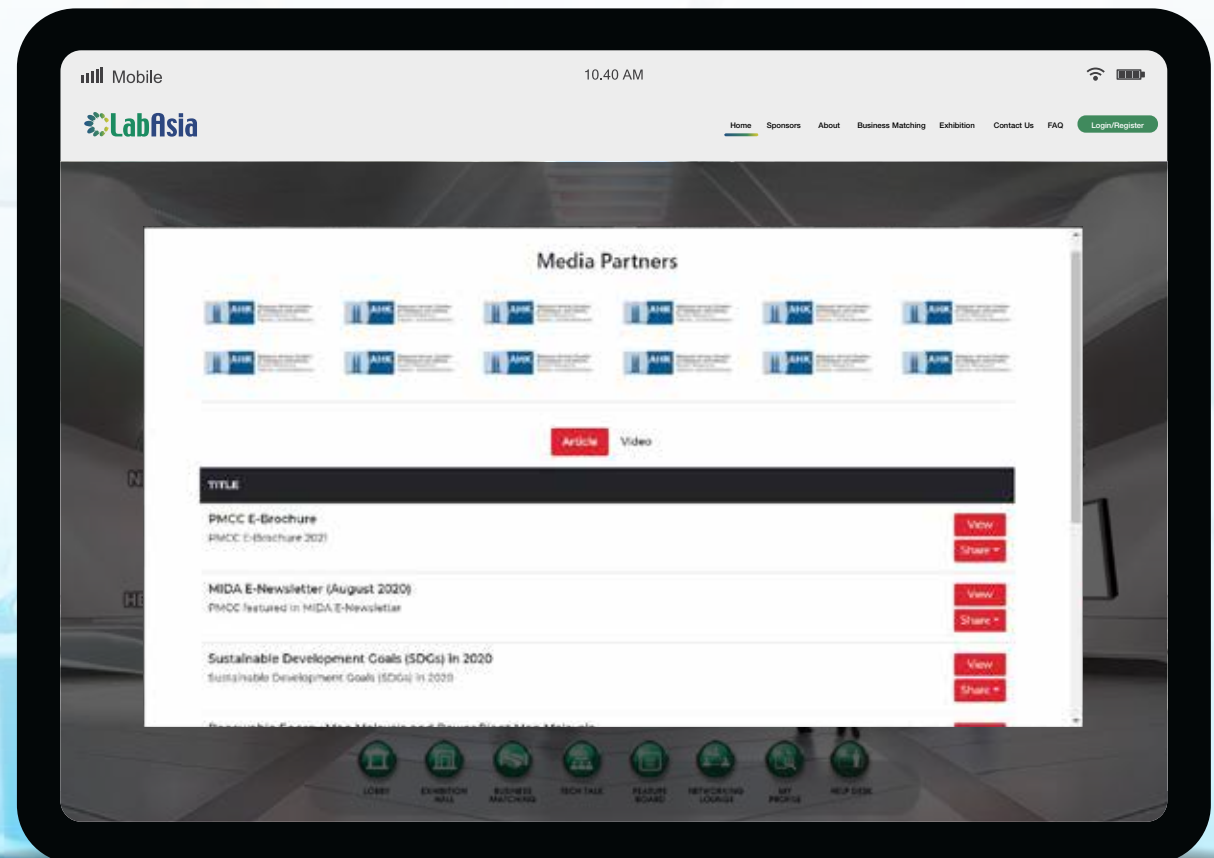


Exhibitor
Booth



Business
Matching

Exhibitors can choose to advertise their products, technologies, or services by uploading advertorials or videos in the Feature Board section. Visitors to the virtual exhibition can get a quick glance on the exhibitor's offerings, before deciding to contact them directly.



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GETTING STARTED



Landing
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Main
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Networking
Lounge



Tech Talk &
Live Webinar



Feature
Board



Exhibition
Hall



Exhibitor
Booth



Business
Matching

The Exhibition Hall provides visitors the ability to view all the exhibitors on the virtual platform.

Visitors can search for specific exhibitors using multiple searching criteria. When clicked on the booth images, visitors will be navigated to the exhibitor's booth directly.



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GETTING STARTED



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Feature
Board



Exhibition
Hall



**Exhibition
Booth**



Business
Matching

Managing Your Virtual Booth

Your content in the virtual booth is key to drive attendees to visit you. You can upload your Company Logo, Product Posters and Videos and adding additional marketing and promotional collaterals in the Microsite.

You can engage with your booth visitors directly through Business Connect, a networking-focused subpage with live chat, video conferencing and meeting scheduler functions.

What you can upload in the Microsite?

Company Basic Information and Banner

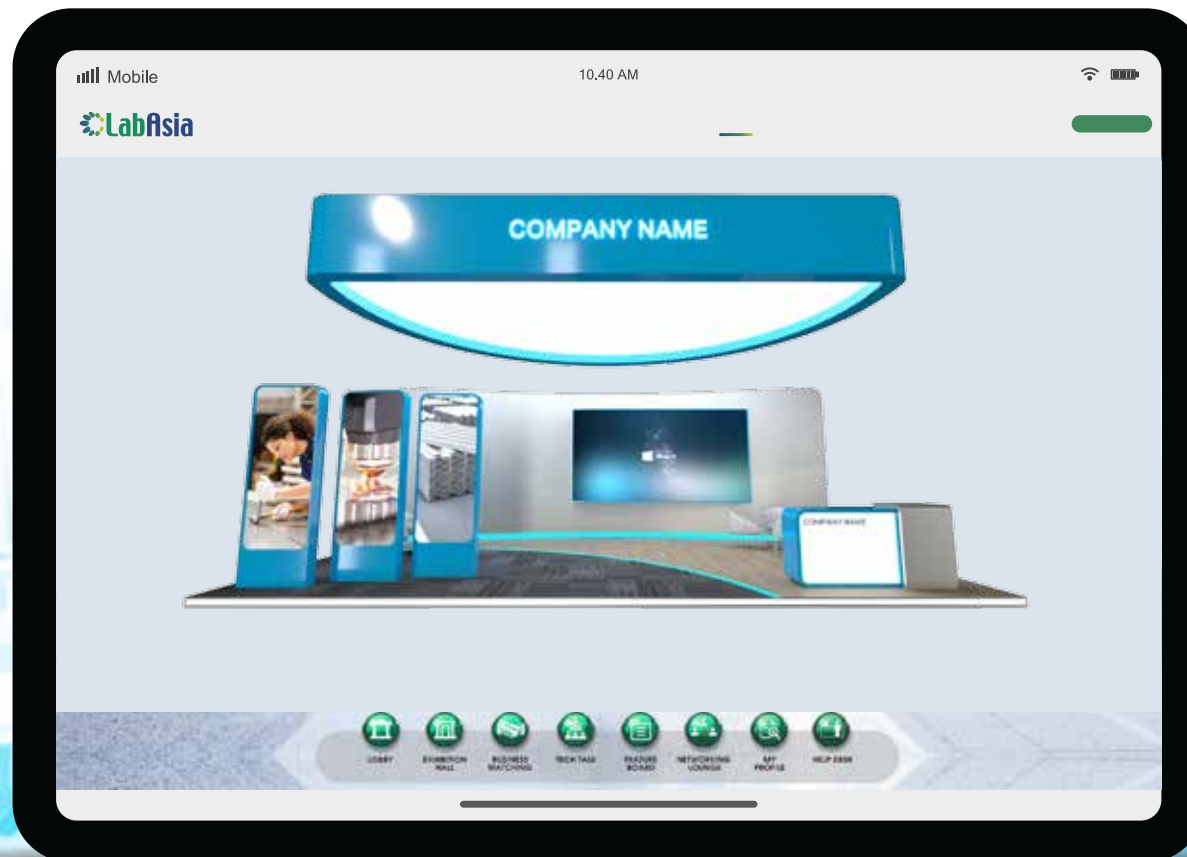
Company Services

About Us

6 units of Products (In Jpeg)

6 units of Catalogue (In Jpeg or PDF)

3 units of Video (Embedded link to Youtube)



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BUSINESS MATCHING

LABASIA's Innovative AI Business Matching is a buyer-supplier matching platform equipped with powerful features including advanced searching by various products attributes and buyers/suppliers' profile viewing capabilities. The Virtual Business Matching platform also allows both exhibitors and buyers to schedule their own meeting and meet each other online by using video conferencing and live chat functions.

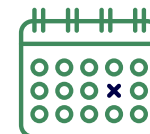
Functions in Business Matching:



Live Chat – Live chat with visitors with chat history recorded

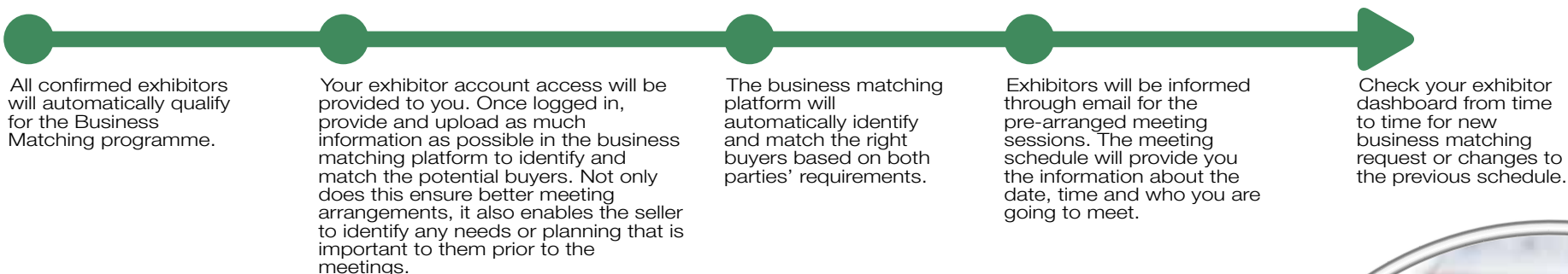


Video Conference – Up to 1h our max per video call with no recording facilities. Up to 4 person in 1 video conference.

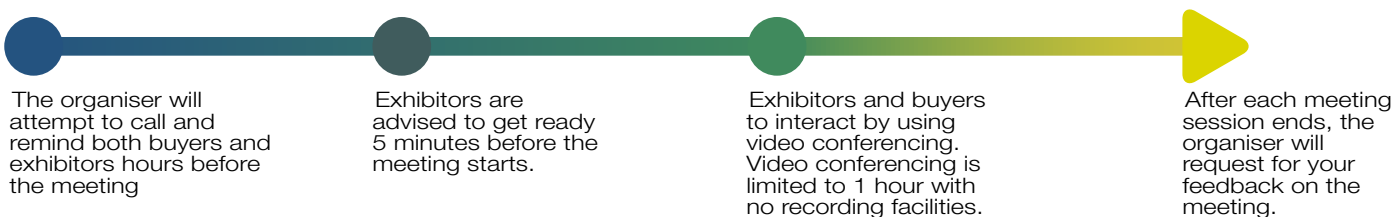


Meeting Scheduler – Manually manage your meeting schedule, all meetings can be sync to Google and Outlook calendar

Before the event:



Event Day:



VIRTUAL EXHIBITION

PREMIUM PACKAGES

Virtual Booth Specifications	Premium Virtual Space
Company Logo	✓
Company Name	✓
Company Profile / Description	✓
Contact Details	✓
Product Listing	6 x
Sales Brochures	6 x
Video	3 x
User ID	3 x
Article	1 x
Digital Showroom on LabAsia Website	✓
Offline Enquiry	✓
Interactive Meeting & Chat	✓
Pre-scheduled Business Matching	✓
Business Leads Provided	✓



ADVERTISING & SPONSORSHIP OPPORTUNITY



LabAsia Virtual Exhibition is an essential complement of the physical trade exhibition and one that holds valuable prospects to generate sales lead in the digital realm. It is vital for your businesses to stay ahead of the curve, adapting to the growing importance of digital technology, and use it as a springboard to generate more business opportunities amidst the adversity.

Exhibitors can take advantage of various advertising and sponsorship opportunities throughout the virtual platform.



Landing Page

First impression is important for the visitors. Advertising in our Virtual Exhibition landing page with your logo branding allows you target the visitors and converting a higher chance for them to look for your booth.

Advertising Opportunities:

A. 4x Sponsors Company Logo

Hyperlink to Exhibitor's Booth

Specifications: 300px (w) x 300px (h)

B. Rotating Web Banner

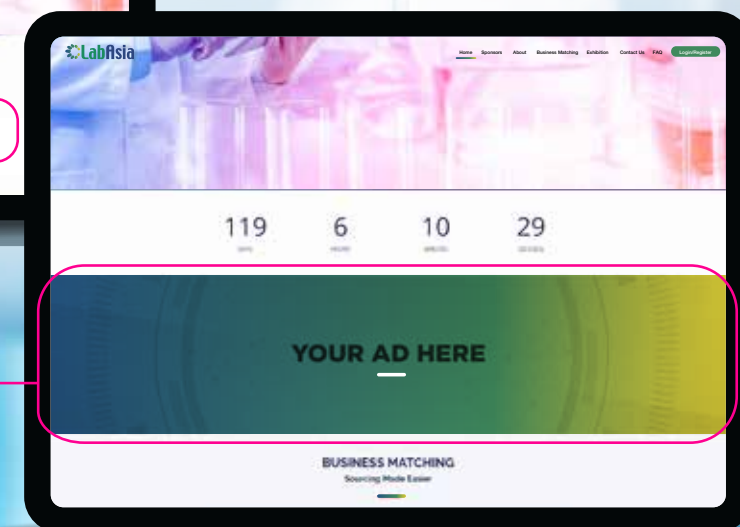
Hyperlink to Exhibitor's Booth

Specifications: 1920px (w) x 450px (h)



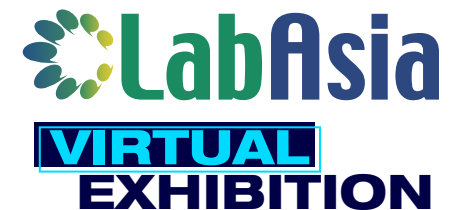
A. 4x Sponsors Company Logo

B. Rotating Web Banner



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ADVERTISING & SPONSORSHIP OPPORTUNITY



Main Lobby

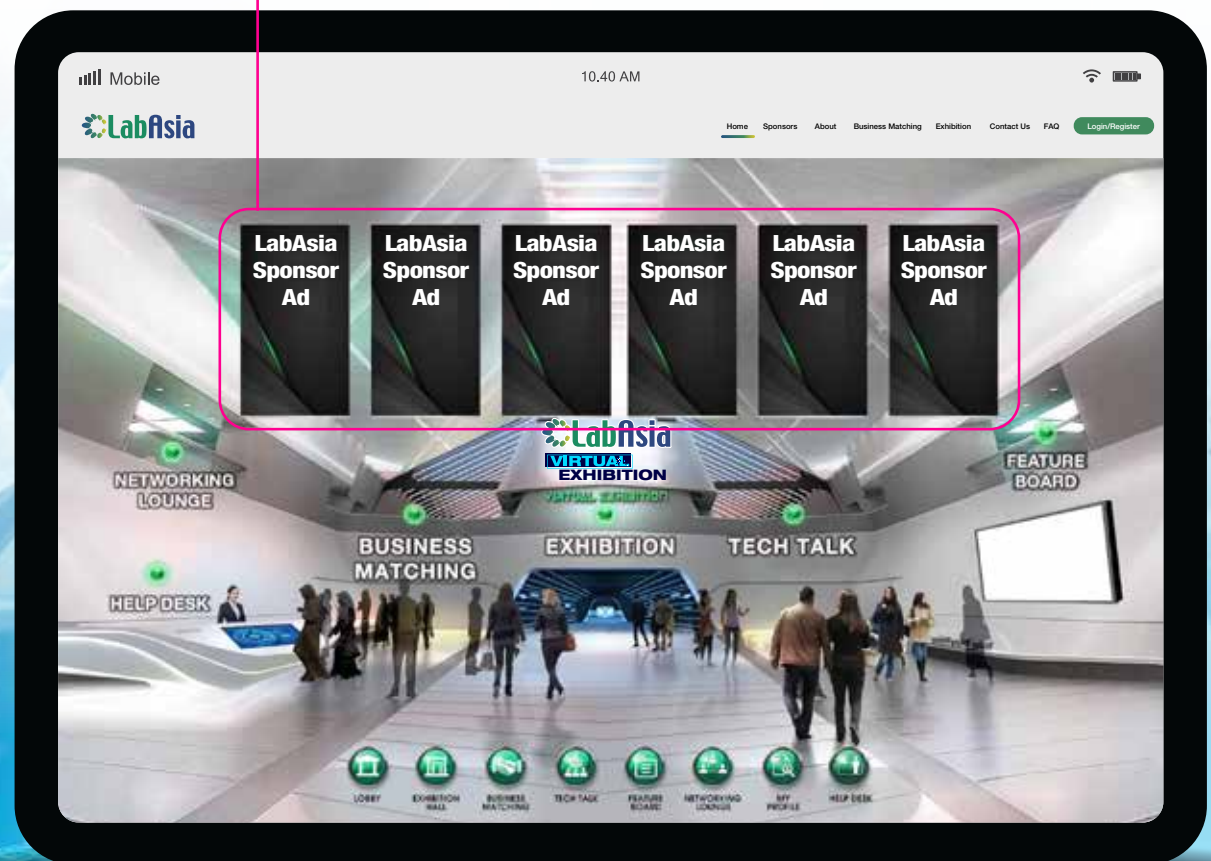
Once logged in, a fully customisable lobby display will appear with multiple promotional banners and a video screen available for the visitors. On-screen options provide entry to the **Exhibition Hall, Tech Talk, Business Matching, Feature Board, Networking Lounge and Helpdesk.**

Advertising Opportunities:

Static Banner

- 6x Static Banner Ads
- Click Count is available.
- Hyperlink to Sponsor's Booth
- Specifications:
200px (w) x 351px (h)

6x Static Banner Ads



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ADVERTISING & SPONSORSHIP OPPORTUNITY



**Tech Talk &
Live Webinar**

Pre-recorded Tech Talk

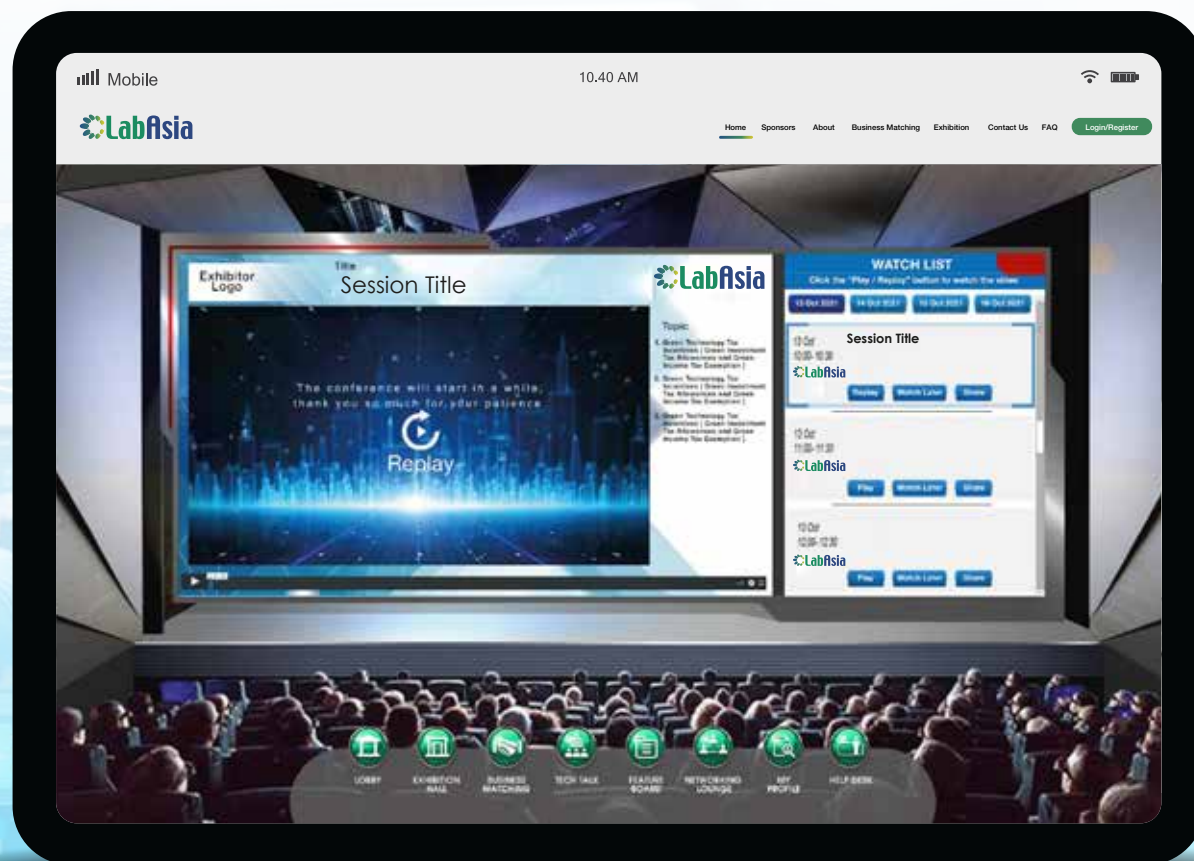
Duration: 30 Minutes

Attendee Report will be provided after the event

Live Webinar

Duration: 30 minutes or 1 Hour

Attendee Report will be provided after the event



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ADVERTISING & SPONSORSHIP OPPORTUNITY



Feature Board

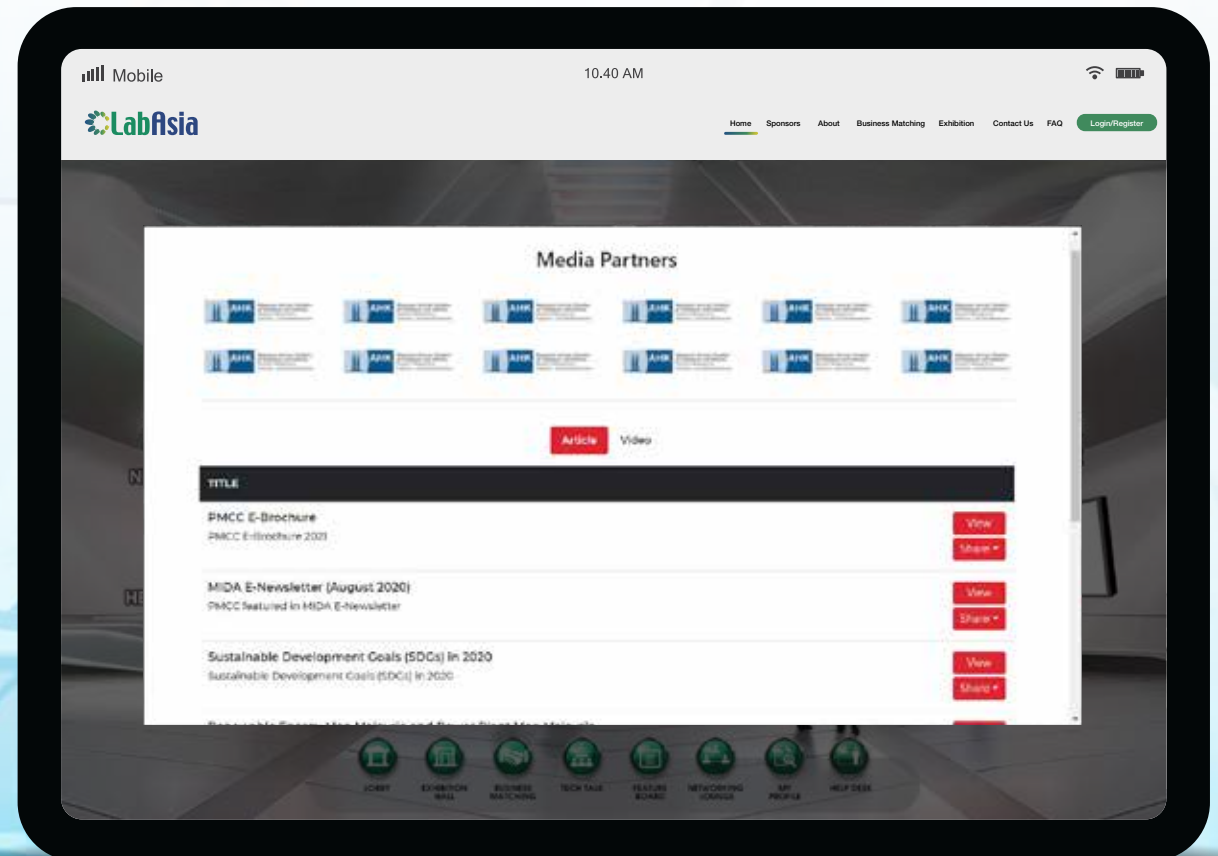
Video Room

The Video room can fit up to (20) Twenty video playback on the Exhibitor's products, technologies and services.

Article Room

Articles are a great way to connect with the buyers and share content between your promotional video clips and other booth marketing materials. The Article Room can feature up to (20) Twenty articles and stories, with priority appearance placement up for grab.

**Click Count and reports is available to exhibitors.*



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ADVERTISING & SPONSORSHIP OPPORTUNITY



Exhibition Hall

Priority Placement

Priority placement refers to the arrangement of your **company logo aligned on top and bottom of the exhibitor's browsing list** in the exhibition hall. **Up to (5) Five Advertisers** are allowed to appear exclusively in the first page of the browsing list.

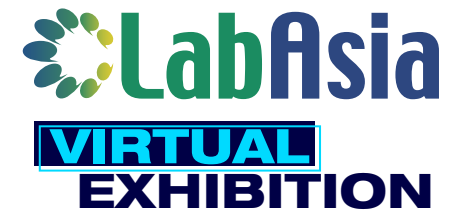
**Reports is available to exhibitors.*

Search for Exhibitors



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ADVERTISING & SPONSORSHIP OPPORTUNITY



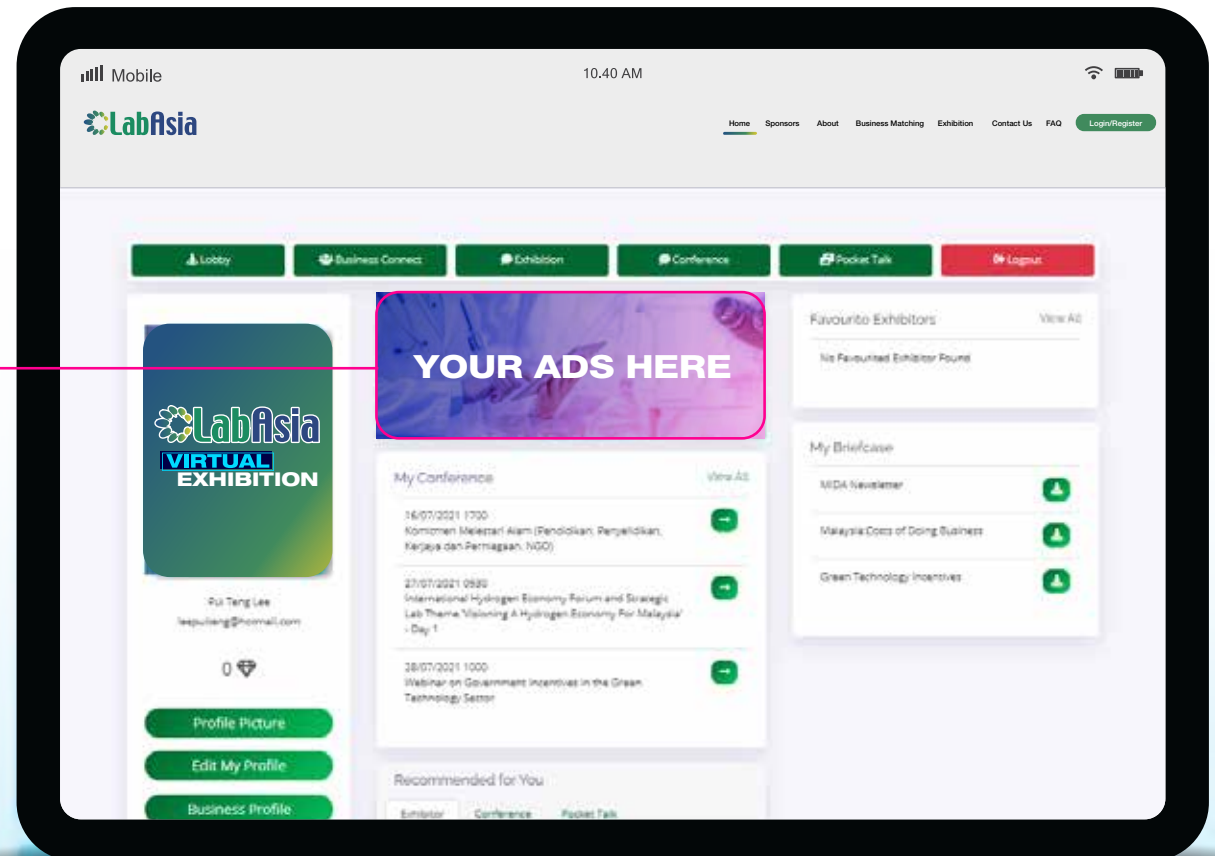
Banner Advertising

Choose from the two most eye-catching banner ads available in the virtual exhibition, the Visitor Profile, and Business Matching Platform.

Visitor Profile

- 5x Rotating Banner Ads
- Click Count is unavailable
- Hyperlink to Sponsor's Booth
- Specifications: 540px (w) x 200px (h)

Visitor Profile Banner Ads



CONTACT US

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For exhibiting and sponsorship enquiries, send a
meeting request to our sales specialist:

Ms. Geonice Chong

Email: Geonice.Chong@informa.com

Ms. Idayu Zakaria

Email: Idayu.Zakaria@informa.com

Visitor, Association & Media Partnership

Ms. Lee Pui Teng

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 www.lab-asia.com

 **LabAsia Exhibitions**

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