



# Scanlab



EXPLORE  
THE CHEMISTRY  
BETWEEN PROFESSIONALS



25 - 27 SEPTEMBER 2012

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# WELCOME TO SCANLAB 2012

Danish Diagnostic and Laboratory Association (DADIF) and Bella Center invite laboratory industry users and suppliers to a three-day professional trade fair featuring extensive industry expertise and the opportunity to develop your active network.



## SEE, DO, LEARN, MEET & BUY

In the marketing of "Scanlab 2012 – Explore the Chemistry between Professionals", we highlight the meeting of professionals as a unique opportunity for visitors to discover, explore and test equipment first-hand and have an informal talk with the suppliers.

The Scanlab fair provides B2B partnership opportunities in a forum where meeting with former colleagues and one's network is a major reason for visitors' attendance.

Scanlab is an important opportunity for exhibitors to maintain and develop good customer relationships face to face, giving buyers and users a picture of the people behind the products and confidence in their high level of professionalism and service.

Scanlab 2012 is a venue for actively engaging new contacts, result-oriented product sales and effective profiling of your company through the personal and professional meeting.

# VALUABLE TIME FOR INSPIRATION

The visitor report for Scanlab 2010 in Copenhagen shows that the trade fair's visitors value the opportunity to meet in a relaxed environment with a good atmosphere, where they can seek inspiration and learn about new products and suppliers in the market.

Thus, the fair visitors are generally open to sales and marketing messages because they have allocated valuable time to exploring the market.

The report also shows that 64% of the visitors have major or some influence on the company's purchases within the trade fair's field and that 1/3 of the visitors intend to pur-

chase products or solutions that they saw at the fair within 12 months. The primary objective of approximately half of the visitors is to find new suppliers and 66% said they would certainly attend the fair again in 2012.

These figures reflect the high level of interest in the fair and highlights the benefits for exhibitors at Scanlab 2012.

# RETURN ON INVESTMENT

Scanlab 2012 enables you, in just a few days, to establish contact with and attract buyers, researchers and technicians, ensuring that they leave the trade fair with a positive impression of your company.

You can increase awareness of your products and services through chemistry experiments, surprising culinary experiences, extraordinary decoration marketing of your stand, etc.

The encounter with users should inspire them to do business with your company in both the short- and long-term, and a presence at the trade fair is ultimately your opportunity to create visibility in the market and achieve successful sales and return on investment.



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# TARGETED MARKETING

## Scanlab 2012 is marketed on a broad range of platforms

The following elements comprise the marketing of Scanlab 2012

– Explore the Chemistry between Professionals:

- Advertising in relevant national and Scandinavian trade journals
- Advertising in relevant publications off different associations
- Newsletters
- Press releases from Scanlab and exhibitors
- Free invitations for exhibitors' customers
- Marketing on [www.scanlab.dk](http://www.scanlab.dk) and [www.bellacenter.dk](http://www.bellacenter.dk)
- Google AdWords
- Exhibitor marketing kit for use by exhibitors



## Who will you meet at Scanlab 2012?

Scanlab is a recurring event that brings together professionals from the range of environments that work with laboratories and laboratory equipment in their everyday operations. The laboratory industry's target groups typically work in the following visitor target groups:

- Hospitals
- Pharmaceutical industry
- Food industry
- Laboratory industry
- Chemical industry
- Medical industry
- Research institutes
- Private laboratories
- Universities

# SCANDINAVIA'S LARGEST DESIGN HOTEL

## Scandinavia's largest design hotel – the real deal...

Bella Center recently opened Scandinavia's largest design hotel, Bella Sky, which means that as a Scanlab 2012 exhibitor you can combine your work at the fair with a well-deserved break and unique experience by staying in the spectacular 23-storey skyscraper.

## ...welcoming you to Scanlab 2012

Wake up in one of the hotel's 812 designer rooms and start your day with a relaxing steam bath, shower, sauna or massage in the hotel's Spa and proceed with an extensive organic breakfast buffet or the hotel's luxury champagne brunch.

Wrap up your day at the trade fair with a drink in Sky Bar, featuring a view over Copenhagen and the green commons, and enjoy a 3-course meal in one of the hotel's many restaurants as a conclusion to an excellent and eventful day.



Read more at [bellaskycomwell.dk](http://bellaskycomwell.dk)

# INFORMATION AND PRICES

## Location

Bella Center, Center Boulevard 5, DK-2300 Copenhagen S

## Dates and opening hours

25 - 27 September 2012

Tuesday: 9 a.m. - 5 p.m.

Wednesday: 9 a.m. - 5 p.m.

Thursday: 9 a.m. - 4 p.m.

## Stands without shell

Minimum 9 sqm DKK 1,375 per sqm

**Registration fee** **DKK 3,500**

If you plan to have a co-exhibitor at your stand, these must be registered separately. Co-exhibitors will receive the same information and marketing as the main exhibitor.

**Co-exhibitor registration fee: DKK 3,000**

## Stand rental and registration fee includes

Marketing of company name and stand number in the trade fair guide, in the online catalogue at scanlab.dk and on information boards at the trade fair, as well as daily vacuuming of open floor space at the stand.

## Accessibility conditions

Free entry with registration – online registration opens in the months before the trade fair.

## Terms of payment

Registration fee: DKK 3,500 at the time of signature

40% of stand rental fee: 1st March 2012

The remaining 60%: 1st July 2012

## Stand sales

Bo Rasmussen

E-mail address: bor@bellacenter.dk

Tel: (+45) 32 47 21 34.

Martin Machon

E-mail address: mar@bellacenter.dk

Tel: (+45) 32 47 21 30.