



**参与手册**  
**Marketing Service**

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中国国际实验室规划、建设与管理大会暨中国国际智慧实验室大会  
China International Congress and Exhibition on  
Laboratory Planning, Construction and Management  
labtech China Congress and Smart Lab China 2021

 **labtech China**  
**Congress 2021**

**2021中国国际实验室规划、建设与管理大会暨中国国际智慧实验室大会 (labtech China Congress 2021 & Smart Lab China 2021)** 将于**2021年10月21日~22日**在**上海浦东隆重举办**，并由analytica China升级打造，关注科研生态系统与实验室全生命周期。大会致力于推动中国实验室规划与建设领域的可持续性发展，引领信息化与智能化的趋势，关心实验室工作者安全与健康。将围绕实验室设计规划、实验室规范建设、实验室安全、实验室运营管理、智慧实验室等热门主题，邀请海内外专家及企业展开交流与探讨。labtech China Congress 2021还将推出多主题现场模拟实验室(Live Lab)，为观众呈现从实验室设计、规划、建设、操作、管理等整个实验室生态系统的先进解决方案，通过现场演示与操作，亲身体验实验室现代化设计风格和信息化信息管理理念。

The labtech China Congress 2021 & Smart Lab China 2021 will be held in 21<sup>st</sup> ~22<sup>nd</sup> October **2021 in Pudong Shanghai**. Created by analytica China, labtech China Congress focuses on the ecosystem of the scientific research community and the full life cycle of lab construction. The congress is dedicated to the sustainable development of the laboratory planning and construction industries in China. It displays the trend of informatization and intelligence in the industry and emphasizes the safety and health of laboratory workers. Experts and enterprise representatives at home and abroad will discuss around hot topics such as laboratory design and planning, laboratory construction standardization, laboratory safety, laboratory operation management, and smart laboratories. labtech China Congress 2021 will also feature multiple Live Labs to present advanced solutions for the entire laboratory community in different themes: laboratory design, planning, construction, operation, management, etc. The participants will be able to experience modern lab designs and smart lab management concepts in person.

**时间 Time:** 2021年10月21日~22日 21<sup>st</sup> ~22<sup>nd</sup> October 2021

**地点 Venue:** 上海浦东 Pudong Shanghai

**大会官网 Official Website:** [www.analyticachina.com.cn](http://www.analyticachina.com.cn)

**大会规模 Congress Size:** 3,000 people



labtech China Congress  
2020 Review 回顾



### 2021中国国际实验室规划、建设与管理大会暨中国国际智慧实验室大会 (labtech China Congress 2021 & Smart Lab China 2021)

建设大会 labtech China Congress	展览 Exhibition	现场实验室 Live Lab	同期活动 Accompanying Program
科研建筑及实验室规划与建设 Scientific research building & laboratory designing and construction 实验室环境与安全 Laboratory environment and safety 实验室效率和管理 Laboratory efficiency and management 人与实验室和谐发展 Harmonious Developing of Man and Laboratory 智慧实验室 Smart Lab 实验室数字化、信息化与智能化变革 Laboratory digitization information and intelligence	实验室规划与建设 Laboratory Designing and Construction 实验室环境与安全 Laboratory environment and safety 创新仪器与设备 Innovative Laboratory Equipment and Technology 智慧实验室技术 Smart Lab Technology	食品安全 Foodlab 环境监测 Envirolab 制药 Medilab 生命科学 Biolab 洁净实验室 Cleanlab 教学实验室 Teachlab 智慧实验室 Smartlab 跨界实验室 Crossoverlab ... Xlab	实验室短训班 Seminar 专题研讨会 Workshop 企业技术日 Exhibitor Tech Day 实验室参观 Lab Tour 项目对接 Match-making

## 01 套餐赞助

赞助商权益	独家战略合作伙伴 CNY 300,000 (最多1家)	价值CNY 309,320	铂金赞助 CNY 200,000 (最多2家)	价值 CNY 235,740	金牌赞助 CNY 100,000	价值 CNY 134,860	展位套餐 CNY 30,000
Live Lab 参与权益 (纳入Live Lab 官方活动宣传、Live Lab 演讲时段1个、Live Lab 产品展示1个或资料展示)	√	CNY 25,000	√	CNY 25,000			
展位*	2*3 sqm	CNY 30,000	2*3 sqm	CNY 30,000	2*3 sqm	CNY 30,000	2*3 sqm
报告	主会场	CNY 20,000	主会场	CNY 20,000	平行论坛 或分会场	CNY 20,000	
嘉宾致辞	√	—					
嘉宾前排留座位	√	—					
大会吊带&资料袋	大会吊带及资料袋 (各500个)	CNY 60,000	大会吊带和 资料袋二选一 (500个)	CNY 30,000			
现场直播报道	√	CNY 100,000	√	CNY 50,000	√	CNY 50,000	√
微信宣传	2次头条文中或底部banner宣传 1篇非头条报到	CNY 7,000	1次头条文中或底部 banner宣传 1篇非头条报到	CNY 5,000	1篇非头条 报到	CNY 3,000	1次产品宣传 (展商合集)
司标展示*	√	—	√	—	√	—	√ (不包括现场 背景板)
会刊广告	特殊版面	CNY 14,000	特殊版面	CNY 13,000	内页	CNY 10,000	300字产品介绍+1张图片
资料夹带	√	CNY 15,000	√	CNY 15,000	√	CNY 15,000	
现场宣传视频播放*	√	—					
海报展示	√	CNY 5,000	√	CNY 5,000			
赞助商免费入场券*	4	CNY 3,920	3	CNY 2,940	2	CNY 1,960	1
赞助商客户免费入场券	30	CNY 29,400	10	CNY 9,800	5	CNY 4,900	
六折购票福利	√	—	√	—			

### 备注 Remark

- 最终展位面积以会场实际划分为准。
- 司标仅限1个主品牌司标，将展示在大会移动官网、现场背景板、会刊等宣传材料上，具体应以主办方所确定的为准。
- 会议现场宣传视频或广告播放，包括茶歇和午餐时间，长度不超过1分钟。
- 入场券：CNY 980 / 1位

## 01 Package Sponsorship

Sponsorship Rights	Exclusive Strategic Partner CNY 300,000 (Max. 1 companies)	Value CNY 309,320	Platinum Sponsor CNY 200,000 (Max. 2 companies)	Value CNY 235,740	Gold Sponsor CNY 100,000	Value CNY 134,860	Stand Package CNY 30,000
Live Lab Participation Rights (Included in Live Lab's official promotion activities, 1 Speech in Live Lab, 1 product displayed in Live Lab)	√	CNY 25,000	√	CNY 25,000			
Stand*	2*3 sqm	CNY 30,000	2*3 sqm	CNY 30,000	2*3 sqm	CNY 30,000	2*3 sqm
Speech	Main Venue	CNY 20,000	Main Venue	CNY 20,000	Session	CNY 20,000	
Guest speech	√	—					
Reserve seats for guest	√	—					
Congress Lanyard & Bag	Both Lanyard and Bag	CNY 60,000	Either Lanyard or Bag	CNY 30,000			
On-site Live Stream	√	CNY 100,000	√	CNY 50,000	√	CNY 50,000	√
Wechat Promotion	2 headline promotion & 1 non-headline promotion	CNY 7,000	2 headline promotion & 1 non-headline promotion	CNY 5,000	1 non-headline promotion	CNY 3,000	1 product promotion
Logo Entry*	√	—	√	—	√	—	√ (excl. backdrop)
Catalogue AD	Special Page	CNY 14,000	Special Page	CNY 13,000	Inside Pages	CNY 10,000	300-word product introduction and one picture
Material Distribution	√	CNY 15,000	√	CNY 15,000	√	CNY 15,000	
Video Display on site*	√	—					
Poster Area display	√	CNY 5,000	√	CNY 5,000			
Free Tickets for Sponsor*	4	CNY 3,920	3	CNY 2,940	2	CNY 1,960	1
Free Tickets for Sponsor's Clients	30	CNY 29,400	10	CNY 9,800	5	CNY 4,900	
Buying tickets at 40% discount	√	—	√	—			

### Remark

- The area space is subject to the final allocation.
- Logo, only for 1 main branded logo, will be entered on website, congress backdrop, catalogue and other promotion materials which shall be subject to the confirmation of the organizer.
- Sponsor's video will be played during tea break and lunch time. The playing time shall not exceed 1 minute.
- Ticket fee: CNY 980 / 1 person



## 02 Live Lab现场模拟实验室赞助

### 赞助形式

Live Lab 合作伙伴 Concept Partner CNY 200,000	Live Lab现场解决方案 On-site Solution CNY 50,000	Live Lab 现场演示或 演讲 On-site Demo or Speech CNY 15,000	Live Lab 家具赞助 Furniture Sponsor CNY 15,000 / 1 set	Live Lab设备及配件耗 材 Equipment Sponsor CNY 10,000 / 1 equipment
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**labtech China Congress 2021**倾情推出多主题**Live Lab**，为观众呈现从实验室设计、规划、建设、操作、管理等整个实验室生态系统的先进解决方案，通过现场现代化的设计风格，多元化模块化的布局，自动化、信息化的应用，先进的仪器设备，科学的方法演示，最优工作流以及实验室安全及管理系统的培训，实现与观众零距离互动。

**实验室类型：** 生物医药/临床检验/食品检测/化学化工/环境监测等领域实验室，如生物制品、微生物研究、脑细胞实验室、干细胞实验室、血细胞实验室、动物实验室、生物安全实验室、病毒研究实验室、理化检验室等

**展示主题：**

- 食品安全实验室
- 环境监测实验室
- 制药实验室
- 生命科学实验室
- 洁净实验室
- 智慧实验室
- 信息化实验室
- 自动化实验室
- 模块化实验室
- 色彩实验室
- 跨界实验室
- 未来实验室

**目标赞助商：** 专业提供实验室设计与工程、洁净室设计与工程、实验室装备与技术、实验室家具与材料、创新仪器、实验室信息化、自动化、安全化等整体解决方案、第三方检测、实验室搬迁/改造/驻场等服务的企业

**面向用户：**

- 相关应用领域实验室专业用户、买家
- 科研院校与政府机构
- 医院相关医疗卫生单位
- 实验室设计、工程单位

**位置：** 独立展示空间



## 02 Live Lab Sponsorship

### Sponsorship form

Live Lab Concept Partner CNY 200,000	Live Lab On-site Solution CNY 50,000	Live Lab On-site Demo or Speech CNY 15,000	Live Lab Furniture Sponsor CNY 15,000 / 1 set	Live Lab Equipment Sponsor CNY 10,000 / 1 equipment
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labtech China Congress 2021 will launch multi-theme Live Labs, presenting the audience with advanced solutions for the entire laboratory ecosystem from laboratory design, planning, construction, operation, management. Through the on-site modern design style, diversified modular layout, automation and information application, advanced instruments and equipment, scientific method demonstration, optimal workflow, and training of laboratory safety and management system, the audience will have a lot of opportunities reward.

**Laboratory type:** Biomedicine/clinical testing/food testing/chemical chemical/environmental monitoring and other fields such as biological products, microbiological research, brain cell laboratory, stem cell laboratory, blood cell laboratory, animal laboratory, biosafety laboratory, virus research Laboratory, physical and chemical laboratory, etc.

**Theme:**

- Food safety laboratory
- Environmental Monitoring Laboratory
- Pharmaceutical laboratory
- Life Science Laboratory
- Clean laboratory
- Smart Lab
- Information laboratory
- Automation laboratory
- Modular laboratory
- Color Lab
- Crossover laboratory
- Future laboratory

**Target Sponsor:** Provide laboratory design and engineering, clean room design and engineering, laboratory equipment and technology, laboratory furniture and materials, innovative instruments, laboratory information, automation, security solutions, third-party testing, laboratory relocation/Renovation/residential service companies.

**Target User:**

- Professional users and buyers
- Research institutions and government agencies
- Hospital related medical and health
- Laboratory design and engineering

**Location:** Independent display space



#### ◆ Live Lab 合作伙伴义务和权益

**义务：**与主办协商确定，负责整个模拟实验室的设计与搭建，提供实验室整体规划等专业技术指导。

**Responsibilities:** Determined in consultation with the host, responsible for the design and construction of the entire simulation laboratory, and provide professional technical guidance such as overall laboratory planning.

	享有权益	价值
1	享有活动冠名权	—
2	展台使用权，且展台设计可体现公司形象，如公司名称、Logo等	以现场实际为准
3	纳入大会官方活动，公司名称或logo展示在展会线上线下宣传资料中，包括EDM、新闻稿、印刷品、wechat等众多社交媒体、大众媒体、社群... ..	—
4	主会场演讲时段1个	CNY 20,000
5	现场接待台背板logo展示	—
6	现场产品展示	CNY 15,000
7	现场配备扫描枪1把	CNY 1,000
8	产品资料展示	—
9	大会免费入场券3张	CNY 2,940

#### ◆ Live Lab现场解决方案赞助权益

1. 纳入大会官方活动，公司名称或主品牌logo展示在大会所有线上线下宣传资料中，包括EDM、3新闻稿、印刷品、wechat等众多社交媒体、大众媒体、社群... ..
2. 现场解决方案展示，可最多包含3个产品；
3. 产品资料展示；
4. 现场直播解决方案演示操作、技术分享等，时长30分钟；
5. 大会免费入场单日券2张。

#### ◆ Live Lab 家具及仪器设备赞助权益

1. 纳入大会官方活动，公司名称或主品牌logo展示在大会所有线上线下宣传资料中，包括EDM、新闻稿、印刷品、wechat等众多社交媒体、大众媒体、社群... ..
2. 现场产品展示，可配一名工作人员；
3. 产品资料展示；
4. 大会免费入场单日券1 张。

### ◆ Live Lab Partner obligations and rights

**Obligations :** Determined in consultation with the organizer, responsible for the design and construction of the entire Live Lab, and provide professional technical guidance such as overall laboratory planning.

	Rights	Value ( CNY )
1	Event Naming Rights	—
2	Right to use the booth, and the booth design can reflect the company's image, such as company name, Logo, etc.	Subject to actual conditions
3	Included in the official activities of the conference, the company name or logo is displayed in the online and offline promotional materials of the exhibition, including EDM, press releases, printed materials, WeChat and many other social media, mass media, social communities...	—
4	1 speech session in the main venue	CNY 20,000
5	Logo display on the back panel of the reception desk	—
6	On-site product display	CNY 15,000
7	1 scanning gun on site	CNY 1,000
8	Product information display	—
9	3 free admission tickets	CNY 2,940

### ◆ Live Lab on-site solution sponsorship rights

1. Included in the official activities of the conference, the company name or logo is displayed in all online and offline promotional materials of the conference, including EDM, press releases, printed materials, WeChat and many other social media, mass media, social communities.....;
2. On-site solution display (up to 3 products);
3. Product information display;
4. Live broadcast solution demonstration operation, technology sharing, etc., ( 30 minutes );
5. Two single-day tickets for free admission to the conference.

### ◆ Live Lab furniture and equipment sponsorship rights

1. Included in the official activities of the conference, the company name or logo is displayed in all online and offline promotional materials of the conference, including EDM, press releases, printed materials, WeChat and many other social media, mass media, social communities.....;
2. On-site product display, can be equipped with a staff;
3. Product information display;
4. One-day ticket for free admission to the conference.



### 03 企业技术日 Exhibitor Tech Day CNY 100,000

- 半天独立会议室，私密交流场所；
- 新颖的参与形式；
- 新老客户专属接待区；
- 技术演讲，贵宾接待，新品发布，媒体活动等综合活动区；
- 低成本投入，省时省力且高效与高回报的参与方式。

- Exclusive meeting room for half day and private talks in quiet and elite environment;
- Unique model to show innovative products;
- Perfect place to meet new customers and acquire new ones;
- Perfect location for various events: tech talks, VIP event, product launch, Press event, reception, etc.;
- Low budget, low time and effort investment but high efficiency and ROI project.

权益	Benefits	价值 Value CNY 117,940
半天独立会议室使用	Exclusive meeting room for half day	CNY 50,000
直播报道	Live Report	CNY 50,000
微信报道	Wechat Report	CNY 5,000
司标展示	Logo Entry	—
会刊广告(内页整版)	Catalogue AD(1P inside)	CNY 10,000
赞助商免费入场券 (3张)	Free Tickets for Sponsor (3 tickets)	CNY 2,490



定制会议室 Customized meeting room  
 专属展示区 Exclusive Demo area



## 04 单项赞助 Single Sponsorship

### 4.1 吊带赞助

大会胸卡的吊带上将交替出现大会logo及赞助商logo，每位听众入场都将佩戴胸卡吊带。

当此项赞助与战略合作方或铂金赞助冲突时，按战略伙伴、铂金赞助优先选择的原则来执行

CNY 30,000 / 500

### 4.2 大会资料袋赞助

大会资料袋的一面将印制赞助企业的画面，另一面为大会画面，每位听众入场都会被派发到资料袋。

画面设计由赞助商提供，尺寸待公布  
制作由主办方负责

当此项赞助与战略合作方或铂金赞助冲突时，按战略伙伴、铂金赞助优先选择的原则来执行

CNY 30,000 / 500

### 4.3 资料夹带

公司宣传册或产品资料将放置于听众包袋中，与会者人手一份

CNY 15,000

赞助商需提前提供需要发放的宣传资料  
每个包袋限放一份资料  
不含制作

### 4.4 礼品赞助

礼品总能引起参会代表和嘉宾的兴趣，赞助企业向主办方提供礼品作为赞助，礼品上可印上赞助企业名称、Logo等，主办方发给所有与会人员，精美且用心的礼品会使公司品牌及形象给用户留下好的印象。

礼品赞助权益 CNY 10,000

不含制作,礼品需提前与主办确认，并由主办方分发

### 4.5 大会晚宴（独家）

labtech China Congress 2021将邀请所有演讲嘉宾及重要用户代表参加大会晚宴，规模预计200人，赞助商可冠名赞助晚宴。

独家冠名 CNY 200,000，不含餐饮酒水

晚宴现场背景板体现赞助商司标、视频播放  
主办方负责现场搭建与布置  
主办方负责邀请与会嘉宾与媒体  
主办方与赞助商一起确认晚宴流程  
赞助商高层致辞

## 04 Single Sponsorship

### 4.1 Strap Sponsorship

The logo of conference and sponsor will alternately appear on the strap of the conference badge, and every audience will wear the strap of the badge when entering the venue.

When this sponsorship conflicts with a strategic partner or platinum sponsorship, it shall be implemented according to the principle of priority selection of strategic partners and platinum sponsorship.

CNY 30,000 / 500

### 4.2 Conference kit sponsor

One side of the conference bag will be printed with the pictures of the sponsoring company, and the other side is the conference information. Every audience will be distributed to the conference bag when they enter the venue;

Screen design provided by the sponsor ( size to be announced);  
Produced by the organizer;

When this sponsorship conflicts with a strategic partner or platinum sponsorship, it shall be implemented according to the principle of priority selection of strategic partners and platinum sponsorship.

CNY 30,000 / 500

### 4.3 Data Entrainment

Company brochures or product materials will be placed in the audience bag, and very audience will be distributed to the bag when they enter the venue.

CNY 15,000

Sponsors need to provide promotional materials that need to be distributed in advance;  
Each bag is limited to one piece of information;  
Does not contain production;

### 4.4 Gift sponsorship

Gifts can always arouse the interest of delegates and guests. Sponsor companies provide gifts to the organizer as sponsorship. The gifts can be printed with the name of the sponsoring company, Logo, etc., and the organizer will send them to all participants.  
Exquisite and thoughtful gifts will leave a good impression on the company's brand and image.

Gift sponsorship benefit CNY 10,000

Does not contain production, gifts must be confirmed with the organizer in advance and distributed by the organizer

### 4.5 Conference Dinner (Exclusive)

labtech China Congress 2021 will invite all speakers and important user representatives to participate in the conference dinner. The scale is estimated to be 200 people.

Exclusive naming CNY 200,000, excluding food and beverages.

The sponsor's logo and video will appear on the background board of the dinner.  
The organizer is responsible for site construction and layout.  
The organizer is responsible for inviting guests and media.  
The organizer and sponsor confirm the dinner process together.  
Sponsors will have dinner speech.

## 04 单项赞助 Single Sponsorship

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### 4.6 茶歇赞助（独家）

大会茶歇独家冠名，可在大会茶歇区摆放企业logo、易拉宝；

CNY 10,000 包含大会所有茶歇时段

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### 4.7 企业展示架

在会议室门口摆放赞助商展示架，可以使到场的所有参会代表第一时间看到贵司信息，每家企业限摆放一个，由企业自行准备。展示架尺寸不超过1.5米宽x2.5米高。

CNY 10,000/个

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### 4.8 直播报道

labtech China Congress由慕尼黑上海分析生化展（analytica China）倾力打造，analytica China是亚洲分析和生化技术领域的国际性博览会，是业内领军企业全面展示新技术、产品和解决方案的平台。analytica China 2018首次进行全场直播，16万观众在线观看了现场盛况。labtech China Congress 2021也将进行现场直播，全面报道大会演讲、live lab及企业专访。

#### A. 会中 CNY 100,000

- 现场采访：labtech China Congress官方合作媒体对企业高层/技术人员进行10-15分钟采访直播，采访内容分为新品前沿/行业之声/现场活动。赞助商可根据此次大会展示的重点内容选择报名，主办方将根据报名情况进行挑选和分配；
- 活动直播：赞助商重大活动直播间，比如新闻发布会，周年庆，现场活动等；
- 图片直播：所有报名参加视频直播的赞助商均可获得Vphoto专业拍摄团队拍摄的展会现场照片9张（产品图片/展台照片）。

直播节目单将在大会开幕前15天公布

#### B. 直播课堂 CNY 25,000

- 直播形式：视频或者音频在线演讲
  - 直播嘉宾演讲时间：每场不超过45分钟
  - 直播答疑环节：15分钟
  - 服务内容：海报制作、微信推文、听众招募、主讲人技术辅助、现场支持、群组分享、会后调研、会议报告（仅限部分收费会议），便于参与者了解活动进程。
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### 4.9 餐券赞助

发放给VIP观众，演讲嘉宾，参会代表，餐券上可印制公司名称、司标

CNY 5,000/1000张

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### 4.10 优秀实验室图片展示区

优秀实验室特殊展示将以图片或视频形式，在展前进行线上展示，现场以图片展览形式，展示国内外最优秀实验室，并会在现场进行投票评选，让用户发现你的项目成果与能力。

如果你是设计单位，你可以展示最现代化的实验大楼，最人性化的规划布局

如果你是工程单位，你可以展示你的成功项目，与哪些大单位合作过

如果你是配套单位，你可以展示你最先进的家具、设备与仪器

如果你是第三方检测实验室，你可以展示人员组成、仪器配备、荣誉资质及检测能力等

CNY 5,000/一张

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## 04 Single Sponsorship

### 4.6 Tea Break Sponsorship (Exclusive)

Exclusive naming of the conference tea break, corporate logos and roll-up banners can be placed in the conference tea break area;

CNY 10,000 includes all tea breaks.

### 4.7 Enterprise display stand

Place a sponsor display stand at the entrance of the conference room, so that all the participants can see your company's information at the first time. Each company can only display one stand, which is prepared by the company. The size of the display stand should not exceed 1.5m wide x 2.5m high.

CNY 10,000 / pc

### 4.8 Live Report

labtech China Congress is created by analytica China. analytica China is an international expo in the field of analysis and biochemical technology in Asia. It is a platform for leading companies in the industry to comprehensively display new technologies, products and solutions. analytica China 2018 was broadcast live for the first time, and 160,000 viewers watched the grand event online. labtech China Congress 2021 will also be broadcast live, covering the conference speeches, live lab and interviews.

#### A. In the conference (CNY 100,000 )

**-On-site interview:** The official partner media of the labtech China Congress conducts 10-15 minutes of live interviews with corporate executives/technical personnel. The content of the interviews is divided into new product frontiers / industry voices / live events. Sponsors can choose to register according to the key content displayed in the conference, and the organizer will select and allocate according to the registration situation;

**-Event live broadcast:** The sponsor's major event live broadcast room, such as press conferences, anniversaries, live events, etc.;

**-Live photo:** All sponsors who sign up for the live video can get 9 live photos of the exhibition (product photos/booth photos) taken by the professional shooting team.

The live program will be announced 15 days before the opening of the conference.

#### B. Before the conference ( CNY 25,000 )

-Live broadcast: video or audio online speech

-Time: 45 minutes

-Q&A session: 15 minutes

-Service content: Poster, WeChat article, audience recruitment, technical assistance of the presenter, on-site support, group sharing, post-conference research, meeting report.

### 4.9 Meal Voucher Sponsor

Distributed to VIP audiences, speakers, delegates, the company name and logo can be printed on the meal coupons

CNY 5,000/1000

### 4.10 Excellent laboratory picture display area

The special display of excellent laboratories will be displayed online before the conference in the form of pictures or videos, and the best laboratories at home and abroad will be displayed onsite. Voting will be conducted on the spot to let users discover the results of your project.

You can show:

The most modern laboratory building and the most user-friendly layout;

Successful projects and which large units you have worked with;

The most advanced furniture, equipment and instruments;

staff composition, equipment, honors and qualifications and testing capabilities, etc.

CNY 5,000/piece

## 04 单项赞助 Single Sponsorship

### 4.11 Workshop/Seminar定制或新品发布会

赞助企业可以在大会期间举办技术培训班、辅导班、午餐会等定制活动，利用主办资源联合邀请听众，并在现场有效获得更多听众参与。

CNY 40,000/ 半天    RMB 25,000/ 2h

#### 赞助权益：

加入大会构架并全程纳入展会宣传体系  
大会网站宣传  
会前、现场所有宣传资料会议信息发布  
EDM、微信免费宣传一次  
享有免费会场及设施  
演讲嘉宾享有免费午餐  
现场背景板、日程牌、指示牌免费制作  
主办协助参会代表招募  
会场现场资料摆放

#### 赞助商需负责

演讲嘉宾邀请与组织  
培训资料准备  
活动宣传推广  
参会代表组织和招募  
现场会务服务  
Breakfast / Lunch Seminar早午餐由赞助商自行提供

### 4.12 移动官网推广

labtech China Congress移动官网，有助手机移动终端互联网营销，方便用户及时获取与分享信息加大传播的力度与广度。

首屏广告轮播 最多4家轮播  
CNY 30,000

### 4.13 微信报道

亚太实验圈是analytica China、Prime Priority俱乐部与labtech China Congress的官方微信平台，拥有5万名专业用户，致力于推动行业内的信息发布与交流、促进国内外技术与产品交流、增加供需双方的线上线下互动。

非头条报道	CNY 3,000元/条/次	300字内，3-5张图片
Banner广告	CNY 2,000元/个/1次	640*110 pixel

## 04 Single Sponsorship

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### 4.11 Workshop/Seminar

Sponsors can organize customized activities such as technical training courses, tutorials, lunch meetings etc., use more resources to jointly invite audiences, and effectively get more audience participation on site.

CNY 40,000/ half day RMB 25,000/ 2h

#### **Sponsorship rights:**

Join the conference structure and promote with the conference;  
Conference website promotion;  
Publicity material information release;  
EDM, WeChat promotion once for free;  
Enjoy free venue and facilities;  
Free lunch for speakers;  
Free production of on-site background boards, schedule boards, and signs;  
Host and assist in the recruitment of delegates;  
Placement of promotional materials.

#### **Sponsor is responsible for:**

Speaker invitation and organization;  
Training materials preparation;  
Event promotion;  
Representative organization and recruitment;  
On-site conference service;  
Breakfast / Lunch Seminar brunch is provided by the sponsor.

### 4.12 Mobile official website promotion

labtech China Congress mobile official website facilitates users to obtain and share information in a timely manner, increasing the spread of the conference.

Screen banner ad carousel (Up to 4 companies).

CNY 30,000

### 4.13 WeChat promotion

The official WeChat platform of analytica China has 50,000 professional users and is committed to promoting information release and exchanges in the industry, promoting domestic and foreign technology and product exchanges, and increasing online and offline interaction between supply and demand.

Non-headline report  
Banner

CNY 3,000  
CNY 2,000

Within 300 words, 3-5 pictures  
640\*110 pixel

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## 04 单项赞助 Single Sponsorship

### 4.14 EDM推送 EDM Promotion

产品或新闻推送 CNY 3000 300字内, 3-5张图片  
 Banner广告 CNY 2,000元/个/1周  
 EDM定向推送 CNY3000/5000条

Product or news promotion CNY 3000 within 300 words, 3-5 pictures  
 Banner advertisement CNY 2,000 /pc /1 week  
 EDM targeted advertisement CNY3000 / 5000data

### 4.15 网站 Website advertisement

主页滚动横幅广告 CNY 30,000  
 子页面横幅广告 A CNY 20,000  
 子页面横幅广告 B CNY 15,000  
 子页面横幅广告 C CNY 10,000

Homepage banner CNY 30,000  
 Sub-page banner advertisement A CNY 20,000  
 Sub-page banner advertisement B CNY 15,000  
 Sub-page banner advertisement C CNY 10,000

### 4.16 会刊广告 Catalogue advertisement

内页整版 CNY 10,000 (210mm\*285mm)  
 内页首页 CNY 13,000 (210mm\*285mm)  
 封二 CNY 14,000 (210mm\*285mm)  
 封三 CNY 13,000 (210mm\*285mm)  
 封底 CNY 16,000 (210mm\*285mm)  
 拉页广告 CNY 28,000 (420mm\*570mm)  
 书签夹带 CNY 10,000 (竖版 小于100mm\*150mm 横板 小于150mm\*1000mm)

若部分特殊版面与战略合作方或铂金赞助冲突时, 按战略伙伴、铂金赞助优先选择的原则来执行

Full inside page CNY 10,000 (210mm\*285mm)  
 Inside first page CNY 13,000 (210mm\*285mm)  
 Inside front cover CNY 14,000 (210mm\*285mm)  
 Inside Back Cover CNY 13,000 (210mm\*285mm)  
 Back cover CNY 16,000 (210mm\*285mm)  
 Pull page advertisement CNY 28,000 (420mm\*570mm)  
 Bookmark entrainment CNY 10,000 (vertical version less than 100mm\*150mm horizontal board less than 150mm\*1000mm)

If part of the special page conflicts with strategic partners or platinum sponsorship, it will be implemented according to the principle of priority selection of strategic partners and platinum sponsorship.





**KERRY HOTEL**  
Pudong, Shanghai  
上海浦东嘉里大酒店

上海浦东嘉里大酒店拥有574间客房及套房，超过8500平方米的会议室及宴会场地。酒店开设了总面积约为6000平方米的健身俱乐部，提供丰富的健身及Spa护理项目，致力于为宾客营造一个工作和生活相平衡的环境。此外，酒店与上海新国际博览中心直接相连，正对广阔旖旎的世纪公园，并紧邻浦东嘉里城购物中心及办公大楼。

Kerry Hotel Pudong offers 574 guestrooms and suites while boasting some of Shanghai's most spacious and advanced conference and banqueting facilities. For work-life balance, we offer a well-equipped hotel sports and recreational facility in Shanghai, featuring vast exercise and spa options. The hotel is also within easy reach of Shanghai New International Expo Centre, the expansive Century Park, and the Kerry Parkside shopping mall and office tower.

可根据企业需求定制合作方式，具体可联系主办方  
**Please contact the organizer for customized cooperation!**

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