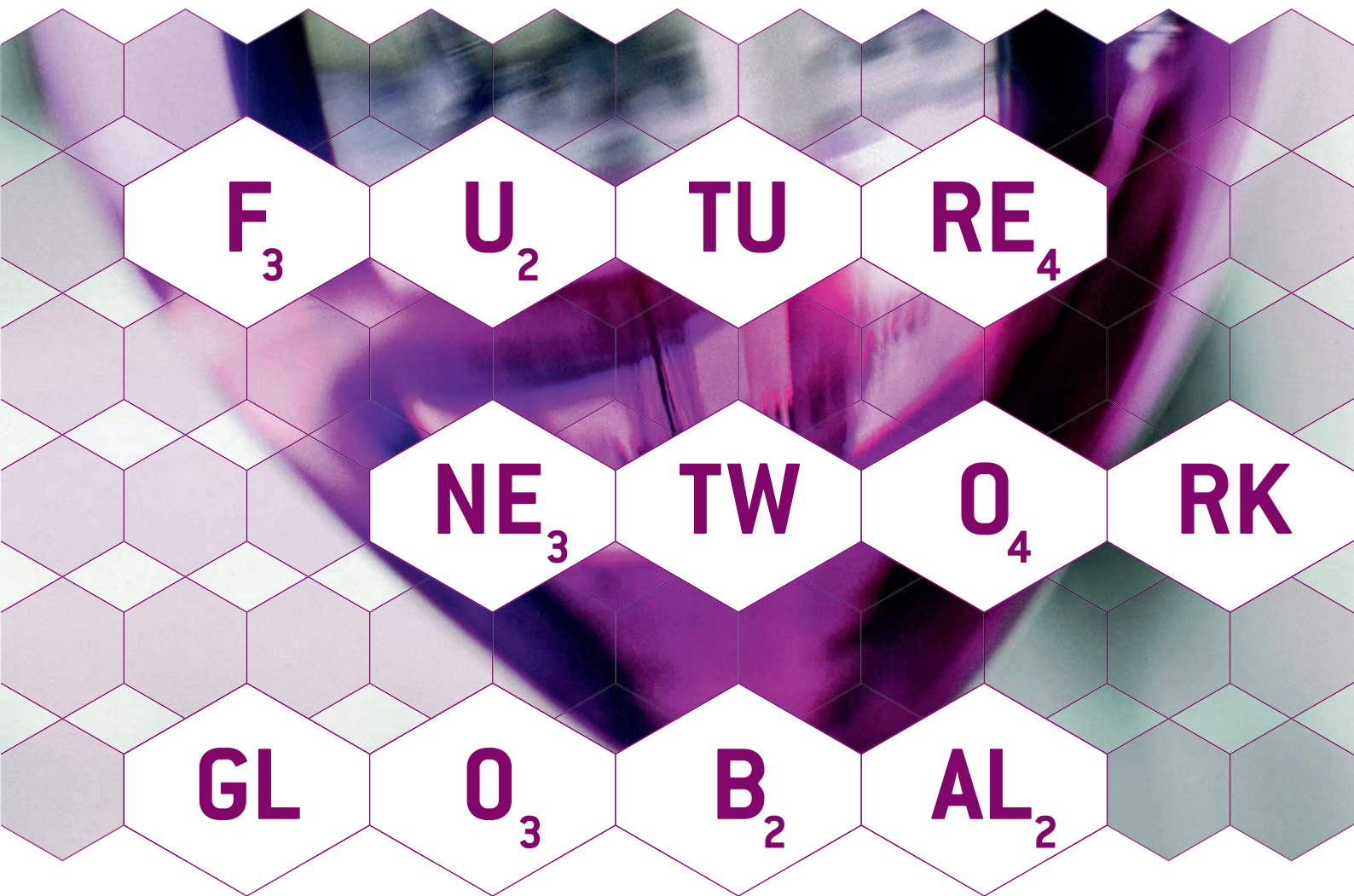




Messe München

Connecting Global Competence



## EXHIBITOR INFORMATION

27th International Trade Fair for Laboratory Technology,  
Analysis, Biotechnology and analytica conference  
March 31 – April 3, 2020 | Messe München  
[analytica.de](http://analytica.de)



analytica

One trade fair.  
Four days.  
Innumerable possibilities.



### Leading. International. Comprehensive.

Secure the best place in the future of the lab world: As the world's leading and largest trade fair for laboratory technology, analysis and biotechnology, analytica has been setting standards for more than 50 years.

With innovations, trends and ready-to-market products, it will be the most important meeting place and think-tank again in 2020. Only here do companies, scientists and researchers obtain an all-encompassing overview of all the issues in modern analysis. With an even stronger focus on future-oriented topics such as the "Digital transformation in the laboratory," analytica 2020 will again provide pioneering impetus.

### Unique. Proven. Pioneering.

analytica 2020 is the only trade fair in the world to present the full spectrum of topics and services that move the sector. With sufficient space in five halls, analytica 2020 will offer not only the exhibitor area, but also afford plenty of space for three conferences, two forums and six special shows.

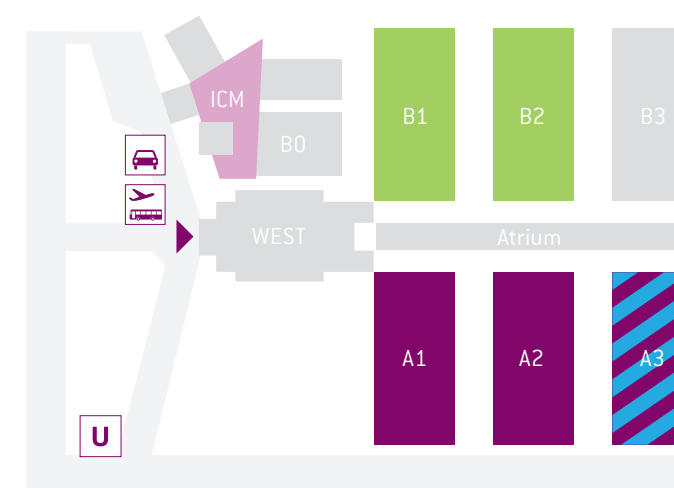
The trade fair concept featuring the three proven pillars—exhibition, conference and supporting program—will enthuse our exhibitors and visitors alike.

### Complete. Clear. Exciting.

analytica is a trade fair where inner greatness can coincide with outer greatness: with five halls affording more than 55,000 square meters of space, analytica is also the world's leading fair in physical scope. Extensive, yet clearly surveyable, analytica leads its international visitors through the program and brings you success.

### Good reasons. Singular advantages. Genuine enthusiasm.

- > **Leading:** number 1 in the world
- > **Unique:** all-encompassing market overview
- > **International:** exhibitors from more than 40 countries
- > **Unsurpassed:** the world's largest exhibition area, with five halls and 55,000 m<sup>2</sup> of space
- > **Sales power:** deep-pocketed trade visitors
- > **Innovative:** numerous world and product innovations
- > **Competent:** high concentration of industry leaders



### Overview of analytica:

- A1 A2 A3** Analysis and quality control:
  - > Instrumental analysis
  - > Applications
  - > Microscopy and optical image processing
  - > Measuring and testing technologies
  - > Materials testing
  - > Industrial quality control
- A3** Biotechnology / life sciences / bioanalysis / diagnostics:
  - > Biotechnological applications
  - > Laboratory technology for biotechnical laboratories and life sciences
  - > Bioanalysis
  - > Bioinformatics
  - > Biochemicals
  - > Diagnostics in medical research
  - > Industrial biotechnology
  - > Financing options in biotechnology
- B1 B2** Laboratory technology:
  - > Laboratory instruments and devices
  - > Laboratory automation / robotics
  - > Laboratory data systems and documentation
  - > Laboratory equipment
  - > Chemicals and reagents / consumables
  - > Occupational / work safety
  - > Digitalization / Laboratory 4.0
- ICM** analytica conference

EXHIBITORS

Stage.  
Meeting place.  
Marketplace.



With 1,163 exhibitors from 47 countries in 2018, analytica impressively enhanced its significance as the world's leading trade fair, remaining unchallenged in first place. For our exhibitors, this is a development that will pay off both personally and financially—in 2020 again.

Top feedback scores for analytica:	Top five countries:
Probability that exhibitors will recommend analytica further: <b>97%</b>	> Germany
Probability that participants will take part again: <b>95%</b>	> China
Benefit from participation: <b>96%</b>	> USA
	> Great Britain
	> Switzerland

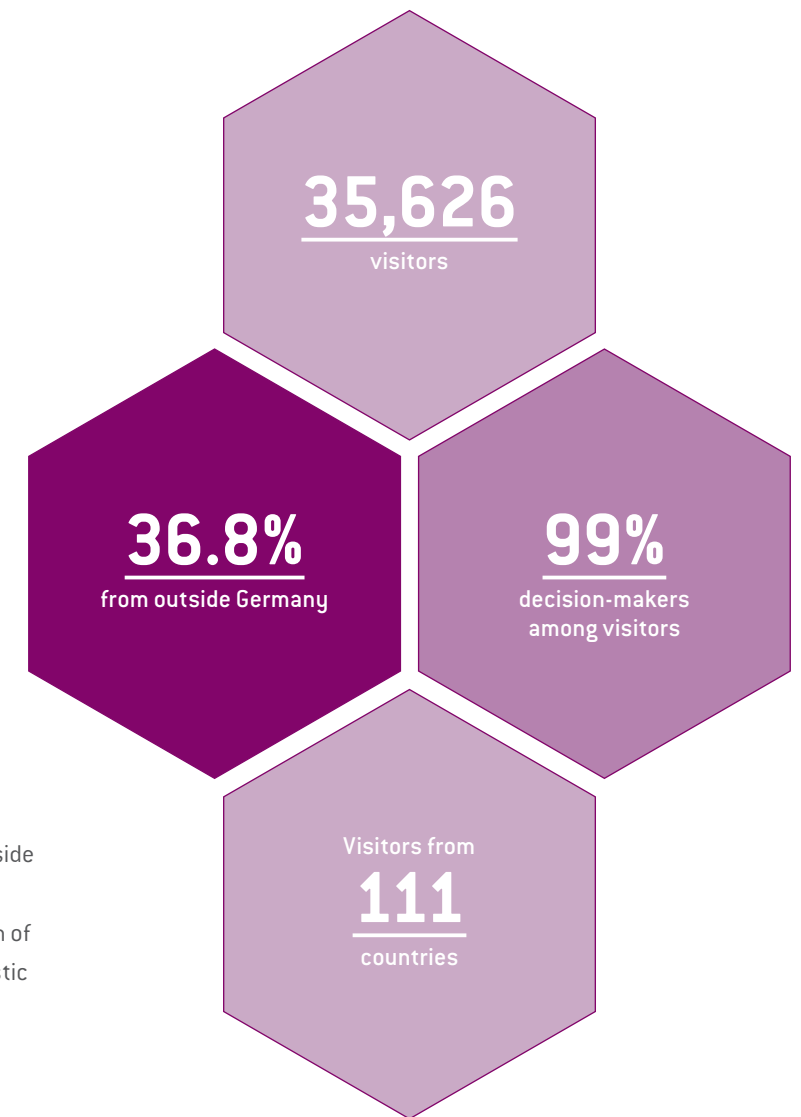
The Who's who of the sector.

The 1,163 exhibitors at analytica 2018 included the following companies:



VISITORS

Investment power.  
International.  
Highly satisfied.



In 2018, one out of three visitors to analytica came from outside Germany, and 99% rated the trade fair as excellent to good. Dream scores for analytica, and thanks to the high proportion of decision-makers, these scores represent an extremely realistic sales potential for our business contacts.

Top feedback scores for analytica:	Top five visitor countries [apart from Germany]:
Probability that visitors will recommend analytica further: <b>91%</b>	> Austria
Probability that visitors will come again: <b>85%</b>	> Switzerland
Benefit from visit (excellent to good): <b>93%</b>	> Italy
	> China
	> Great Britain / Northern Ireland

2018 visitors according to industry.

<b>20%</b> Chemical industry	<b>10%</b> Environmental protection and technology	<b>5%</b> Forensics / clinical diagnostics
<b>19%</b> Pharmaceutical industry	<b>9%</b> Medical laboratories	<b>4%</b> Automotive industry
<b>18%</b> Biotechnology	<b>8%</b> Healthcare / medicine	<b>4%</b> Electrical engineering / electronics
<b>16%</b> Life sciences industry	<b>8%</b> Water / sewage	<b>3%</b> Cosmetics industry
<b>14%</b> Other industries / Other sectors	<b>7%</b> Diagnostics industry	<b>2%</b> Aeronautics and space systems
<b>11%</b> Food / Luxury foods, drinks and tobacco industry	<b>7%</b> Medical technology	<b>2%</b> Veterinary medicine/diagnostics
	<b>6%</b> Metal and plastics processing	<b>1%</b> Construction industry
	<b>5%</b> Clinical research organization	



ANALYTICA CONFERENCE

Future.  
Knowledge.  
Business.

2,074

participants

177

presentations

32

sessions

When the most renowned experts from Germany and abroad discuss the latest scientific topics, everyone is at the analytica conference. As the sector's fastest growing, most popular symposium, analytica makes a crucial contribution to advancing the international exchange of ideas and opinions at the highest level.

#### The leading topics in 2018:

- > Aerosols and health: Characterization of the Composition and the Toxicological Effects of Air Pollution
- > New Developments in Analytical Spectroscopy
- > Ion Mobility—Mass Spectrometry: Hype or Ripe? Theory and Application
- > Trends in Analytical Toxicology – New Matrices, New Methods, New Analytes
- > Analysis of Microplastics
- > Large Analytical Data Sets – Chemometrics, an Evaluational Aid

#### High satisfaction ratings among participants:

- 99%** overall score excellent to good
- 97%** topicality of presentation content excellent to good
- 95%** probability of participating again

#### The organizers.

The analytica conference is organized by Forum Analytik, an alliance of the leading scientific associations in the German-speaking world.



Deutsche Gesellschaft  
für Klinische Chemie  
und Laboratoriumsmedizin e.V.

#### SUPPORTING PROGRAM

Informative.  
Inspiring.  
Pioneering.

The diverse and intellectually stimulating supporting program lends analytica its unique profile and will make it the sector's most important meeting place again in 2020.



#### SPECIAL SHOWS

- Digital transformation:** Current presentations on the digital transformation in the laboratory with real-life examples from exhibitors in a showroom.
- Occupational and work safety:** Comprehensive information and tips regarding safety in day-to-day lab work.
- Live labs:** In real lab worlds, exhibitors make live presentations of current applications employing their instruments or devices.
- NEW! Startup area:** Presentation stage and networking event featuring innovative startups together with small and mid-sized firms.

#### FORUMS

- Forum Biotech and Laboratory & Analysis:** As practice-oriented platforms with best-practice presentations for users, analytica's forums are an inexhaustible source of inspiration for day-to-day lab work.

#### FOCUS DAYS

- Personalized medicine:** Recognized experts from pharmaceutical and diagnostics companies, associations and clusters enthuse and enrich their audience with presentations, business pitches and panels.
- Finance Day:** Current financing trends and innovative models of the biotech industry in presentations and discussion.
- analytica Job Day:** Friday (Pupils' Day) is devoted to promoting young talent and the job placement of qualified professionals (jobvector career day).

#### FURTHER TRAINING

- Expand your knowledge and areas of competence and advance in your profession with the half- or whole-day compact seminars conducted in cooperation with the independent training and consulting firm Klinkner & Partner.



## DIGITAL TRANSFORMATION

# Change. Opportunity. Advantage.

The digital revolution is changing the world both outside and within the laboratory. analytica is examining this topic in greater detail and showing what solutions can be used in various areas to successfully master the digital future. Whether in the exhibitor area, analytica conference or forum, we are offering our exhibitors numerous opportunities to participate in this success.

### The topics in 2020:

- > The Lab of the Future/Laboratory 4.0
- > Digital Networking in the Lab
- > From Big Data to Smart Data
- > Optimizing Laboratory Processes—The Effective Laboratory
- > Automation / Robotics
- > Data Security
- > and much more

The forum area is extended by additional showrooms. Exhibitors who are interested in having a small exhibition presence in connection with a marketing package will find interesting offers starting at €UR 4,900.

Contact and registration forms:

Marlen Schieder at [projektleitung@analytica.de](mailto:projektleitung@analytica.de) or +49 89 949-20381



### Special Show Digital Transformation—Discover the Future of Digitalization in the Laboratory.

The premiere of the Digital Transformation Forum at analytica 2018 proved to be a genuine magnet for both visitors and exhibitors.

Participants in the Digital Transformation Forum in 2018:



In 2020, the forum program will again be organized with the kind support of the following associations:



## LIVE LABS

# Exclusive. Live. Practice-oriented.

Live labs are real visitor attractions—and found only at analytica. Only here will you find a setting in which innovative application processes and device systems have to prove themselves in a genuine laboratory environment—before the eyes of an expert and critical audience. In this practice-oriented, dialog-promoting setting, well-known experts moderate and introduce the latest products from renowned companies. Complex topics and questions that crop up in the day-to-day working world become the subject of spirited discussion in the real-time atmosphere of our labs.



### Live lab food analysis.

How safe is our food? Does the product really come from the country shown on the label? Origin analysis provides answers. This lab shows applications ranging from sample preparation to the analysis of foods.

### Live lab materials analysis.

In a real laboratory environment, experts from science and industry report on specific applications, current processes and special methods for determining, for example, the viscosity of polymer solutions. Also presented will be applications on a thermal scale which can determine changes in a sample's mass based on its temperature.



## MARKETING TOOLS

Individual.  
Flexible.  
Successful.

Take advantage of our experience and our know-how to achieve the optimal effect with your exhibition presence.

### Booth planning.

Whether you want to have your booth set up under your own direction, choose a complete package including set-up and dismantling or opt for a combi-package for topic-specific exhibition areas such as the Special Show Digital Transformation—at analytica, you decide according to your specific needs. Because our participation options offer you the greatest possible flexibility. The relevant information is provided on the enclosed price sheet or at: [analytica.de/application](https://analytica.de/application)

### Optimal preparation for the trade fair.

We will assist you before and during the trade fair and provide you with useful tools for follow-up. Together with our subsidiary, meplan, we have put together a voluminous compact program to help make your trade fair appearance a success. You can choose between one-day workshops, webinars or last-minute training sessions shortly before the trade fair begins.

We show you the best ways to maximize your trade fair success:

- > Trade fair booth planning aids
- > Trade fair budget planner
- > Information on attractive visitor invitations
- > Practical tips and checklists
- > Professional comportment of your booth personnel
- > Lead management solutions
- > Making and following up qualified trade fair contacts. For further information and the complete content, please visit: [analytica.de/tradefair-success](https://analytica.de/tradefair-success)

### Simply effective—Our invitation and contact management.

#### Vouchers for day tickets.

Invite your most important potential and existing customers to the trade fair very quickly and expediently—online or by mail. We will make ticket vouchers available to you for this purpose. After the trade fair, we will send you information on the tickets that were used for your follow-up.

#### Costs calculable in advance.

Regardless of how many tickets you need to invite your customers to the trade fair, as an exhibitor, you pay for two tickets per square meter booked at the most, and as a co-exhibitor, you pay for thirty tickets at the most. This keeps your costs down and, most importantly, makes them calculable.

## SERVICE

Online.  
Offline.  
Face-to-face.

Digital media are becoming ever more important. We offer you attractive options for addressing your products and applications to the right target groups even beforehand:

- > Online exhibitor and product directory on the trade fair website [analytica.de](https://analytica.de)
- > analytica visitors' app
- > Stand-alone newsletter to visitors to last year's events
- > Tools for addressing your customers year-round include analytica's world portal at [analytica-world.com](https://analytica-world.com) and, just introduced, **Trusted Targeting**, the online marketing technology based on analytica data. With these tools, you can reach out online to your target group practically anywhere and at any time, even before and after the trade fair takes place. For more information, please visit: [analytica.de/trusted-targeting](https://analytica.de/trusted-targeting)

### Travel offers.

Both you, as an exhibitor, and your visitors can take advantage of discounted travel offers provided especially for analytica:

- > Shuttle bus from the airport to the fairgrounds and back
  - > Discounted tickets from Lufthansa and Deutsche Bahn
  - > Room and hotel service for your suitable accommodation
- For current offers regarding travel to Munich and hotels as of January 2020, please visit: [analytica.de/travel](https://analytica.de/travel)



### Ideal setting for networking.

Munich is known throughout the world for its Bavarian hospitality and gemuetlichkeit. Be our guest at analytica's Exhibitors' Evening and enjoy the evening in a setting perfect for cultivating the exchange with other manufacturers in your industry.

**We look forward to seeing you!**

# Business. Trends. Networking.

analytica offers you the world's largest trade fair network for laboratory technology, analysis and biotechnology.  
Set your company on the path to global success. Present your products and solutions to the markets of the future!



**analytica**



**analytica China**

NOVEMBER 16-18 | 2020 | SHANGHAI



**analytica Vietnam**

APRIL 3-5 | 2019 | HO CHI MINH CITY



**analytica Anacon India**

APRIL 16-17 | 2019 | MUMBAI  
SEPTEMBER 19-21 | 2019 | HYDERABAD



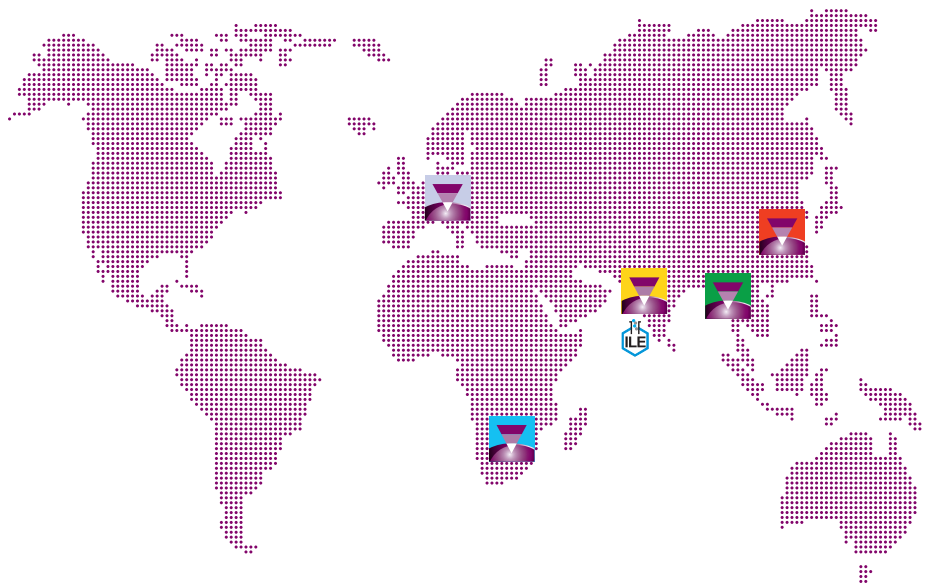
**analytica Lab Africa**

JULY 9-11 | 2019 | JOHANNESBURG



**analytica-world.com**

365 DAYS A YEAR



**To maximize your success, contact us.**



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#### Offices worldwide:

Messe München has affiliates  
and foreign representatives  
all over the world to support  
its exhibitors.

Find your contact:  
[analytica.de/advice](http://analytica.de/advice)

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**analytica**