



5 - 6 June, 2024

PVA EXPO PRAGUE, CZECH REPUBLIC

INVITATION FOR EXHIBITORS

ORGANIZER

CHEMAGAZÍN

WWW.LABOREXPO.EU

WWW.PROCESEXPO.EU

FOR THE FIRST TIME AND TOGETHER: TRADE FAIRS **LABOREXPO** AND **PROCESEXPO**

In one place, for two days, only once every two years you have the opportunity to present your offer of products and services for the laboratory and process analysis. By joining already introduced in order XI. year of the **LABOREXPO** trade fair and the completely new **PROCESEXPO** trade fair, the area of laboratory and process analysis is completely covered „under one roof“. Exhibitors who have covered both of these areas before are getting more marketing support to offer these types of products, and it's a unique opportunity for new exhibitors to showcase themselves at a trade show specifically focused on this type of analytics. **Both fairs are a great opportunity for presentation and access to the Czech and Slovak markets.**

Participation in both fairs is not associated with any additional costs - there is only one registration fee. Representation at one or both fairs will be distinguished in the Catalog and in the List of Exhibitors on the website by the icons of the individual fairs and on the exhibition area by color-coded stand numbers. You can participate in both fairs at the same time, and the only thing that needs to be done is to adapt the offer of exhibits and, if necessary, the design of the stand.

PROCESEXPO is a reflection of the demands of the exhibitors, who lacked such a profile of a separate trade fair. Another plan is to connect with the **LABOREXPO** trade fair and thus offer visitors from the industry who are in charge of production control and management the opportunity to visit a place where they can find complete solutions „under one roof“ and their suppliers, for sampling and continuous analyses.

LABOREXPO TOPICS

- Laboratory equipment, instruments, supplies and consumables
- Analytical instrumentation, automation and robotics
- Measuring instruments and equipment
- Semi-operational equipment
- Chemicals, gases, reagents, diagnostics and certified materials
- Calibration, service and repair of laboratory equipment
- Laboratory services / Research and development centers
- Collection and processing of laboratory data
- Literature and information Resources

PROCESEXPO TOPICS

- Industrial analyzers for process analysis of gases, liquids and loose substances
- Process meters and sensors
- Automatic samplers
- Process recorders, converters and loggers
- Computer tools for designing PAT systems
- Data collection and processing software
- Calibration, QA, service, commissioning
- Literature, information resources, training

VENUE

The **LABOREXPO** and **PROCESEXPO** trade fairs will take place at the **PVA EXPO PRAGUE** complex in Prague's Letňany district in completely new halls - HALL 1 and ENTRANCE HALL I. These are the newest and most modern multifunctional trade fair spaces in Prague, put into operation in 2023. The location of the exhibition center provides excellent transport accessibility and at the same time, a large parking capacity for visitors and exhibitors.

HALL 1 has a rectangular floor plan with an area of 4,000 m². It provides electricity, water and waste connections and has wi-fi signal coverage. Enables demanding hanging of elements and lighting ramps in the ceiling structure (max. 100 kg/point, max. 4 t/beam). The clearness of the used space is up to 9 m. The entry of oversized exhibits will be ensured by the entrance door up to a height of 6 m, which can be used, for example, for the installation of mobile exhibits, such as vans, trailers, etc.

The ENTRANCE HALL I (VHI) will be used for the entry and registration of visitors, the accompanying program and as a background for the organizers. It is equipped with modern equipment and audiovisual equipment. There is a cafe, vending machines with refreshments and large-capacity sanitary facilities.

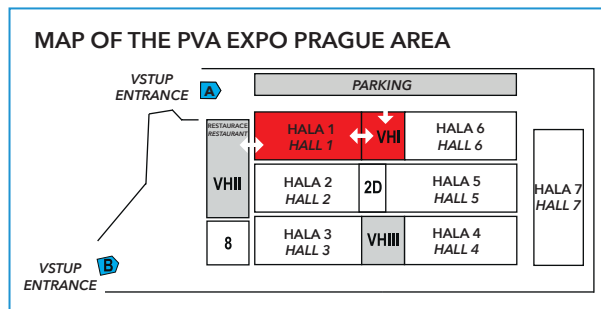
In March of last year, the capacity of the parking lot directly in front of HALL 1 was increased. Visitors will thus have new parking spaces and comfortable access to the fairgrounds. Free parking spaces will be available for exhibitors along Hall 1 and others inside the exhibition grounds.

Canteen with hot meals and dishes in ENTRANCE HALL II (VHII). It will be available through the passageway at the end of HALL 1. Exhibitors will also have access to a professional catering company linked to the lessor of the exhibition grounds.



TRADE FAIR SERVICES

The services of the graphic studio and copy center located in ENTRANCE HALL II will also be available.



CONSTRUCTION OF EXHIBITIONS

Exhibitors have the option to ensure the realization of their stand by choosing their own supplier or to order it as a service of the fair organizer, which mediates the construction of the exhibition „on a turnkey basis“, including design, 3D visualization, calculation, assembly, equipment and graphic work. The proven Octanorm system is used for the construction of standard exhibitions, which enables the assembly of stands at a price of approx. 60 €/m², or it is possible to ensure the implementation of atypical projects that meet all requirements for quality, modern design, functionality and creativity of the structure.

The exclusive supplier of exhibitions provided by the fair organizer is K2 STUDIO s.r.o. Although it is a recently founded company, the experience of its founder, who managed several previous years of the **LABOREXPO** fairs, is a guarantee of reliability and professional services.

K2 STUDIO offers 3D designs and solutions for the realization of exhibition so-called system (Octanorm), atypical and floor-level exhibitions. He presents clients with individual proposals corresponding to his plans and budget, incl. the necessary technical documentation and communication with the fair organizer and the lessor of the fair hall. The production of graphics and company logos, large-scale printing, banners or 3D backlighting of individual graphic components or walls is a matter of course. Furthermore, delivery of AV technology, sound system and complete equipment of the stand with furniture and accessories.

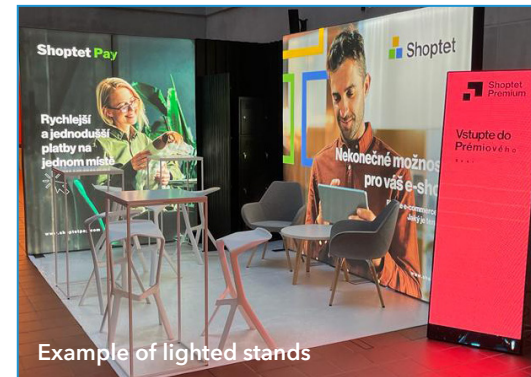
The novelty is the offer of simple lighted stands, ideally replacing system displays. The exhibition consists of illuminated walls in a cellographic design. This type of stands is now a new trend based on simplicity and great visual appeal at a good price.

You can also order **Portable presentation systems**:

- roll-ups, flags, tents
- advertising banners
- modular stands
- flyer stands

More at <https://k2studio.cz/>

We will process more detailed information and stand calculations and send them to you upon request.



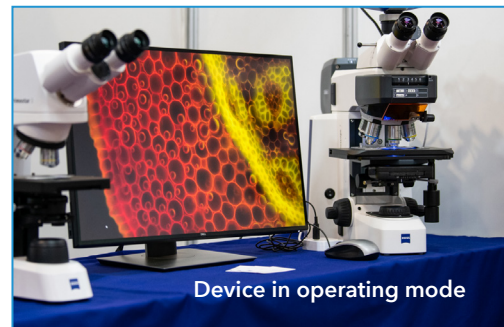
Example of lighted stands

MARKETING ACTIVITIES

The **LABOREXPO** and **PROCESEXPO** trade fairs are not only an exceptional opportunity to present products and services, but also an ideal place for a number of other promotional, marketing or entertainment activities that can be used to reach visitors.

Exhibitors can use:

- **SHORT-TERM RENTAL OF MEETING ROOMS AND LOUNGES** for product presentations or workshops with different audience capacities.
- **MOBILE LABORATORIES** - it is possible to enter the inner area of the fair hall and place mobile fair stands with demonstrations of laboratory technology or oversized exhibits that need to be guided by handling equipment.
- **„TOP PRODUCT“** - exhibit competition in three categories: „Analytical laboratory technology“, „Laboratory instruments and equipment“ and „Process analytics“. The evaluation is carried out by experts from the Academy of Sciences of the Czech Republic, universities and the editor-in-chief of CHEMAGAZÍN and AUTOMA magazines. Exhibits are presented as part of a promotional campaign, incl. CHEMAGAZÍN magazine supplements of issue 3/2024.
- **CONTESTS FOR VISITORS** - visitors to the fair have, in addition to free entry, the opportunity to participate in the **ticket raffle** or the **Laboratory Tracker** competition for gifts and prizes donated by the exhibitors and also presented in this way.
- **ADVERTISING AND PROMOTION** - exhibitors can strengthen the promotion of their participation in the fair through advertising in the fair catalog, on the website, stands or navigation and other places on the fair area or by advertising with an invitation in the CHEMAGAZÍN.
- **SAMPLE TESTING** - we recommend exhibitors to exhibit, among other things, exhibits that allow visitors to test samples in operational mode, so that they can verify the capabilities and functions of the devices on the spot. Such exhibits are then promoted by the fair organizer as part of the promotion of the fairs and on their websites.



ACCOMPANYING PROGRAM OF THE FAIR

Professional and product presentations are an established part of the **LABOREXPO** fair. This is the main part of the accompanying program of the fair, which aims to present specific applications, news, innovations, trends and procedures in modern laboratory analytical practice. The program is prepared in cooperation with specialized LabRulez.cz portals and with the participation of exhibitors.

The ideal form of presentation is an invitation to the participation of a lecturer who is an expert in the given field and for his work uses the equipment or technology of the exhibitor who sponsors and provides this lecture. This is a very popular form of product support, which is currently used by many companies for workshops with free participation, in this case transferred to the premises of the trade fair. The advantage is that the fair organizer takes care of the technical and organizational arrangements.

The presentations are audio-visually recorded and can be played from the recording after the end of the fair. In this way, maximum reach is achieved for other visitors who could not participate in the accompanying program due to time constraints. Exhibitors can also present their lectures as an invitation to the fair and then share them, for example, on their websites even after the fair is over. Since the last year of the **LABOREXPO** fair, several hundred unique users have viewed and played the presentations.

A completely new conference space in ENTRANCE HALL I will be available for the organization of the accompanying program, which will enable a continuous program in which fair visitors will be able to participate without having to be directed to other parts of the fair grounds.

Exhibitors can also rent lounges for their own individual product presentations, workshops or seminars in ENTRANCE HALL I.



Conference space in ENTRANCE HALL I



Lectures during LABOREXPO 2022

EXHIBITOR REGISTRATION PROCESS

Registration for the fair(s) can only be done via the exhibitor registration form on the website <https://laborexpo.cz/en/for-exhibitors>.

The data entered, the requirements for the size and type of the fair area and other information will subsequently form the basis for the preparation of contractual documents. **The deadline for exhibitor registration is April 30, 2024.** After this date, only exhibitors will be accepted to participate, for whom it will be possible to secure an adequate fair space and the necessary services in time before the start of the fair.

ALLOCATION OF FAIR SPACE

Fair space is allocated based on the exhibitor's registration date and according to the size and type of space required. Exhibitors have reserved space from 2022 until January 31, 2024. Unused space will be released after this date for changes or new exhibitors.

REGISTRATION FEE AND (ADVANCE) INVOICING

Based on the confirmed application and the allocation of the fair area, an invoice for the registration fee will be issued, which is non-refundable, except in the case of cancellation of the fair by the organizer. The exhibitor will also receive the Terms and Conditions for renting the fair space, which define the commercial and technical conditions for the exhibitor's participation in the fair, the rental budget and other commercial and technical specifications. Part of them will be the determination of payment dates for advance payments for the lease of the exhibition area. The agreed amount for the rental of the fair area will be 100% advanced before the start of the fair. All other services (energy, exhibition construction, etc.) will be billed in the final invoice issued within 14 days after the end of the fair.

TRADE FAIR SERVICES AND EXHIBITION CONSTRUCTION

Connection of electricity, water and waste, cleaning or other services is mediated by the organizer of the fair. Exhibitors have the option to ensure the realization of their exposition through their own supplier or to also order it as a service of the organizer.

The order deadline for the realization of exhibitions and provision of services is March 31, 2024.

TRADE FAIR CATALOG

The catalog contains information about the exhibitor - full-color logo, contact details and company profile in Czech and English. Before the catalog is printed, the entered data is sent to the exhibitor for authorization. **The deadline for the catalog is March 31, 2024.**

FAIR AREA RENTAL PRICES

TYPE	PRICE (UNTIL 31.01.2024)	PRICE (FROM 01.02.2024)
In-line	120 €/m ²	130 €/m ²
Corner (2 or 3 sides open)	130 €/m ²	140 €/m ²
Island (4 sides open)	150 €/m ²	160 €/m ²

Min. the possible size of the fair space rental is 3 × 2 m (width × depth).

REGISTRATION FEE

Exhibitor ... 90 € / Co-exhibitor* ... 200 €

The registration fee is non-refundable. In addition to administrative costs, incl.:

- **Entry in the list of exhibitors on the fair's website** with a brief company profile and a hyperlink to the home page (Czech/English)
- **Entry in the trade fair catalog incl. full-color logo, contact details and brief profile** (Czech/English)
- **Parking in the premises of the PVA EXPO PRAGUE exhibition center**

DEADLINES AND REGISTRATION PROCEDURE

- **Registration for the fair is possible via an electronic form available at <https://laborexpo.cz/en/for-exhibitors>.**
- The fair space is allocated on the basis of the date of acceptance of registration, the required size and type of exhibition and the possibilities of free fair space.
- The registration fee is invoiced after the allocation of the fair space together with a 10% deposit of the price of the leased space, refundable in case of cancellation of the fair.
- **The deadline for applications is 30 April 2024.**

DISCOUNTS		
5 %	10 %	15 %
Area ≥15 m ²	Area ≥20 m ²	Area ≥30 m ²

Individual discounts for areas larger than 40 m².

CONTACT

The organizer of the fair is the publisher of CHEMAGAZÍN magazine, which is also its main media partner.

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**The company is a co-exhibitor on its own entered in the list of exhibitors.*