



7<sup>th</sup> Edition Indonesia Laboratory, Scientific Analytical Equipments and Services Exhibition and Conference

**THE ONLY** PLATFORM FOR **FUTURE LAB TECHNOLOGY** & CHEMICALS FOR MEDICAL, PHARMA, EDUCATION & SCIENTIFIC RESEARCH **IN INDONESIA**

# DIGITAL PACKAGE OPPORTUNITIES



Organised by:



Sustainable Events:



[www.lab-indo.com](http://www.lab-indo.com)



Lab Indonesia



lab\_indonesia



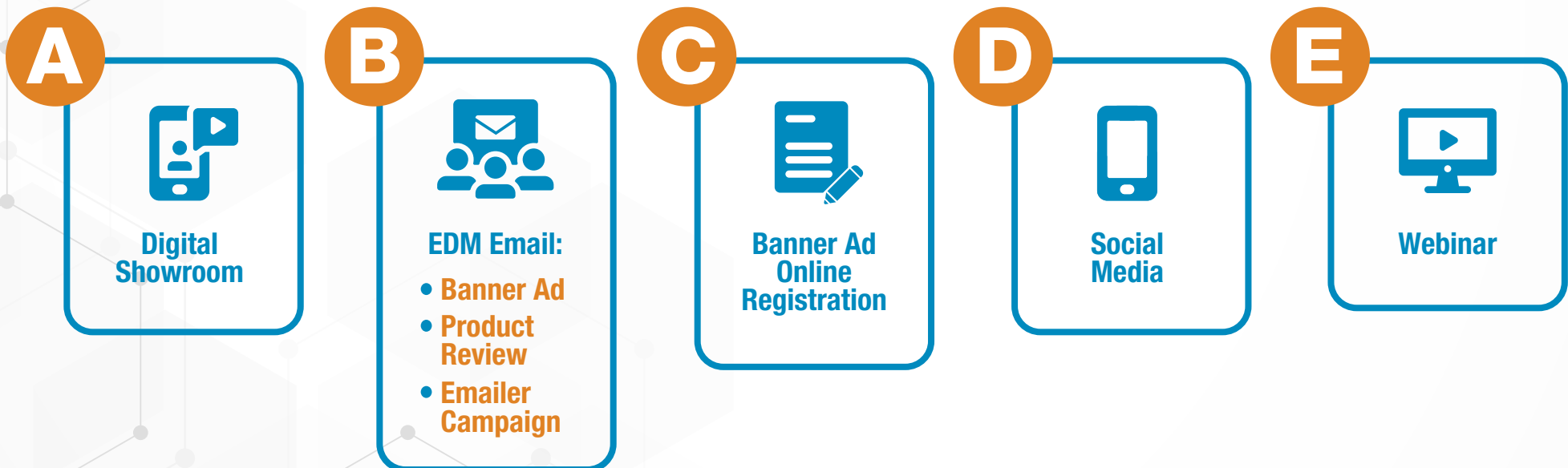
Lab Indonesia

# THE ALL-NEW LABINDONESIA DIGITAL PLATFORM

## A GLOBAL MARKETING TOOL FOR YOUR BRAND

The new digital platform functions act as an alternative in the business continuity plan to prepare the local & international exhibitors, buyers from various industry sectors to implement digital solutions for their business.

## THE NEW FEATURE IN THE EXHIBITOR MARKETING GUIDE WILL NOW INCLUDE:



# A DIGITAL SHOWROOM

LAB INDONESIA is taking your business towards digitization with the digital platform module designed exclusively to connect the exhibitors and buyers outside of the exhibition venue. Buyers can now easily browse and discover products & services they would like to buy and exhibitors are now able to manually utilize the digital platform by uploading pictures of their products & services, and the information of the items provided.

## KEY FEATURES OF THE NEW DIGITAL PLATFORM



Connect with potential buyers and start collecting leads before the event launches



Pre-schedule meetings with global buyers to be held during the event



Provide full details of your product, technology or service



Search by industry sector, exhibitor category, exhibitor country or company name



Reaching out to an average of more than 10,000 trade visitors\* each month

## REGISTER YOUR LAB INDONESIA DIGITAL SHOWCASE ACCOUNT NOW

Follow these three easy steps to activate your profile and start collecting valuable business prospects from around the world!

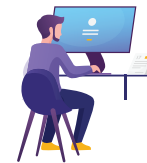


The login access will be sent to all exhibitors through email. If you do not receive the login access, please contact us at [lab.indonesia@pamerindo.com](mailto:lab.indonesia@pamerindo.com)

### 01

#### LOG-IN

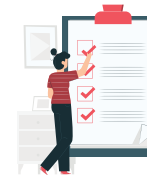
Visit [www.lab-indo.com](http://www.lab-indo.com) and log in to your designated exhibitor e-manual access



### 02

#### FORM 2

Go to **Form 2** (Lab Indonesia Digital Showroom)



### 03

#### UPLOAD

**Upload hi-res images and descriptions of your product, technology or service.** Be sure to complete all the required fields.





## Advertising Opportunity

Item	Requirements	Exhibitor Price	Non-Exhibitor Price
<b>1. Display Banner ( Three Months )</b> Banner ads will be displayed in the fixed position below the search category in the landing page for duration of three months	1000 (w) x 140 (h)	USD 1,600	USD 3,500
<b>2. Digital Showcase</b> Upload three (3) hi-res images and descriptions of your product, technology or service	JPEG, High Resolution	USD 300	USD 1,500

\* Terms and conditions apply, please speak to our sales representative for detailed pricing and information



● Display Banner

## Advertising Opportunity

Item	Requirements	Exhibitor Price	Non-Exhibitor Price
<b>3. Priority Placement</b> Advertise your product to appear on the first page of Lab Indonesia Digital platform.		USD 1,600	USD 3,500
<b>4. Video Clip</b>	Video Link	USD 1,100	USD 1,500

\* Terms and conditions apply, please speak to our sales representative for detailed pricing and information






Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a

Name Product

COUNTRY: \_\_\_\_\_

STAND NO: \_\_\_\_\_

CATEGORY: \_\_\_\_\_



• Video Clip

• Priority Placement

## Bottom Banner

# PRODUCT REVIEW

## Product Review Section inside EDM

This allow exhibitors to display the image of their selected product inside the monthly basis EDM as well as get a bonus of short product review tailored to their needs.

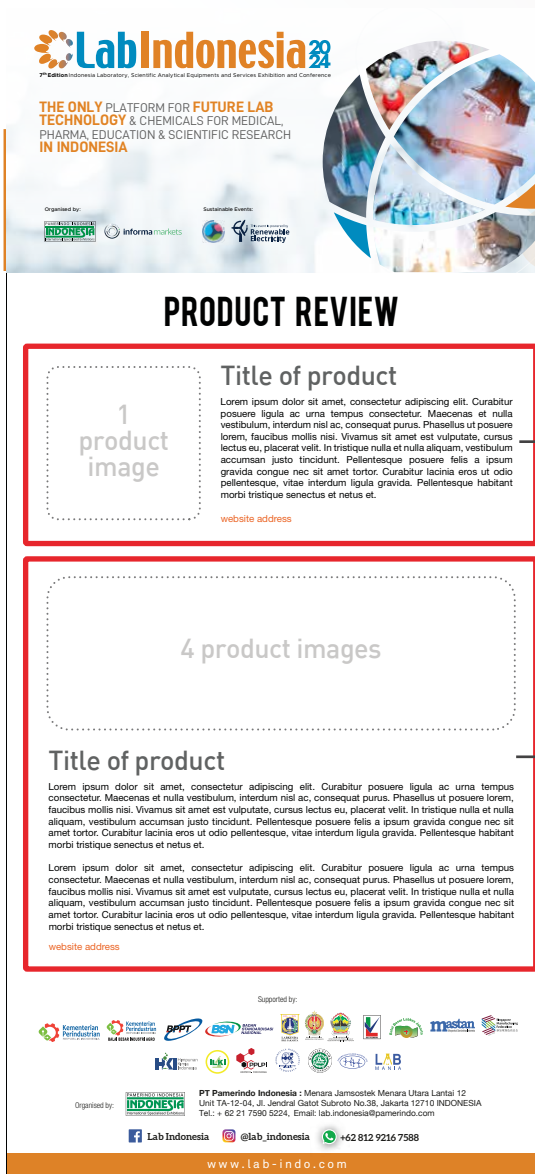
Exhibitors can choose their preferred location and a hyperlink straight to their website or a specific landing page.

## Rates

Item	Exhibitor Price	Non-Exhibitor Price
<b>1. Package of 1 products</b> 1 paragraph of 80 words	USD 600	USD 850
<b>2. Package of 4 products</b> 2 paragraph of 160 words	USD 1,200	USD 1,600

\* Terms and conditions apply, please speak to our sales representative for detailed pricing and information

## Sample



**LabIndonesia**  
THE ONLY PLATFORM FOR FUTURE LAB TECHNOLOGY & CHEMICALS FOR MEDICAL PHARMA, EDUCATION & SCIENTIFIC RESEARCH IN INDONESIA

Organized by: **LabIndonesia** **informa markets** **Indonesia** **Pharmaceutical** **Biotechnology**

**PRODUCT REVIEW**

**Package 1**

1 product image

Title of product

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur posuere ligula ac urna tempus consectetur. Maecenas et nulla vestibulum, interdum nisi ac, consequat purus. Phasellus ut posuere lorem, faucibus mollis nisi. Vivamus sit amet est vulputate, cursus lectus eu, placerat velit. In tristique nulla et nulla aliquam, vestibulum accumsan justo tincidunt. Pellentesque posuere felis a ipsum gravida congue nec sit amet tortor. Curabitur lacinia eros ut odio pellentesque, vitae interdum ligula gravida. Pellentesque habitant morbi tristique senectus et netus et.

website address

**Package 2**

4 product images

Title of product

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur posuere ligula ac urna tempus consectetur. Maecenas et nulla vestibulum, interdum nisi ac, consequat purus. Phasellus ut posuere lorem, faucibus mollis nisi. Vivamus sit amet est vulputate, cursus lectus eu, placerat velit. In tristique nulla et nulla aliquam, vestibulum accumsan justo tincidunt. Pellentesque posuere felis a ipsum gravida congue nec sit amet tortor. Curabitur lacinia eros ut odio pellentesque, vitae interdum ligula gravida. Pellentesque habitant morbi tristique senectus et netus et.

website address

Supported by:

Organized by: **LabIndonesia** **informa markets** **Indonesia** **Pharmaceutical** **Biotechnology**

PT Pamerindo Indonesia : Menara Jamsostek Menara Utara Lantai 12  
Unit TA-12-04, Jl. Jenderal Gatot Subroto No.38, Jakarta 12710 INDONESIA  
Tel.: + 62 21 7590 5224, Email: lab.indonesia@pamerindo.com

@lab\_indonesia +62 812 9216 7588

www.lab-indo.com

# EMAILER CAMPAIGN

## Emailer Campaign & List Rentals

As organizers, we have a good database of exhibitors, visitors and buyers. We can offer to our exhibitors an opportunity to send their respective emailers (HTML to be provided by clients) to our database. We will send it to our database on behalf of them and provide the open rate reports.

## Rates

Item	Exhibitor Price	Non-Exhibitor Price
1 email id / 1 blast	USD 0,5	USD 1

Minimum 3,000 email id

\* Terms and conditions apply, please speak to our sales representative for detailed pricing and information

## Sample



**LabIndonesia 2024**  
THE ONLY PLATFORM FOR FUTURE LAB TECHNOLOGY & CHEMICALS FOR MEDICAL, PHARMA, EDUCATION & SCIENTIFIC RESEARCH IN INDONESIA

**INDUSTRY SECTORS OF VISITORS:**

- CHEMICAL INDUSTRY 12.88%
- PHARMACEUTICAL & HEALTHCARE 12.49%
- BIOTECHNOLOGY & LIFE SCIENCES 12.37%
- FOOD & BEVERAGE 10.50%
- GOVERNMENT AGENCIES 9.41%
- SCHOOL / INSTITUTIONS / UNIVERSITIES 9.33%
- MATERIAL TESTING & INSPECTION 4.35%
- ENVIRONMENT MANAGEMENT & POLLUTION CONTROL 3.70%
- WATER & WASTE MANAGEMENT 3.66%
- OIL, GAS & PETROCHEMICAL 3.26%
- ELECTRONIC INDUSTRY 2.43%
- RUBBER & PLASTICS 1.35%
- OILS & FATS 1.02%
- OTHERS 13.25%

**EXHIBITOR PROFILE:** Manufacturers, Exporters, Sole Distributors, Agents, Suppliers for instruments and equipment of the following:

- Analytical Systems
- Agriculture & Food
- Biotechnology & Life Science
- Calibration Systems
- Drug Discovery
- Environmental Sciences Testing
- Forensic & Security Testing
- Laboratory Consumables
- Laboratory Testing
- Laboratory Data Systems & Documentation
- Petrochemical & Petroleum Testing
- Pharmaceutical Testing
- Quality Assurance & Quality Control
- Research & Development
- Scientific Equipment
- Test & Measurement
- Material Testing & Characterization
- Nanotechnology Testing
- Optical Imaging Systems & Microscopes

**ONE to ONE Business Matching**

Business Matching Program is a tailored program to engage between exhibitors and visitors (buyer) based on their interests and specific needs. This program offers each participant both buyer and exhibitor the opportunity to conduct business meetings on-site and to ensure that each exhibitor maximizes their networking at the show.

**LIMITED SPACE AVAILABLE BOOK NOW!**

Organised by: **PT Pamerindo Indonesia**  
Unit TA-12-04, Jl. Jendral Gatot Subroto No.38, Jakarta 12710 INDONESIA  
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www.lab-indo.com

C

# BANNER AD ONLINE REGISTRATION

Seamless opportunity that provides more exposure to any brands before and during the show. The package includes:

- Banner Ad (Size: 1000 x 150 pixel) at online registration sub-page at show's Website, with hyperlink to exhibitor corporate website. Banner placement starting from signed contract until close online registration.

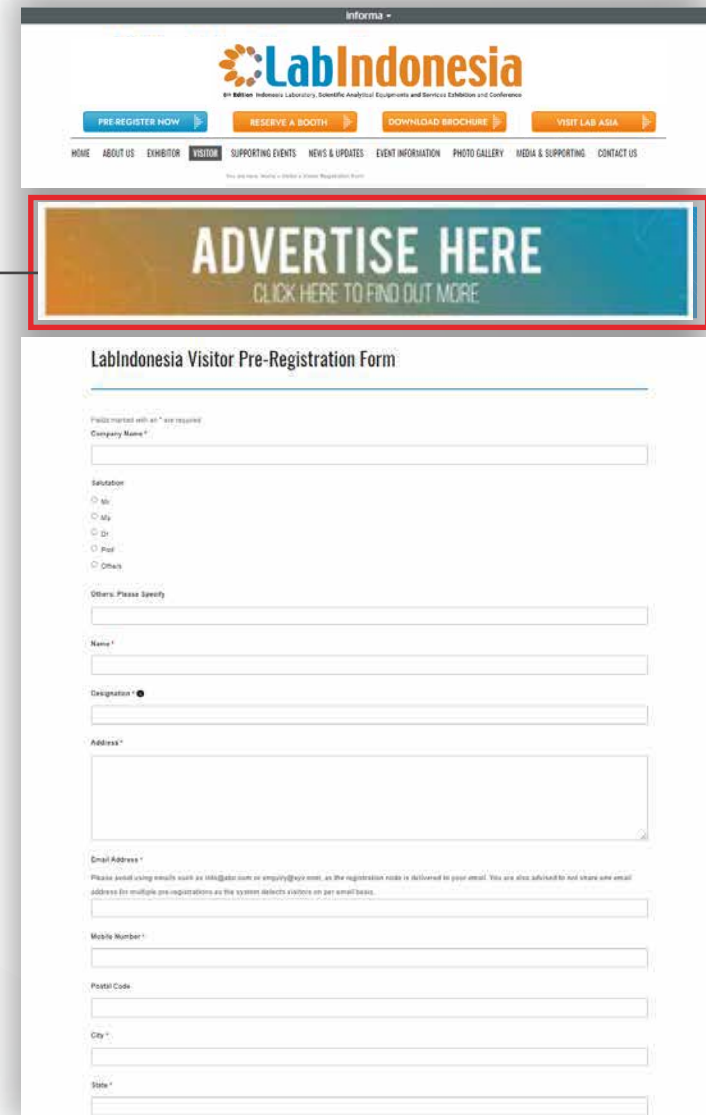
Rate

**USD 2,939** / exclusive to 1 partner

\*All prices exclude 10% VAT

Banner Ad  
Online Registration

 **LabIndonesia**



The screenshot displays the LabIndonesia website interface. At the top, the LabIndonesia logo is prominent, accompanied by navigation links such as 'PRE-REGISTER NOW', 'RESERVE A BOOTH', 'DOWNLOAD BROCHURE', and 'VISIT LAB ASIA'. Below the navigation bar, a large banner ad placeholder is visible, featuring the text 'ADVERTISE HERE' and 'CLICK HERE TO FIND OUT MORE'. The main content area is titled 'LabIndonesia Visitor Pre-Registration Form'. This form includes various input fields for visitor information, such as 'Company Name', 'Salutation', 'Name', 'Designation', 'Address', 'Email Address', 'Mobile Number', 'Postal Code', 'City', and 'State'. A line from the 'Banner Ad Online Registration' text points to the banner ad placeholder on the website.



# Website Data Traffic Lab Indonesia

Total Users Visit: 45,998

## User by countries:

1. Indonesia 51,62%
2. China 12,29%
3. United States 10,16%
4. Singapore 3,59%
5. South Korea 2,87%
6. India 3,12%
7. Malaysia 1,39%
8. Hong Kong 1,90%
9. Germany 1,44%
10. United Kingdom 1,47%

## Top Landing Page:

1. Homepage
2. Visitor online registration form
3. Exhibition Update
4. About the show
5. Exhibitor booth reservation

## Sessions by devices:

1. Desktop 67,88%
2. Mobile 31,76%
3. Tablet 0,36%

Source: Google analytics website [www.lab-indo.com](http://www.lab-indo.com)

Period: June - December 2022

# D SOCIAL MEDIA (INSTAGRAM)

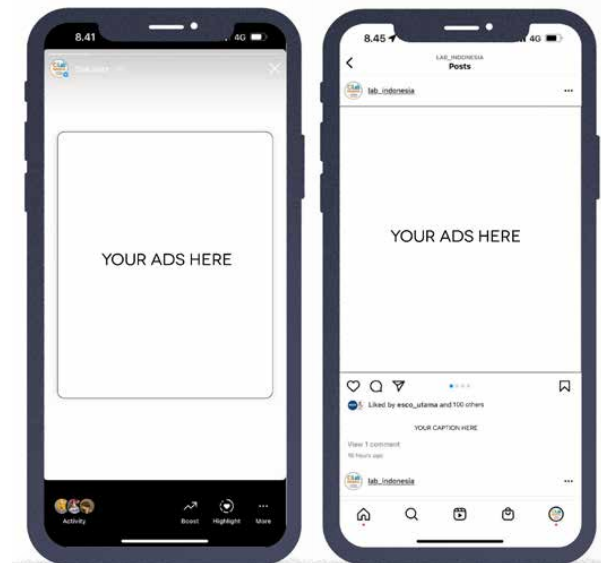
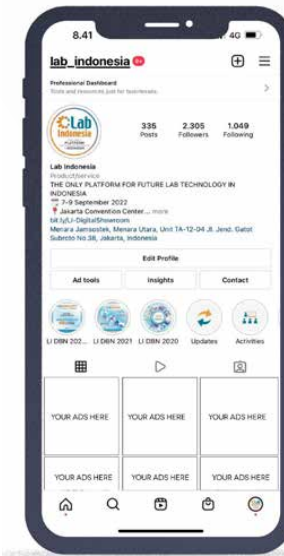
Social media is an interactive technologies and digital channels that facilitate the creation and sharing of information. Social media is one of popular platform in all circles. With more than 3,600+ followers on Instagram, it will be able to help increase brand awareness for your brands/products.

## Ad Size

Feeds : Square 21cm (W) x 21cm (H) - Maximum 5 multiple photos  
 Reels/ IGTV/ Video : 1080 (W) x 1920 (H) Pixel - Maximum 1 minute  
 Insta Story : 1080 (W) x 1920 (H) Pixel - for 3 times stories

	ADVERTISING COST USD
Post Feed (Photo & Video)	USD 250
Post Reels/ IGTV	USD 250
Post Insta Story	USD 150

\* free for Facebook post (with 1,500+ likes & follows)  
 \* schedule update will be informed by PTPI



Post Insta Story

Post Feed,  
Reels, IGTV

# E

# WEBINAR

Position your brand as an industry expert and connect with prospects who are actively looking for education on a key topic, or solution to their challenges. Our webinars are a cost-effective way to create powerful, engaging content that generates a large number of leads and allow you to connect directly with prospects.

Sample

## USEFUL FOR

- Generating leads
- Increasing ROI
- Elevating expert recognition
- Placing message, product or service in front of targeted professionals

## What's included

- 1 co-branded of 2-hours live stream with rehearsal and facilitation – typically 90 minutes presentation and 30 minutes live Q&A

## Post-webinar deliverables

- Leads (registered participants) with full contact details will be shared with the customer
- Recording of the webinar
- Webinar reports



## Gold Sponsor

The organizer will provide:

### Before Webinar

- Email blast promoting EDM through database Informa Markets +16,000 (periodic posting depending on the period prior to the date)
- Branding exposures on invitation and through social medias (IG, FB) and website

### During Webinar

- Logo featured on the opening Webinar
- Logo featured on the presentation materials
- Logo featured on the closing thank you & QnA
- TVC slot (30 seconds)

## Silver Sponsor

The organizer will provide:

### Before Webinar

- Email blast promoting EDM through database Informa Markets +16,000 (periodic posting depending on the period prior to the date)

### During Webinar

- Logo featured on the opening Webinar
- Logo featured on the presentation materials
- Logo featured on the closing thank you & QnA



Item	Duration	Exhibitor Price	Non- Exhibitor Price
Gold Sponsor	120 mins	USD 1,100	USD 1,600
Silver Sponsor	120 mins	USD 900	USD 1,250

# RESERVE NOW!

## Contact Us:

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Organised by:



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