

# LABQUALITY DAYS

8-9 February 2024, Helsinki, Finland







## LABQUALITY DAYS EXHIBITION

The diverse exhibition organized at the Labquality Days congress displays the top companies in the medical laboratory, IT and healthcare technology fields, both from Finland and abroad. The exhibition offers companies an excellent opportunity for marketing and networking.

There are a variety ways you can increase your visibility at the congress: become a partner, advertise at the congress or various digital channels depending on what best suits your company's needs.

## PARTNER PACKAGES

We offer exhibitors six different partner packages. There are a limited number of packages available. As the exhibition is free to attend, exhibitors are welcome to invite visitors to their booths. Delegate passes included in the partner packages can be given to invited guests, for example. Instructions of registering invited guests can be found on the Labquality Days website.

PARTNER LEVELS	DIAMOND 1 pc 	GOLD 2 pc 	SILVER 6 pc 	BRONZE not limited 	BASIC not limited 	EXHIBITOR 8 pc 
● Service / product is included						
Delegate pass	7 pc	7 pc	5 pc	3 pc	1 pc	0 pc
Lunch on both days	7 pc	7 pc	5 pc	3 pc	1 pc	1 pc
<b>Visibility at the event</b>						
Designated simulation room	●					
QR code lead tracking	●	●	●	●		
Roll up on the Market Square main stage		●				
Video ad at the Market Square main stage		●				
Logo on sign balloons		●				
Possibility to book a meeting room		●				
Exhibition game		●	●			
Designated lecture hall			●			
Video ad in your lecture hall			●			
Roll ups in your lecture hall			●			
All-inclusive booth (backboard, electricity, carpet, bar table, 4 m <sup>2</sup> booth)						●
<b>Digital visibility</b>						
Name and logo on website and app	●	●	●	●	●	●
Large - Company visibility in mobile application	●	●				
Intro in the Labquality PRO -study environment	●	●	●			
Weekly visibility on the registration page	●	●	●			
Blog post on the website + social media post	●					
<b>Exhibition booth</b>	<b>5000€ + vat</b> (+ price per m <sup>2</sup> )	<b>3200€ + vat</b> (+ price per m <sup>2</sup> )	<b>1600€ + vat</b> (+ price per m <sup>2</sup> )	<b>1000€ + vat</b> (+ price per m <sup>2</sup> )	<b>300€ + vat</b> (+ price per m <sup>2</sup> )	<b>1100€ + vat</b> (4m <sup>2</sup> included)

### PRICES PER SQUARE METER

**BOULEVARD**  
230€/m<sup>2</sup>

**MARKET SQUARE**  
250€/m<sup>2</sup>

**WINTER GARDEN**  
190€/m<sup>2</sup>



# LABQUALITY DAYS

8-9 February 2024, Helsinki, Finland

## ADDITIONAL SERVICES AND ADVERTISING SPOTS

These additional services and advertising spots do not require purchasing a partner package.

### Advertise before the congress

#### Labquality Days newsletter

Published in the January 2024 newsletter. Ad spots available in both Finnish and English newsletters.

News highlight + image + link – 500€.

Ad banner + link – 450€.

### Digital advertising spots during the congress

#### Mobile app – ad on the front page

Two language versions.

3 ads available per version.

Price 500€.

#### Mobile app – scheduled news highlight

Two language versions.

1 spot available/day.

Price 350€.

#### Video ad on the media wall and at Market Square

6 available video spots.

Price 400€ / 10 s.

#### Video ads at lecture halls

3 available video spots per lecture hall.

Price 350€ / 10 s.

### Additional services during the congress

#### QR code lead tracking

Lead tracking allows the easy collection of contact details from people who visit your booth. After the congress, you will receive a report with all the contact leads.

Price 250€.

#### Exhibition game

A game in the Labquality Days app that makes visitors to visit your booth in the exhibition.

Price 400€.

### Advertising spot at the congress

#### NEW! Logo in lanyards

1600€.

#### NEW! Cloak room tickets with company visuals

1600€.

#### Floor stickers\*

Diameter max. 120 cm.

1st floor 350€ (2 stickers).

2nd floor 200€ (1 sticker).

#### Stickers on tall tables\*

In Winter Garden near the coffee point.

For one advertiser. Price 400€.

#### Table talkers\*\*

Restaurant Platta on the 1st floor. Max. height 30 cm.

For one advertiser. Price 400€.

#### Coffee cups with logo\*\*

For one advertiser. Price 400€.

#### Napkins with logo for the evening event\*\*

For one advertiser. Price 400€.

\*The company is responsible for the production costs, the stickers are produced with Messukeskus.

\*\*The company is responsible for bringing the products to the congress.

### Digital advertising spots after the congress

#### Preroll video ads in lecture recordings

Max 10s.

Price 350€.

