

# LABQUALITY DAYS

5-6 February 2025 | Helsinki, Finland



## EXHIBITION INFO

# Exhibition info

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# Labquality Days

## International Congress on Quality in Laboratory Medicine and Health Technology

Labquality Days is one of Scandinavia's largest annual international congresses that focuses on quality in laboratory medicine and health technology. The inspiring atmosphere of the annual scientific congress gathers medical laboratory and health technology professionals together to exchange ideas and meet colleagues in Finland.

The scientific programme of the international congress boasts an interesting range of lectures and speeches by top experts in the fields of laboratory medicine, health tech and medical devices, as well as customer and patient safety.

A comprehensive exhibition showcasing laboratory medicine and health tech companies compliments the two-day training and networking event. The exhibition is an excellent opportunity for companies to showcase their new products, devices and services.

**The next Labquality Days Congress will be held on 6-7 February 2025 at Messukeskus Siipi in Helsinki, Finland.**

over  
**1200**  
participants

over  
**260**  
exhibition-only  
visitors

nearly  
**40**  
nationalities



**The best laboratory event in Finland!**



# Labquality Days exhibition

Labquality Days gathers approximately 60 companies from the medical laboratory, IT and healthcare technology fields to attend the exhibition annually. The exhibition provides companies with excellent opportunities for marketing and networking.



**56 COMPANIES JOINED  
THE EXHIBITION IN 2024**

Labquality Days offers an excellent framework and a relaxed environment for deepening relationships and creating contacts. Launching new products and services during the event effectively reaches your potential customers and they get to fall in love with the new features of your products and services.

Join us as an exhibitor, meet your customers and create new relationships with potential customers face-to-face!

We offer several ways to take part in the event: purchase an exhibition package or additional services that provide you with visibility before, during and after the congress. With the additional services you can tailor your visibility at Labquality Day to suit your company's exact goals.

# Exhibition Area

The exhibition takes place on the first floor of the congress venue Messukeskus Siipi. The exhibition area is divided into three sections:

**Market Square** is the bustling centre of the whole congress, **Boulevard** is a thoroughfare that leads to lecture halls, ja **Winter Gardenin** kahvipisteet houkuttelevat kävijät luokseen.



## Exhibition area prices per square metre

Winter Garden	195€/m <sup>2</sup>		Boulevard	235€/m <sup>2</sup>		Market Square	255/m <sup>2</sup>
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**95% of exhibitors in 2024 would recommend the event!**

# Exhibition packages

We provide exhibitors with several different exhibition packages. There is a limited amount of certain packages available.

The exhibition is free to enter, so exhibitors may invite visitors to their exhibition booths. The lecture passes included in the exhibition packages can be freely given to, for example, your invited guests. For more detailed information about registering invited guests, please refer to the Labquality Days website.

The services included in the packages will help increase your company's visibility before, during and after the event. We have revamped the exhibition packages and their contents to make it as easy as possible for you to choose the package that best suits your company.

**Choose from the following packages:**

## **GOLD**

Read more on page 9.

## **SILVER**

Read more on page 10.

## **BRONZE**

Read more on page 11.

## **EXHIBITOR**

Read more on page 11.



# Gold

**Only one package available!**

The package includes:

**Lecture passes**  
7 pcs

**Lunch on both congress days**

**Company name and logo in the event app and website**

**Introduction in the event app**

**QR code lead tracking**  
value 250€

**Designated week for visibility on the Labquality Days website**  
(2 pcs)

**Lecture hall named after the company**  
Market Square

**10s advert in the break video in your named lecture hall**  
value 400€

## 3200€

+ price per m<sup>2</sup>  
depending on the  
exhibition area

**20s advert in the Market Square and media wall videos**  
value 800€

**Rollups in your named lecture hall**  
näytteilleasettaja vastaa materiaalin tuotannosta

**Possibility to book a meeting room**  
(max 2h)

**Intro on the Labquality PRO learning platform**  
visibility for 3 months after the congress

**Exhibition game**  
excellent way to get visitors to stop by at your booth!

**Option for the same exhibition space and package for the year 2026**



Winter Garden 195€/m<sup>2</sup>

Boulevard 235€/m<sup>2</sup>

Market Square 255/m<sup>2</sup>



# Silver

## Seven exhibition packages available!

The package includes:

**Lecture passes**  
5 pcs

**Lunch on both congress days**

**Company name and logo in the event app and website**

**Introduction in the event app**

**QR code lead tracking**  
value 250€

**Designated week for visibility on the Labquality Days website**

**Lecture hall named after the company**

**10s advert in the break video in your named lecture hall**  
value 400€

# 1700€

+ price per m<sup>2</sup>  
depending on the  
exhibition area

**Rollups in your named lecture hall**  
näytteilleasettaja vastaa materiaalin tuotannosta

**Possibility to book a meeting room**  
(max 2h)

**Intro on the Labquality PRO learning platform**  
visibility for 3 months after the congress

**Exhibition game**  
excellent way to get visitors to stop by at your booth!

**Option for the same exhibition space and package for the year 2026**



Winter Garden 195€/m<sup>2</sup>

Boulevard 235€/m<sup>2</sup>

Market Square 255/m<sup>2</sup>



**500€**

+ price per m<sup>2</sup>  
depending on the  
exhibition area

**Bronze**

**Number of packages not limited**

Package includes:

**Lecture passes**

1 pc

**Lunch on both congress days**

**Company name and logo in the event app and website**

**Exhibitor**

**10 packages available!**

**1200€**

Package includes:

**Lunch on both congress days**

**Company name and logo in the event app and website**

**All-inclusive exhibition stand: 2×2 m, carpet, table, electrics**

**Winter Garden 195€/m<sup>2</sup>**

**Boulevard 235€/m<sup>2</sup>**

**Market Square 255/m<sup>2</sup>**

# Additional Services

Labquality Days 2025 offers companies various opportunities to gain visibility before, during and after the event. Based on the feedback we've received from exhibitors, we have created new digital advertising spaces, ensuring we can offer something for everyone to support their marketing goals. Advertise in advance or make your presence known at the event—the choice of channels is yours!

## MULTIMEDIA



Ensure your company's visibility in our digital channels before, during and after the congress!

### Advert in newsletter

**10s advert in the break video at Market Square**

**10s advert on the media wall**

**Intro on the Labquality PRO learning platform** (banner, text, 10s video, links)

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1000€

Provide a nice break for the congress visitors. Available only to one exhibitor!

**Coffee cups with company logo**

**Napkins at the evening networking event**

**Printed adverts on the lunch tables**

**Company logo on the coffee table balloons**

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500€

The company is responsible for the production costs of the products (excluding balloons). The finished products are to be delivered to congress venue on 5 February, 2025.

## BREAK



## APPLICATION



Over 90% of congress participants download the event app. Reach your customers during the congress on the app and after it on the Labquality PRO learning environment.

**Broad visibility on the event app**

**A timed notification on the app**

**Intro on the Labquality PRO learning platform**  
(banner, text, 10s video, links)

**Scientific lecture recording by the company**  
on Labquality PRO

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1000€

## Other additional services

**QR code lead tracking** 250€

Follow the flow of visitors at your exhibition stand and ensure that you can contact them after the event.

**Meeting room** 590€ / 2 h

Organise a memorable event for your clients in a private meeting room.

**Logo on congress lanyard** 1600€

Each congress participant and visitors wears the lanyard providing amazing visibility for your company.

**Video advert on digital information board** 250 €

Sign boards on the way to the lecture halls upstairs will be accompanied by digital screens that companies can use for their adverts. 5 advert spots available.





## Booking an Exhibition Space

The official sale of exhibition spaces begins on 10 September, 2024, at [labqualitydays.com](https://labqualitydays.com). Exhibition spaces, packages, and additional services can all be booked using the same registration form.

With the form, you will make a preliminary reservation for the exhibition at the Labquality Days Congress. We will confirm your reservation separately via email and discuss further details regarding your location preferences.

## Exhibition Schedule

The exhibition setup day is 5 February, 2025.

The exhibition is open:

Thursday 6 February, 2025, 8:00 AM – 4:00 PM

Friday 7 February, 2025, 8:00 AM – 4:00 PM

## Invoicing and Cancellation Terms

Participation in the exhibition can be canceled free of charge one month before the event (January 9, 2024). For cancellations received after this, we charge 100% of the exhibition fee. Cancellations must be made in written to: [koulutus@labquality.com](mailto:koulutus@labquality.com). We invoice the participation after the event.

Labquality reserves the right to cancel/postpone the event to another time (e.g. due to too few participants or the pandemic situation) and is not responsible for the expenses, costs and/or damages caused to the exhibitors by the cancellation/postponement of the event. If possible, the already paid participation fee will be returned if Labquality exercises its right to cancel the event or move the event to another time.

Labquality Oy can, at its own discretion, accept or refuse registration for the event.

**Do you have other requirements or  
ideas you would like to make a reality?  
We'd love to hear about them!**

**Contact us!**



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