

LABQUALITY DAYS

50th Anniversary



5-6 February 2026 | Helsinki, Finland

EXHIBITION INFO

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LABQUALITY DAYS

50th Anniversary



International Congress on Quality in Laboratory Medicine and Health Technology

Labquality Days is one of Northern Europe's largest annual international congresses that focuses on quality in laboratory medicine and health technology.

2026 marks the 50th anniversary of the congress!

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 clinical research.

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 50th anniversary edition of the Labquality Days Congress will be held on 5-6 February 2026 at Messukeskus Congress Wing in Helsinki, Finland.

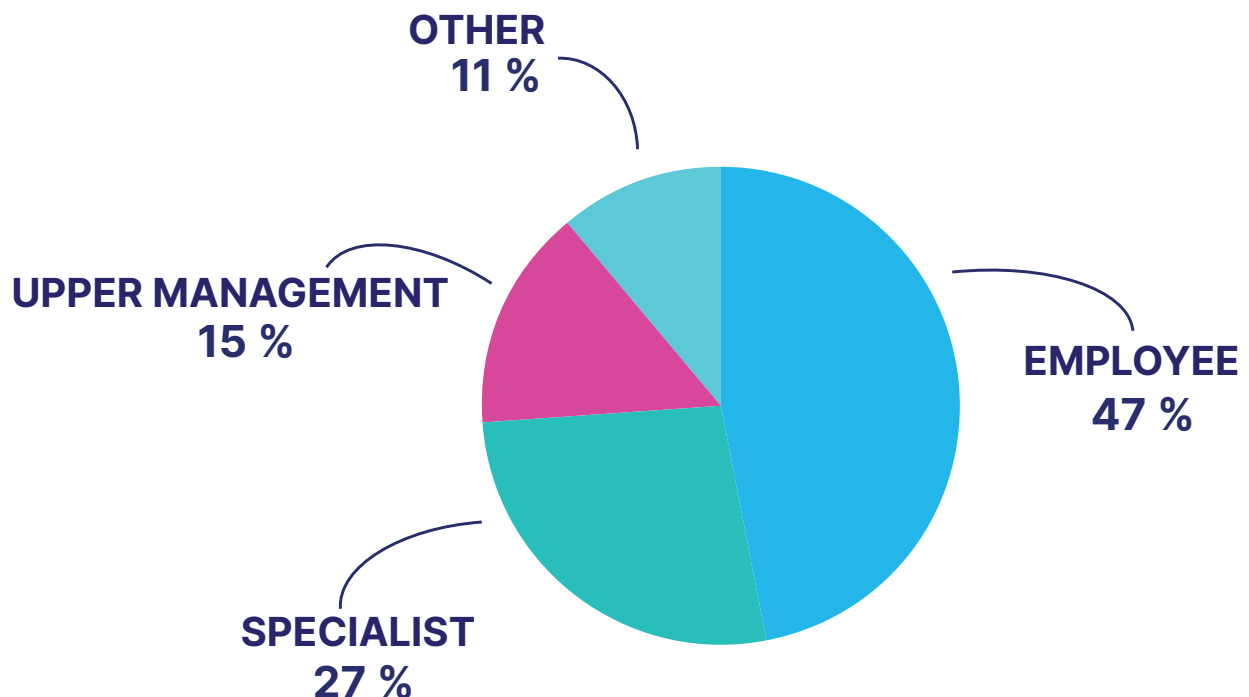


over
1200
participants

over
260
exhibition-only
visitors

nearly
40
nationalities

Visitor profile



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.



**60 COMPANIES JOINED
THE EXHIBITION IN 2025**

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.

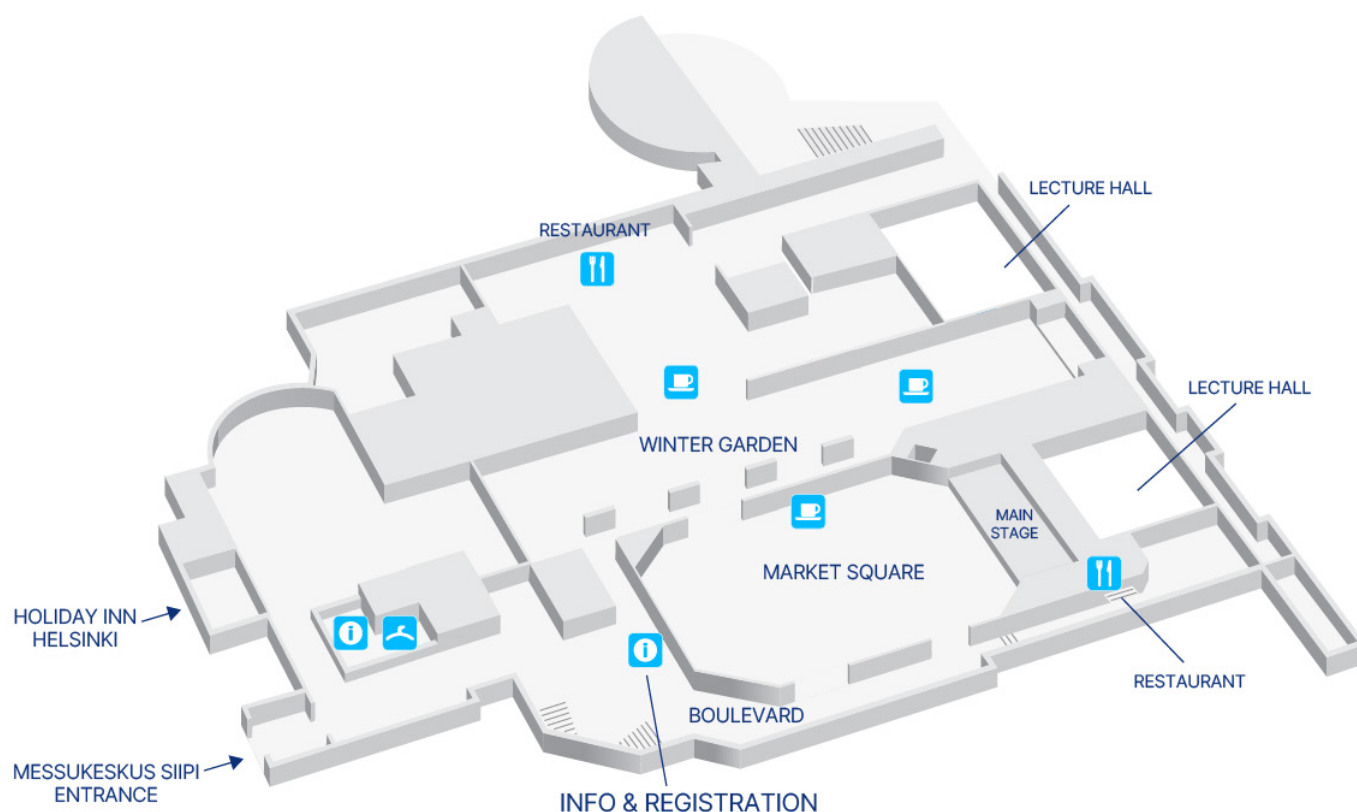
Join us as an exhibitor, meet your customers and create new relationships with potential customers face-to-face!

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 Congress Wing. 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, and the coffee stations invite visitors to walk through the **Winter Garden**.



Exhibition area prices per square metre

Winter Garden	200€/m ²		Boulevard	240€/m ²		Market Square	260/m ²
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95% of exhibitors in 2025 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.

Gold

Only one package available!

The package includes:

3200€

+ price per m²
depending on the
exhibition area

BEFORE THE CONGRESS:

Company name, logo and link on the website

Logo in the Labquality Days marketing newsletters

AT THE CONGRESS:

Lecture passes
7 pcs

Meal packages
14 pcs

Logo and video advert on the Market Square stage led wall
max 30 sec

QR code lead tracking

value 250€

Exhibition game

excellent way to get visitors to stop by at your booth!

Company name, logo and Introduction in the event app

Scheduled push notification in the event app

AFTER THE CONGRESS:

Introduction on the Aurevia Academy learning platform
visibility for 3 months after the congress

Winter Garden 200€/m²

Boulevard 240€/m²

Market Square 260/m²

Silver

Seven exhibition packages available!

The package includes:

BEFORE THE CONGRESS:

Company name, logo and link on the website

Logo in the Labquality Days marketing newsletters

AT THE CONGRESS:

Lecture passes
5 pcs

Meal packages
10 pcs

Branded lecture hall

Hall named after your company, rollups, video advert (max 30 sec)

Exhibition game

excellent way to get visitors to stop by at your booth!

QR code lead tracking
value 250€

Company name and logo in the event app

Scheduled push notification in the event app

AFTER THE CONGRESS:

Introduction on the Aurevia Academy learning platform

visibility for 3 months after the congress

1800€

+ price per m²
depending on the
exhibition area



Winter Garden 200€/m²

Boulevard 240€/m²

Market Square 260/m²



500€

+ price per m²
depending on the
exhibition area

Bronze

Number of packages not limited

The package includes:

BEFORE THE CONGRESS:

Company name and link on the website

Company logo and name in the event app

AT THE CONGRESS:

Lecture passes

1 pc

Meal packages

2 pcs

Exhibitor

8 packages available!

The package includes:

BEFORE THE CONGRESS:

Company name and link on the website

AT THE CONGRESS:

Company name and logo on the event app

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

1200€

Winter Garden 200€/m²

Boulevard 240€/m²

Market Square 260€/m²

Additional Services

Labquality Days 2026 offers companies various opportunities to gain visibility before, during and after the event. Advertise in advance or make your presence known at the event—the choice of channels is yours!

Logo on congress lanyard 1600€

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

Satellite workshop partner 500€

Reach a group of international laboratory experts at the pre-congress workshop on 4 February 2026 with a video and rollups.

Market Square stage takeover 500€

Give a 30-minute scientific presentation at the Market Square main stage during a break in the scientific program when participants are exploring the exhibition.

QR code lead tracking 250€

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

Branded lounge 500€

A great way to gain additional visibility in the congress venue! Bring your own marketing materials and make the space yours.

Meal package for exhibitors 32€

Includes a small morning snack, lunch, and coffee/tea throughout the day on both congress days.





Booking an Exhibition Space

The official sale of exhibition spaces begins at **labqualitydays.com** on 1 September, 2025. 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 4 February, 2026.

The exhibition is open:

Thursday 5 February, 2026, 8:00 AM – 4:00 PM

Friday 6 February, 2026, 8:00 AM – 3:00 PM

Labquality Days

Organizer: Aurevia Oy

Venue: Messukeskus, Siipi

Rautatieläisenkatu 3, Helsinki, Finland

www.labqualitydays.com



Invoicing and Cancellation Terms

Participation in the exhibition can be canceled free of charge one month before the event (5 January, 2026). For cancellations received after this, we charge 100% of the exhibition fee. Cancellations must be made in written to: **info@aurevia.com**. We invoice the participation after the event.

Aurevia Oy 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 Aurevia exercises its right to cancel the event or move the event to another time.

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

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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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www.labqualitydays.com