

TRADE SHOW

# Analytica 2024

April 9–12, 2024 | Munich, Germany

Registration Deadline | February 2, 2024

Analytica is the world's leading trade fair for laboratory technology, analysis, and biotechnology. Participating in the VEDP-hosted Virginia pavilion provides a unique, cost-effective opportunity for global brand exposure, industry networking, market research, and lead development:

For five decades, Analytica has been the world's leading trade fair for laboratory technology, analysis, and biotechnology. It brings together a complete range of topics for laboratories in industry and research, including bioanalysis, environment and sustainability, food analytics, lab 4.0, lab automation, laboratory diagnostics, and more.

- **Global Visibility and Brand Exposure** – Analytica offers unparalleled exposure to a global audience with almost 900 exhibitors and more 25,000 visitors from 111 countries. Industries represented and topics of focus include Bioanalysis, Bioinformatics, Biotechnology, Chemical industry, Coronavirus research, Diagnostics & Medicine, Drug Discovery, Cosmetics, Lab Automation, Lab 4.0, Lab diagnostics, Lab equipment, Food analysis, Material analysis and materials processing, Pharma, Quality control, and Environment & Sustainability.
- **Targeted Audience Reach** – Analytica attracts a highly specialized audience of professionals, including scientists, researchers, decision-makers, and buyers interested in the latest advancements in analytics, laboratory technology, and biotechnology. In 2022, 53% of visitors were in the fields of biotechnology, medical technology, pharmaceuticals, and clinical diagnostics and forensics.
- **Lead Generation and Sales Opportunities** – At Analytica you can showcase your latest products, technologies, and innovations to demonstrate how your solutions can address the challenges and needs of the industry. Leverage this show to find potential clients, distributors, and collaborators,



## Registration

You can register and pay the trade show fee online by visiting <https://analytica-2024.eventbrite.com>.

## Contact

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generate high-quality leads, and explore business opportunities. Exhibiting offers invaluable networking opportunities to establish new partnerships, collaborate on projects, and gain insights from industry leaders.

- **Market Research and Customer Feedback** – Direct interactions with colleagues from around the globe provide an opportunity to gather market feedback and insights. Understanding the needs and preferences of potential customers can inform product development, marketing strategies, and business decisions.
- **Education and Thought Leadership** – In addition to the trade fair, the [analytica conference](#) that occurs alongside the show covers the spectrum of modern analytics and thus bridges the gap between research and analysis. Attending Analytica offers the chance to gain insights into emerging trends, technologies, and best practices in the analytical and biotech sectors to inform future business strategies and product development.
- **Media Exposure and PR Opportunities** – High-profile events like Analytica attract media coverage and attention from industry publications. This can result in additional exposure for your company through press releases, interviews, and features.

For more information, visit <https://analytica.de/en>.

## Registration Details

The trade show participation fee is \$2,500. This fee is per company, **not per participant**. The participation fee includes the following:

- Entries in all official show exhibitor listings
- A LCD screen in the booth to display your company's logo, video, or presentation
- A counter and stool in the booth to display marketing materials, product samples, etc.; each lockable counter will have an electrical outlet
- A printed graphic on the booth wall featuring your company's logo
- Access to shared booth furniture; the Virginia booth will have a private meeting room with table and chairs
- Two exhibitor badges per registered company
- VEDP assistance before and during the trade show

All travel expenses including airfare, hotels, meals, individual ground transportation to be paid directly by each participant. Additional **estimated** costs you will incur include (but are not limited to):

- Roundtrip airfare
- Hotels (7 nights)
- Meals
- Airport transfers, taxis, and other miscellaneous items

Join VEDP and industry colleagues from around the Commonwealth to showcase your innovations at Analytica 2024 and position your company as a leader in the analytical and biotech industries.