

Connecting the healthcare and laboratory industry across the ASEAN region

Unrivalled access to networking,
business exchange and trade

medlabasia.com/asiahealth

Medlab Asia 
By Informa Markets

Asia Health 
By Informa Markets

Online: 12 July - 3 September 2021

Live: 4-6 August 2021

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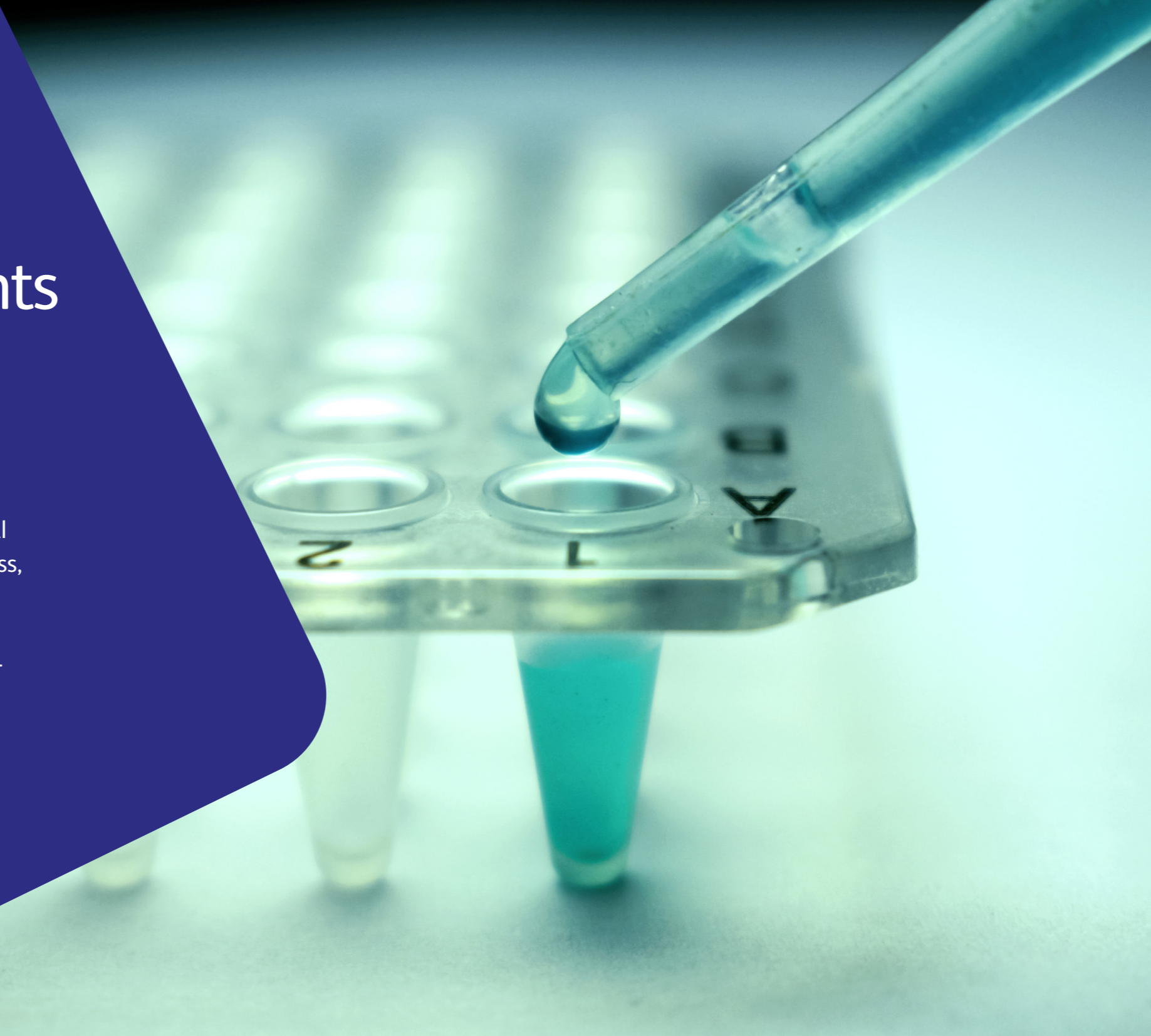
New Online and Live packages



Medlab Asia and Asia Health are the leading digital and events platform in the healthcare and medical laboratory sector.

Bringing you face-to-face with the entire spectrum of the healthcare and medical laboratory industry so you can build new relationships that will drive your business, nurture existing ones and open doors to new networks and channels.

At the heart of it all is the new technology that's changing our world; from state-of-the-art imaging equipment and laboratory devices to the most cost-effective disposables; developments in testing to advances in equipment, developments in surgery to advances in prosthetics. Medlab Asia and Asia Health is the place to unveil the latest product line-up, and innovative solutions in the region's healthcare and laboratory industry.



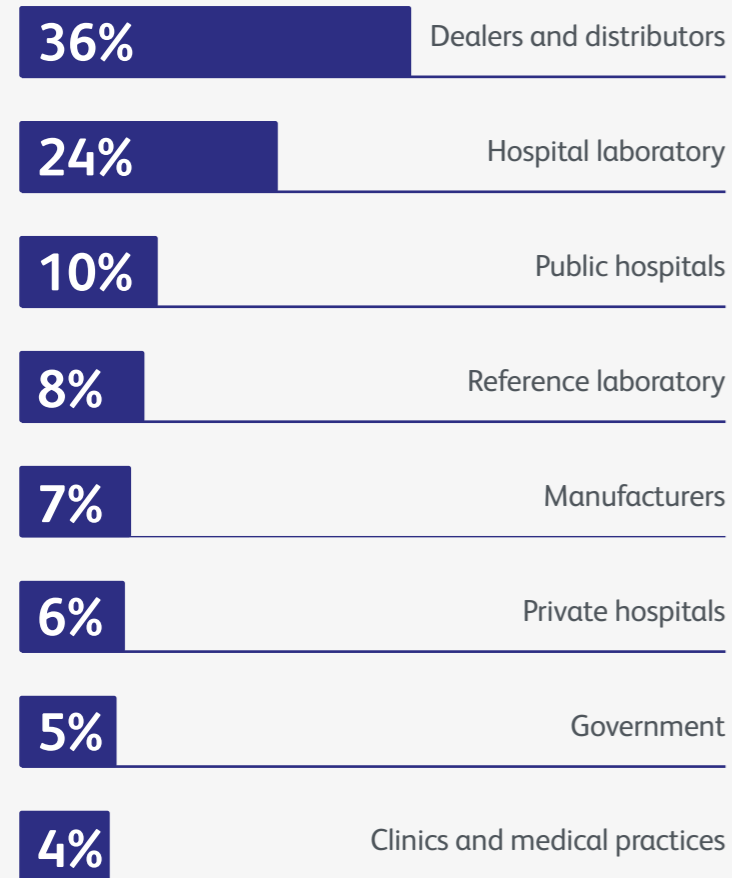
Who will you meet?

Long established as the must attend healthcare and medical laboratory event in the ASEAN region, we attract regional and international lab & healthcare professionals, dealers & distributors, procurement professionals and innovators who are ready to redefine the future of healthcare and laboratory medicine with you.

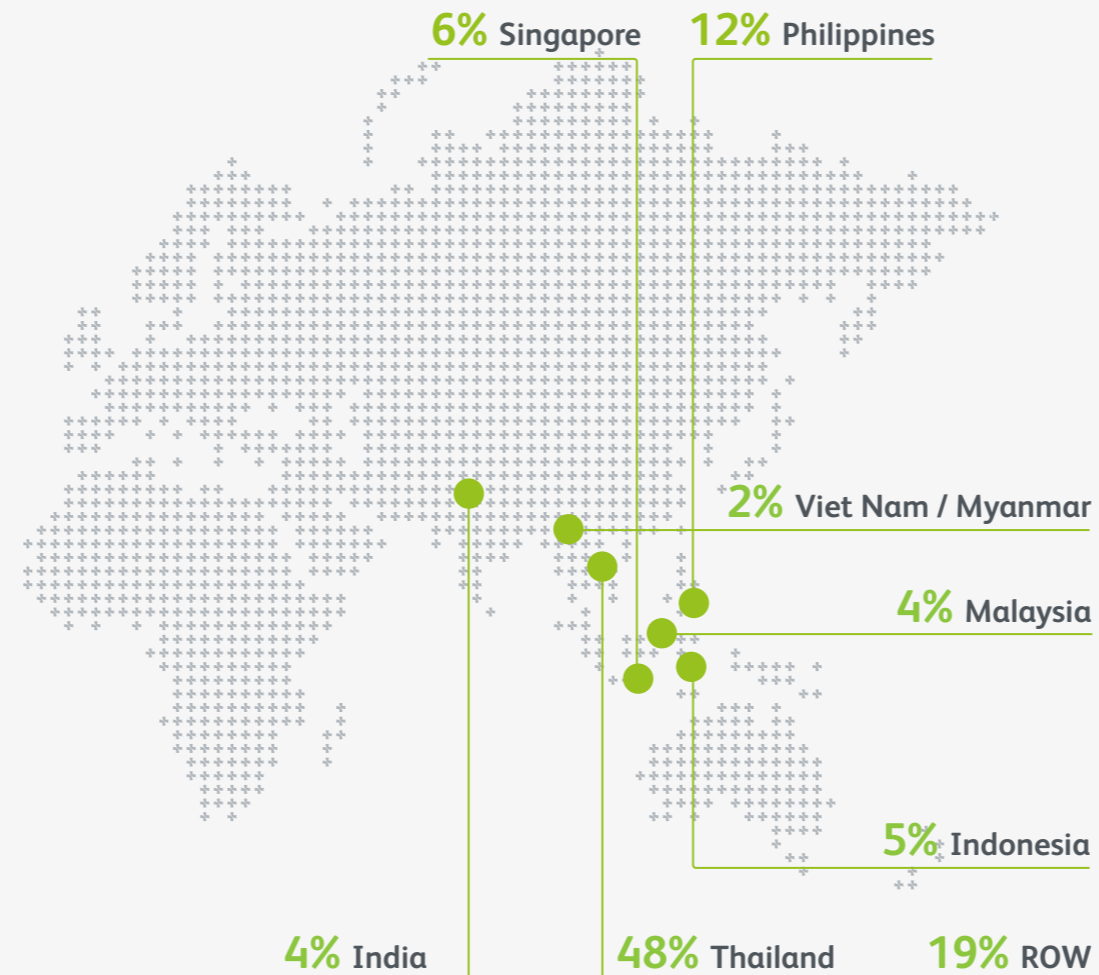


Visitor overview

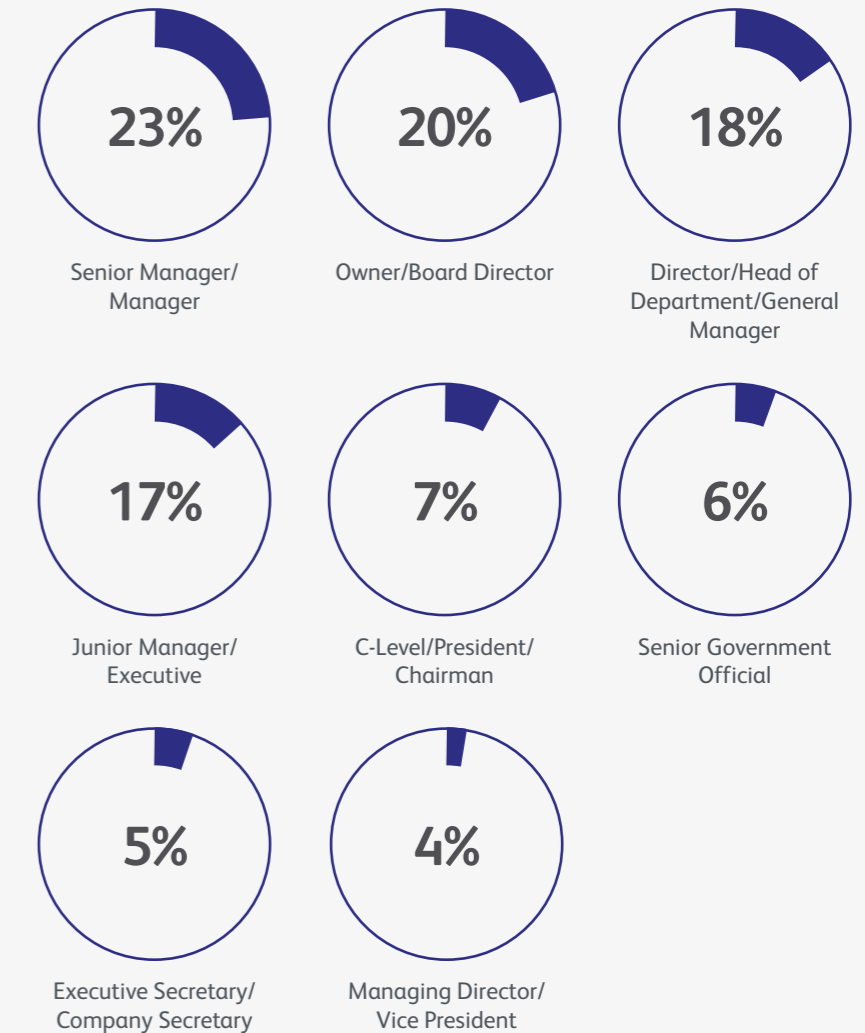
Nature of business breakdown



Breakdown by region



Level of seniority



Exhibitor coverage

Medlab Asia and Asia Health attracts international manufacturers, regional distributors, healthcare service providers covering the following main product categories:



Medical laboratory
equipment & devices



Laboratory
disposables &
consumer goods



Laboratory
equipment



Laboratory
instruments



Laboratory reagents



Laboratory tests



Healthcare &
general services



IT systems &
solutions



Healthcare
infrastructure & assets



Wellness &
prevention



Imaging



Sterilization and
Decontamination



Oncology

Bringing you a whole new experience with Medlab Asia and Asia Health.

For a higher return on investment.

In a changing world and with limited resources we realise it's more important than ever to spend your time and money wisely, that's why we're redefining the art and science of making good connections, with a carefully configured series of Online and Live events.

Online
12 July - 3 September 2021

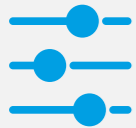
IMPACT Exhibition & Convention
Center, Bangkok, Thailand
4-6 August 2021

Experience the best of both worlds: From online to live

Medlab Asia and Asia Health will be giving you the Live and Online experience at no additional cost.

Through our online platform, you explore new contacts like never before, using filters that will automatically match you with our attendees that are interested in your products and services. At our Live event, you can finalise partnerships, strengthen relationships, demonstrate your products in real-life, and even be surprised with chance encounters bringing new opportunities.

Benefits of exhibiting Online at Medlab Asia and Asia Health:



Filter attendees based on mutual interests



Gauge buying intentions



Upload your product and company information



Attend focused sessions and webinars beneficial for your company

Benefits of exhibiting at the Live event:



Finalise the deals in person



Face-to-face networking



Live product demos



Create lasting relationships

Personalise your agenda to suit your needs

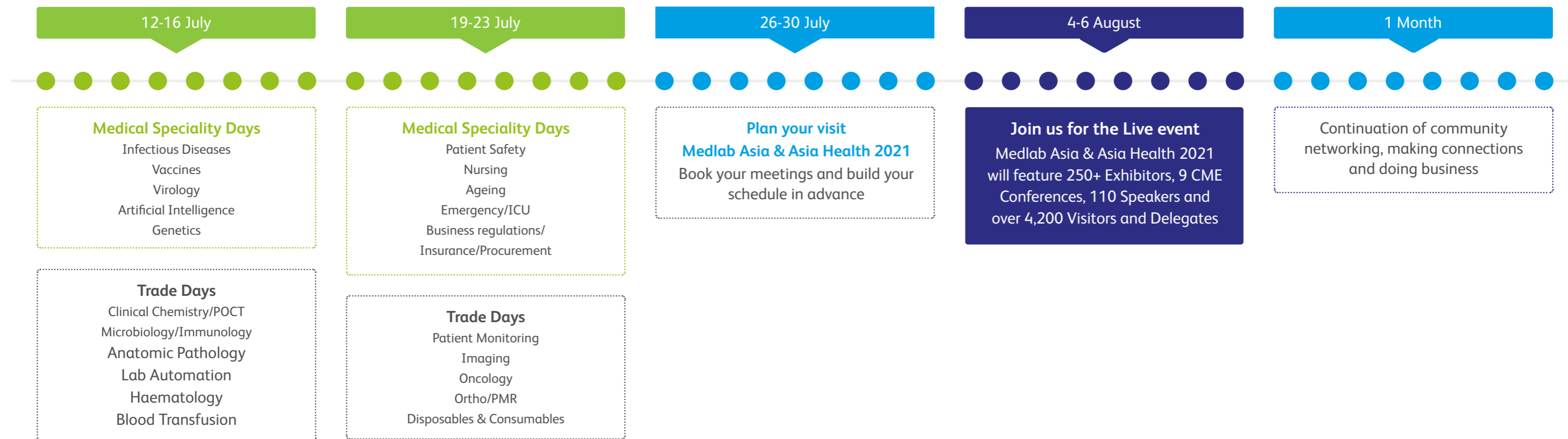
The Medlab Asia and Asia Health 2021 calendar

A series of focused events giving you more tailored healthcare and medical laboratory speciality and trade days and targeted opportunities to showcase, present and connect.

A unique opportunity to engage with the ASEAN community and make valuable contacts*.

What to expect from Medical Speciality and Trade Days:

Keynotes and roundtables
 Industry briefings
 Product demos
 Networking
 Connections and Chats



*Attendees to all Online sessions will be screened prior to participation. Attendees will be laboratory and healthcare professional buyers, clinicians and senior industry stakeholders.

The Medlab Asia & Asia Health 2021 calendar

Objective: Community Networking

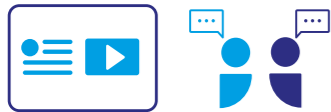
- Medical Speciality Focused
- Trade Focused
- Live Event
- Online

	Monday	Tuesday	Wednesday	Thursday	Friday
12-16 July	Clinical Chemistry/POCT	Microbiology/Immunology	Anatomic Pathology	Lab Automation	Haematology Blood Transfusion
	Infectious Diseases	Vaccines	Virology	Artificial Intelligence	Genetics
19-23 July	Patient Safety	Nursing	Ageing	Emergency/ICU	Business regulations/ Insurance/Procurement
	Patient Monitoring	Imaging	Oncology	Ortho/PMR	Disposables & Consumables
26-30 July	Plan your visit to Medlab Asia & Asia Health 2021, Book your meetings and build your schedule in advance!				
4-6 August	Medlab Asia & Asia Health 2021 will feature 250+ Exhibitors, 9 CME Conferences, 110 Speakers and over 4,200 Visitors and Delegates				
Up to 4 weeks	Continuation of community networking, making connections and doing business				

*Calendar subject to change

Connections Experience

With our new Connections Experience (CX) at its heart, Medlab Asia and Asia Health now includes:



A two-month series of online and live events, giving you more time to engage with and convert valuable contacts



New easy-to-use tools to help more new potential buyers find you



More tailored trade days, specialty days and targeted opportunities to showcase, present and connect

Your pipeline of future valuable contacts, conversations and customers is one of your most important investments.

Now Online and Live, Medlab Asia and Asia Health gives you the opportunity to look ahead and make that investment work harder now than ever.

Your CX explained:

Below is a view of what level of connections you can expect from your Online experience. The quality of connections can range from product and company views to more qualified connections you can make through in-platform chats or meetings.

Product and company views:

Two months of Online presence will generate product and company views which your team can work on qualifying further down in the sales funnel.

Connections and recommendations:

Our data and AI engines will make recommendations for you, or you can simply search and filter through the attendee list. Another great list for your sales team to work through.

In platform chats and business cards:

This is where business starts to happen, share information, qualify connections and start building your pipeline.

Chats and Connections:

Turn your connection into a deal by arranging a meeting Live at the event, Online in the platform or on any of your preferred business channels.

New Online and Live packages

Medlab Asia and Asia Health 2021 will be a Live and Online experience, made available to our exhibitors at no additional costs. Are you unable to exhibit at the Live event in 2021 but want to avoid missing out? We've got you covered. **Exhibit Online-Only** and choose the **Premium** or **Deluxe Showcase** packages to receive unlimited Online access to the Medlab Asia and Asia Health community.

Exhibit Online + Live*

In addition to your stand booking, you receive a Premium Online Showcase (valued at US\$ 3,000) at **no additional cost**.

Alternatively, you can **choose to upgrade** to a Deluxe Online Showcase (at a reduced US\$ 2,000 additional investment).

Exhibit Online-Only

Book your Premium Online Showcase for **US\$ 3,000**, or upgrade to a Deluxe Online Showcase for **US\$ 6,000**.

**If we are unable to hold Medlab Asia and Asia Health in 2021, your Online Showcase fee (whether Premium or Deluxe) remains payable. Remainder of contract voided and either refunded, credited or reinvested, at your discretion.*



Online Showcase package

In close consultation with many of our customers, we have developed 2 brand new Online packages that will support your company's objectives.

Your Online participation in Medlab Asia and Asia Health starts with selecting the Online Showcase package that works for you. Choose the Premium Online Showcase to receive all the essential features and access to Medlab Asia and Asia Health's Online platform, or upgrade to a Deluxe Online Showcase to create a truly unlimited and branded experience.

Your Online showcase features	Premium US\$ 3,000	Deluxe US\$ 6,000
Company Name	✓	✓
Logo	✓	✓
Company Description	✓	✓
Address	✓	✓
Website	✓	✓
Email	✓	✓
Phone Numbers	✓	✓
Social Networks	✓	✓
Exhibitor Representatives	Up to 5	Unlimited
Product listing	Up to 4	Unlimited
Background image		✓
Video header or header image		✓
Banner advertisement		✓
"Other exhibitors you might be interested in" removed from your online showcase page		✓
Your Accessibility		
Access to relevant online trade & specialty days (not including by-invitation-only events)	✓	✓
Unlimited inbound connections	✓	✓
Unlimited outbound connection requests	✓	✓
Ability to search and filter across all event attendees	✓	✓
Connection recommendations based on matching interests	✓	✓
Ability to qualify and export connections to CSV	✓	✓

What your Premium Online Showcase package includes:

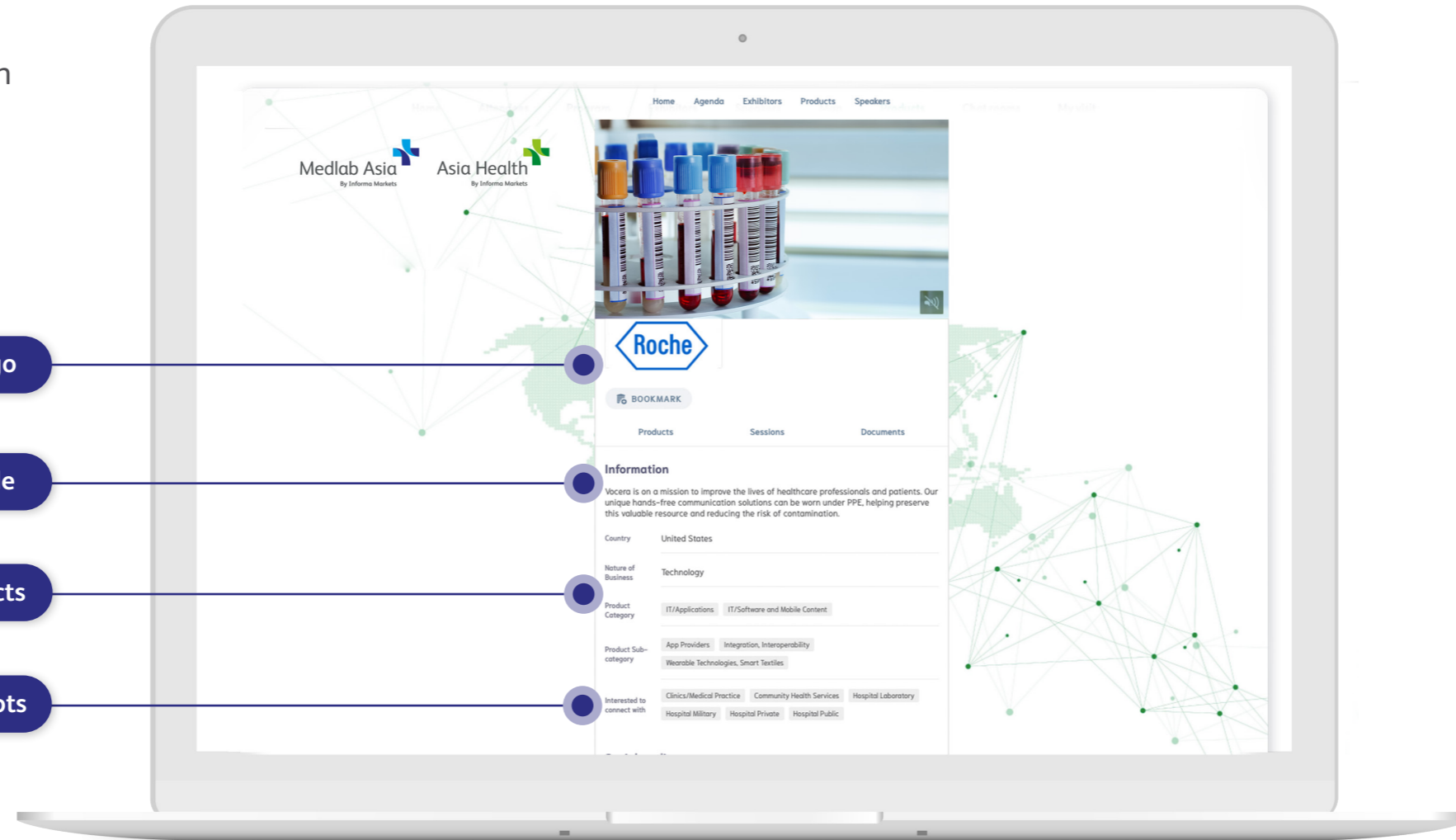
The following examples are to give you an idea of the exposure you will get as an exhibitor on our new CX platform.

Your logo

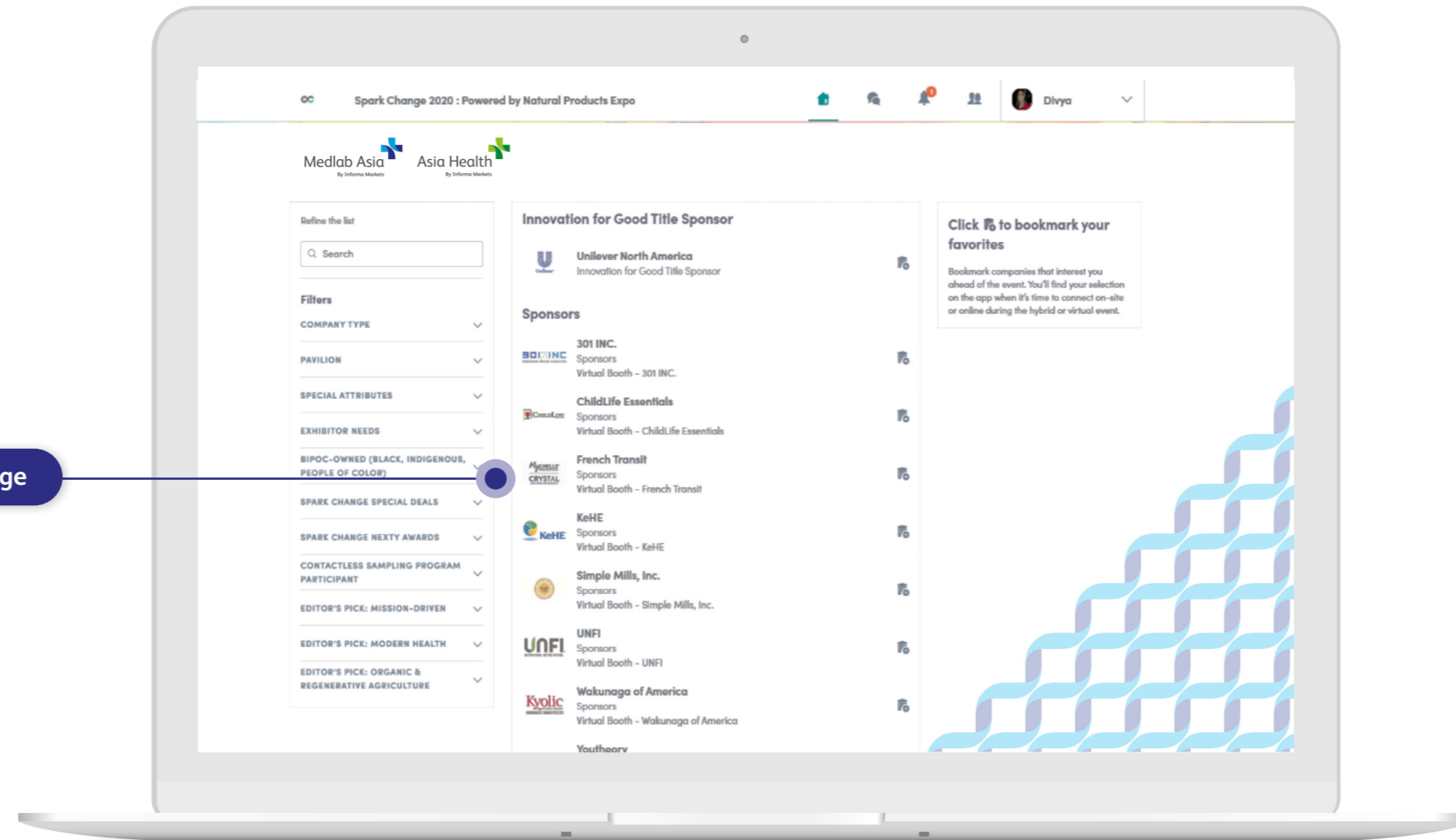
Your company profile

Your company's nature of business and products

Your available meeting slots



Exhibitor homepage



Listing on the main exhibitor page

Connections everywhere

Unlimited inbound connections

Ability to qualify and export connections to CSV

Unlimited outbound Connection Requests

The image shows a laptop displaying a CRM interface. The main window is titled "Shared connections" and features a table with columns for Photo, Name, Jobs, Company, Tags, Event, and Date. A search bar is located below the table. A modal window titled "Export your contacts" is overlaid on the table, containing the text "Gather all contacts of your team's members and export them easily to access it everywhere." and a button labeled "EXPORT YOUR CONTACTS". To the right, another window titled "Integrations > Salesforce" is visible, showing a mapping interface for Salesforce entities. The interface includes a top navigation bar with the Amazon logo, the text "Amazon | Viva Technology", and a user profile for "John".

Photo	Name	Jobs	Company	Tags	Event	Date
<input type="checkbox"/>	Gavin Richards	Credit analyst	Kiosk	Leads	Viva Technology 2019	May
<input type="checkbox"/>	Evan Hansen	Webmaster	Wisdom Research	Clients	Viva Technology 2019	May
<input type="checkbox"/>	Paul Graham	HR specialist	Local Focal	2018	Viva Technology 2018	May
<input type="checkbox"/>	Tom Holland	Residential appraiser	Art Sphere	Clients	Viva Technology 2019	May
<input type="checkbox"/>	Joseph Riley	Inspire				
<input type="checkbox"/>	Francis Chambers	M				
<input type="checkbox"/>	Theodore Christensen	Sc				
<input type="checkbox"/>	Craig Tyler	Co				
<input type="checkbox"/>	Rodney Rogers	Co				
<input type="checkbox"/>	Ryan Newman	Hi				

Deluxe Online Showcase package

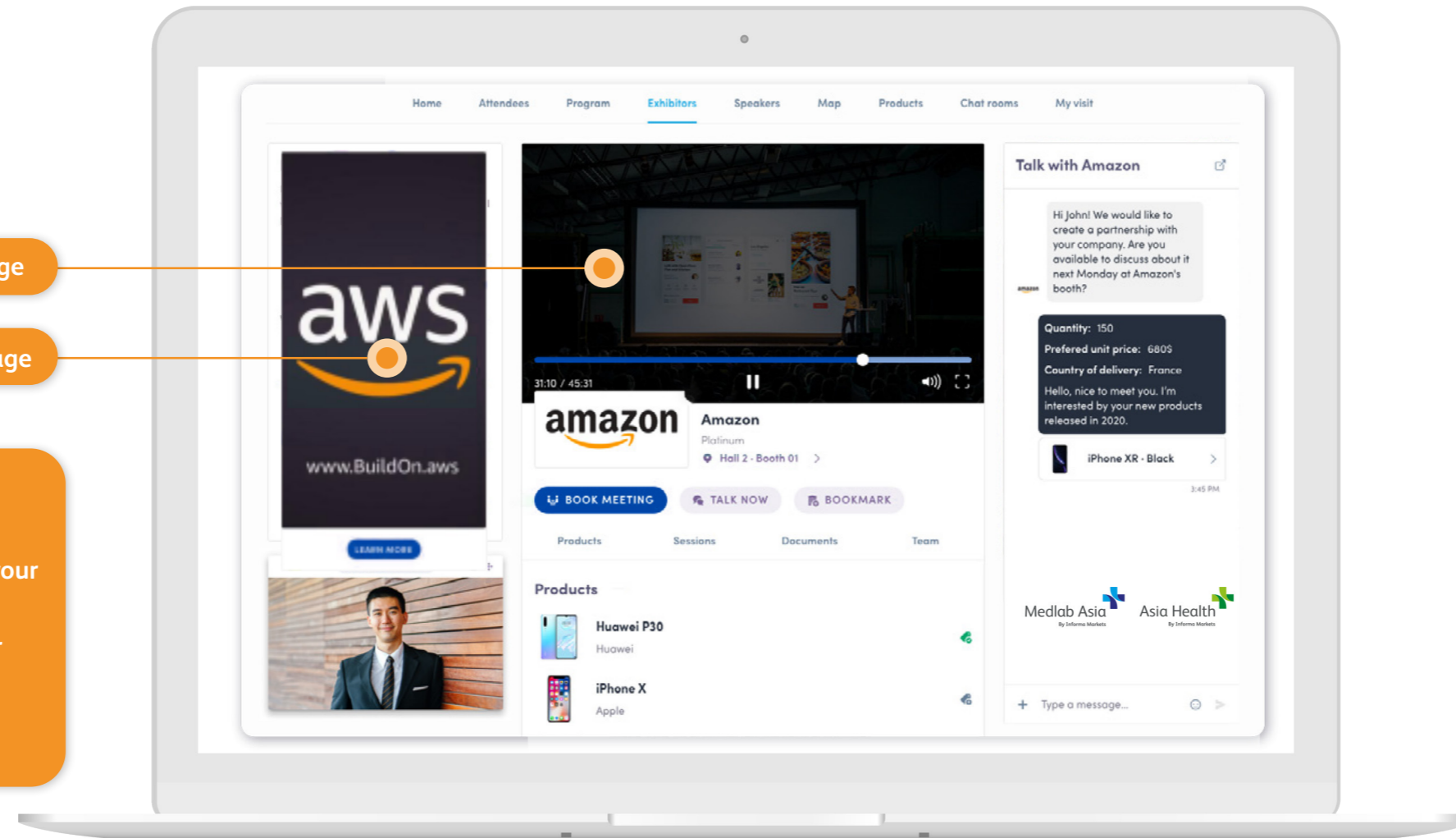
In addition to the Premium Online Showcase package, you will receive:

Video header or header image

Background image

Other benefits include:

- “Other Exhibitor You Might Be Interested In” removed from your Online Showcase page
- Unlimited number of Exhibitor Representatives listed
- Unlimited number of Products listed



Get involved

Contact the team today to discuss a range of options and bespoke solutions to help you achieve your objectives.



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