



LUMITOS®
Führt zum Erfolg.



Messe München

Connecting Global Competence

analytica virtual 2020

Generate leads from all over the
world with certainty

October 19 - 23, 2020 | Internet

27th World's leading trade fair for Laboratory Technology,
Analysis, Biotechnology and analytica conference

analytica-virtual.com



analytica
virtual

Content



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3. Your lectures at the analytica virtual
4. Your presence in the daily exhibition newsletter
5. Dialogue with your stand visitors
6. Lead generation & performance measurement
7. How to benefit from analytica virtual
8. Your contact

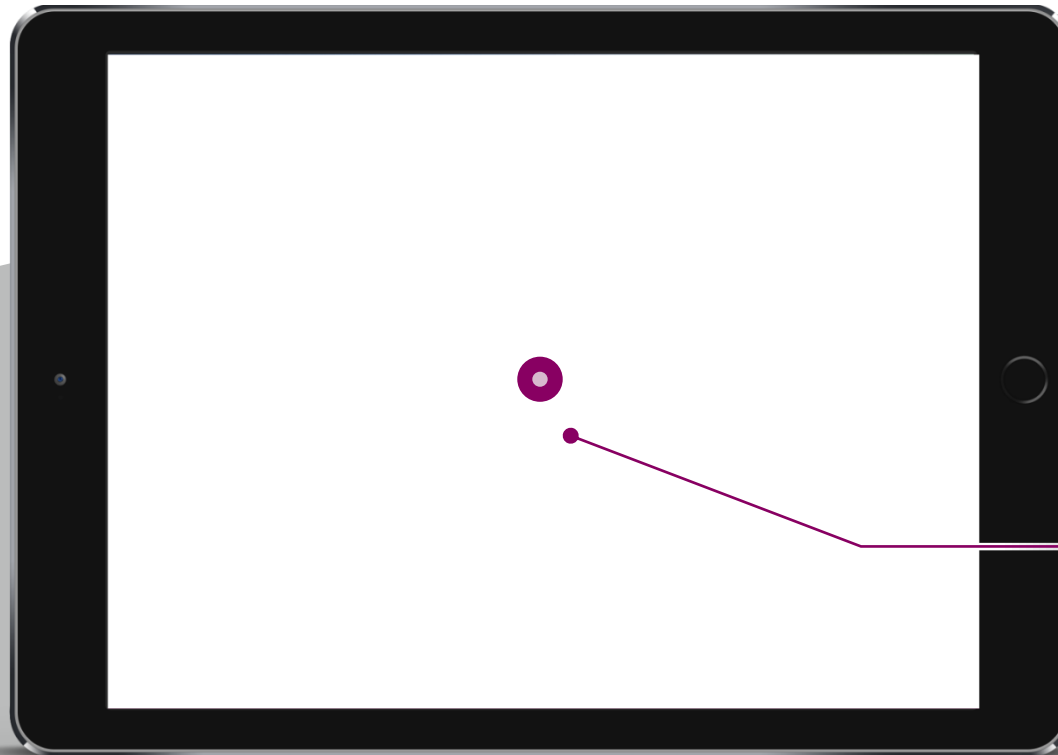
What analytica virtual offers



Facts about analytica virtual

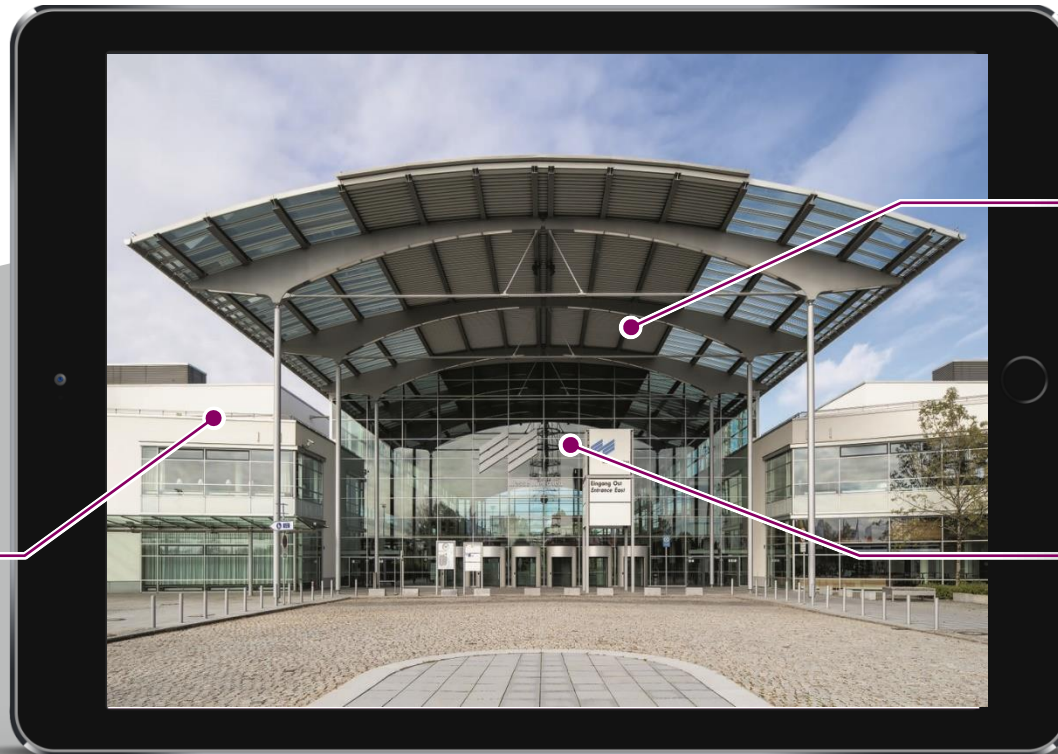
- **analytica virtual is an additional format to analytica on-site in Munich**
- **Online exhibition at www.analytica-virtual.com from 19.10.-23.10.2020**
- **analytica virtual is open around the clock during the fair**
- **The language of analytica virtual is English and German**
- **All 1,100 exhibitors of analytica will be represented at analytica virtual**
- **Over 25,000 additional online visitors from the chemical, biotech, pharmaceutical and food industries are expected**
- **Start-up Area for young companies**
- **New products and product innovations from all areas of laboratory technology, analysis and biotechnology will be presented**
- **Many of the lectures at analytica in Munich and the analytica conference are also offered at analytica virtual.**

How to navigate through the analytica virtual



On all graphic elements there are hotspots that show the visitors where to click

Entry into analytica virtual



The exhibitors
present themselves
in themed halls

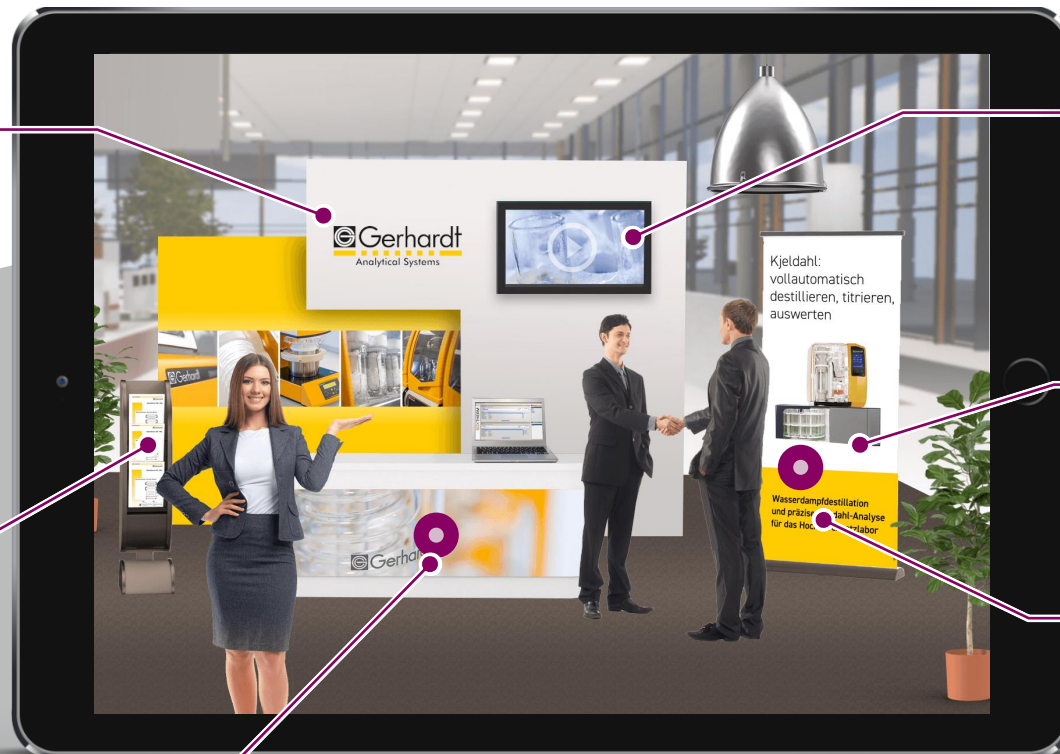
The conference
centre offers
capacity for
144 lectures

Only registered
visitors have
access to
analytica virtual

Your virtual exhibition stand



Virtual exhibition stand briefly explained



Company logo
with claim

Videos

Advertising for
one of your
products

Product brochures
downloadable
with lead generation

Click on
product hotspot
to open product
presentation

Pulsating hotspots
to open more details

Product presentation on your virtual exhibition stand



Company logo

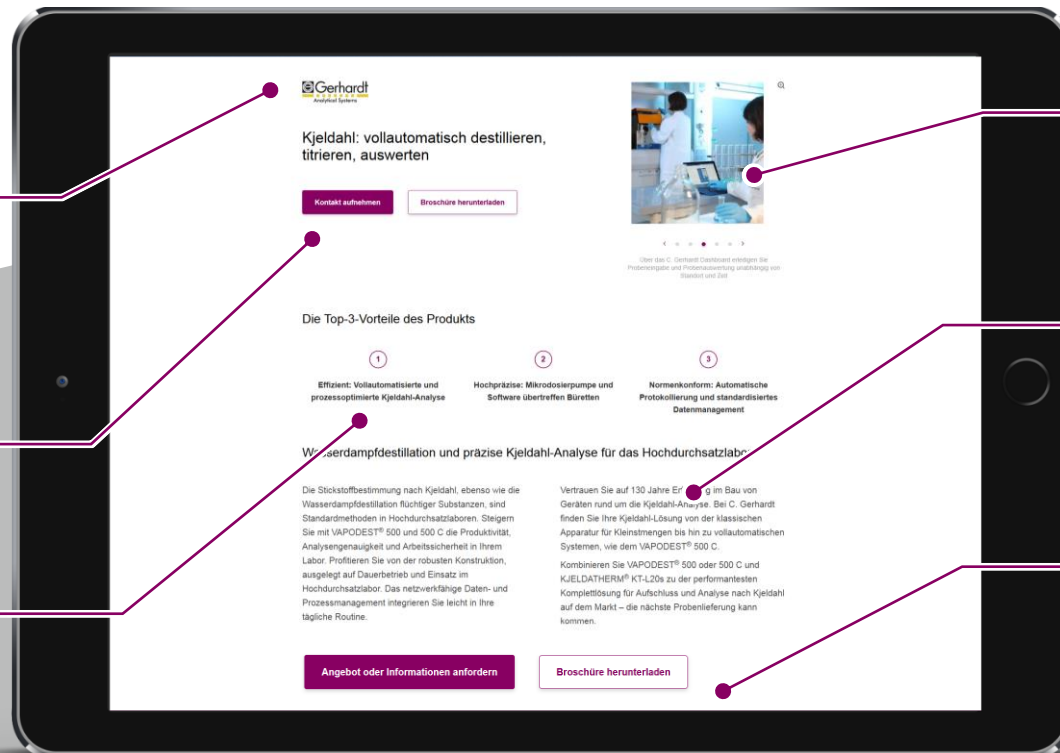
Lead generation

3 Product benefits

Product photos

Product description

product video



Choose from different stand sizes

- **You can choose from four different stand sizes for your participation in the analytica virtual**
 - Exhibition stand for the presentation of 1 product
 - Exhibition stand for the presentation of 2 products
 - Exhibition stand for the presentation of 4 products
 - Exhibition stand for the presentation of more than 4 products
- **Your stand will be created entirely by LUMITOS AG in your company's corporate design**
- **The design of your stand is based on stand constructions specified by LUMITOS**
- **Especially for new products and product premieres we offer a premiere stand in our premiere hall**

Example virtual exhibition stand 1 product (Exhibition stand Mini)



analytica
virtual



Example virtual exhibition stand 2 products (Exhibition stand Midi)



Example virtual exhibition stand 4 products (Exhibition stand Maxi)



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These services are included in the virtual exhibition stand



- You are represented with a virtual stand at analytica virtual from 19. Oct. - 23. Oct. 2020
- On your stand you present 1, 2, 4 or more products. This includes product photos, product description, product brochures and videos
- Your products will be presented on [analytica-world.com](https://www.analytica-world.com) for a further 12 months after the analytica virtual
- Additional 3 newsletter references to your products in the [analytica-world.com](https://www.analytica-world.com) newsletter and in the selected LUMITOS newsletters with up to 100,000 recipients
- Generation of GDPR-compliant leads from all stand visitors
- At the end of each exhibition day, we provide you with all leads and the contact details of your stand visitors as an Excel file
- Creation of your virtual exhibition stand by LUMITOS AG
- We provide digital advertising material so that you can easily draw the attention of your own contacts to the analytica virtual

Prices virtual exhibition stands

Mini (1 Product)	Midi (2 Products)	Maxi (4 Products)	XL (12 Products)
<ul style="list-style-type: none"> 1 Product 1 PDF brochure 1 Video 12 Month analytica-world.com incl. 3 newsletter references per product GDPR compliant Leads Creation of exhibition stand 	<ul style="list-style-type: none"> 2 Products 2 PDF brochures 2 Videos 12 Month analytica-world.com incl. 3 newsletter references per product GDPR compliant Leads Creation of exhibition stand 	<ul style="list-style-type: none"> 4 Products 4 PDF brochures 4 Videos 12 Month analytica-world.com incl. 3 newsletter references per product GDPR compliant Leads Creation of exhibition stand 	<ul style="list-style-type: none"> 12 Products 12 PDF brochures 12 Videos 12 Month analytica-world.com incl. 3 newsletter references per product GDPR compliant Leads Creation of exhibition stand
2.620 € ¹⁾ 4.900 € ²⁾	4.700 € ¹⁾ 7.140 € ²⁾	7.800 € ¹⁾ 11.700 € ²⁾	21.480 € ¹⁾ 31.920 € ²⁾

TOP
Seller

1) Price for exhibitors of analytica 2020

2) Price for companies that are not exhibitors at analytica 2020 at the time of booking

Example premiere stand



Hotspot on the
logo links directly
to your exhibition
stand

The hotspot guides
you directly to your
detailed product
presentation

Premiere stand at a glance

- In addition to your exhibition stand at the analytica virtual from 19.10. – 23.10.2020, you will present your new product exclusively at your own premiere stand in our premiere hall
- Your product premiere will be advertised on social media in the run-up to the analytica virtual
- Your premiere stand is linked to your exhibition stand
- Your product premiere will be visually identified and highlighted as such at your stand

Only in combination with a virtual exhibition stand Mini, Midi, Maxi, XL or Start-up.

780 € ¹⁾
1.170 € ²⁾

1) Price for exhibitors of analytica 2020

2) Price for companies that are not exhibitors at analytica 2020 at the time of booking

Example virtual exhibition stand Start-up



Virtual exhibition stand Start-up at a glance



- You are represented with a virtual stand at analytica virtual from 19. Oct. - 23. Oct . 2020
- On your stand you present 1 product. This includes product photo, product description, product brochure and video
- Your products will be presented on analytica-world.com for a further 12 months after the analytica virtual
- Additional 3 newsletter references to your products in the analytica-world.com newsletter
- Generation of GDPR-compliant leads from all stand visitors
- At the end of each exhibition day, we provide you with all leads and the contact details of your stand visitors as an Excel file
- Creation of your virtual exhibition stand by LUMITOS AG
- We provide digital advertising material so that you can easily draw the attention of your own contacts to the analytica virtual

1.950 € ¹⁾
2.450 € ²⁾

Only for start-ups that are no older than 6 years.

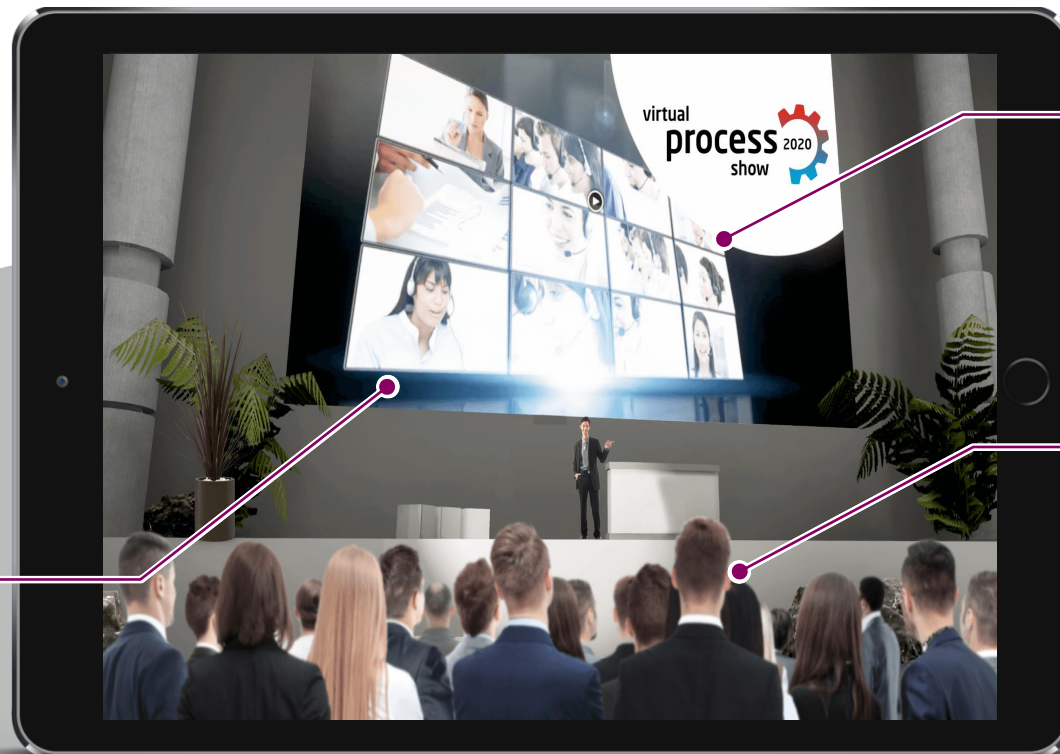
1) Price for exhibitors of analytica 2020

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Your lectures at the
analytica virtual

3

Your lectures at the analytica virtual



Inspire the visitors with your lecture as webinar

Daily exciting lectures on current topics of the industry

From all participants you will receive the contact details

analytica virtual lectures at a glance

You present your innovative approaches in a 30-minute webinar to visitors of the analytica virtual:

- **Reference to your webinar in an issue of the daily analytica virtual newsletter to up to 100,000 recipients**
- **Announcement of the webinar on social media channels in the run-up to the analytica virtual**
- **Reference to your webinar on the analytica virtual homepage**
- **You will receive full contact details (leads) from all participants of the webinar, including consent in compliance with GDPR**

The requirement for participating in the analytica virtual with a webinar is a recorded webinar, which you make available to LUMITOS in the run-up to the trade fair. On request, LUMITOS will be happy to assist you with the recording and creation of the webinar for a fee.

970 € ¹⁾
1.455 € ²⁾

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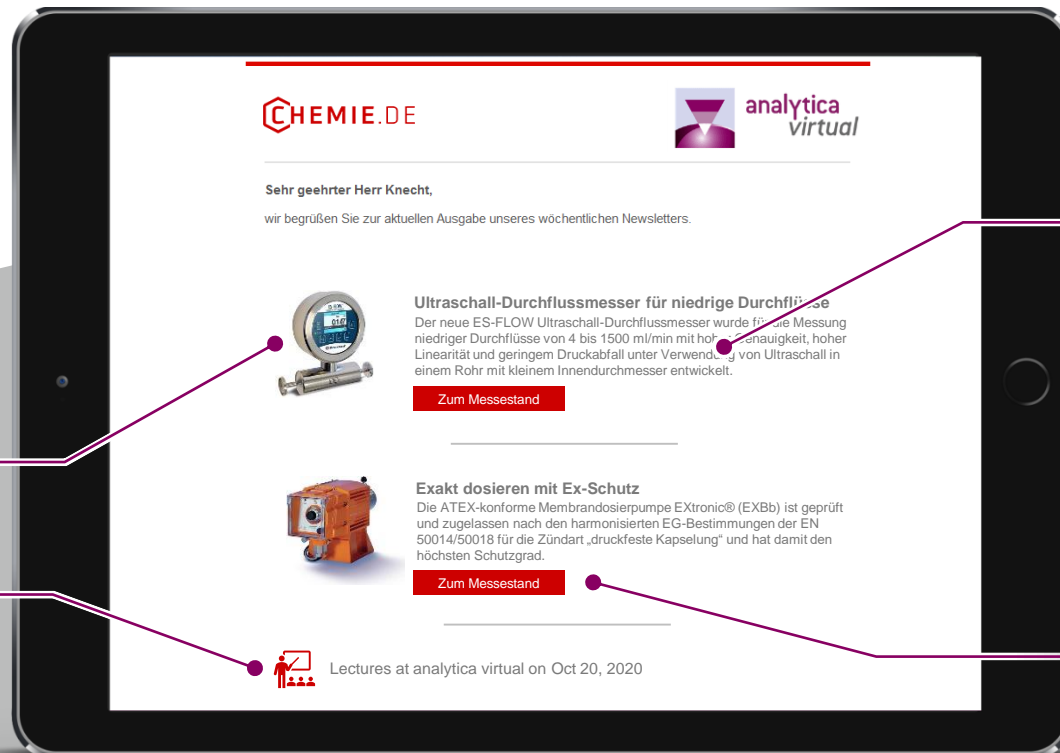


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Your presence in the
daily exhibition newsletter

Daily exhibition newsletter of the analytica virtual



Product image

Today's webinars

Brief description
of your product

Link to your virtual
exhibition stand

Daily exhibition newsletter at a glance

On each of the 5 days of **analytica virtual** (19.10. – 23.10.2020), we will send a trade fair newsletter to up to 100,000 German, English and Spanish speaking recipients. Present one of your products in this newsletter and generate more visitors for your virtual trade fair stand.

- Product image
- Headline
- Short text max. 200 characters including spaces
- Link to your virtual exhibition stand
- Transmission of the contact data of your stand visitors incl. DSGVO-compliant consent

from 1.500 €

Available in the media:



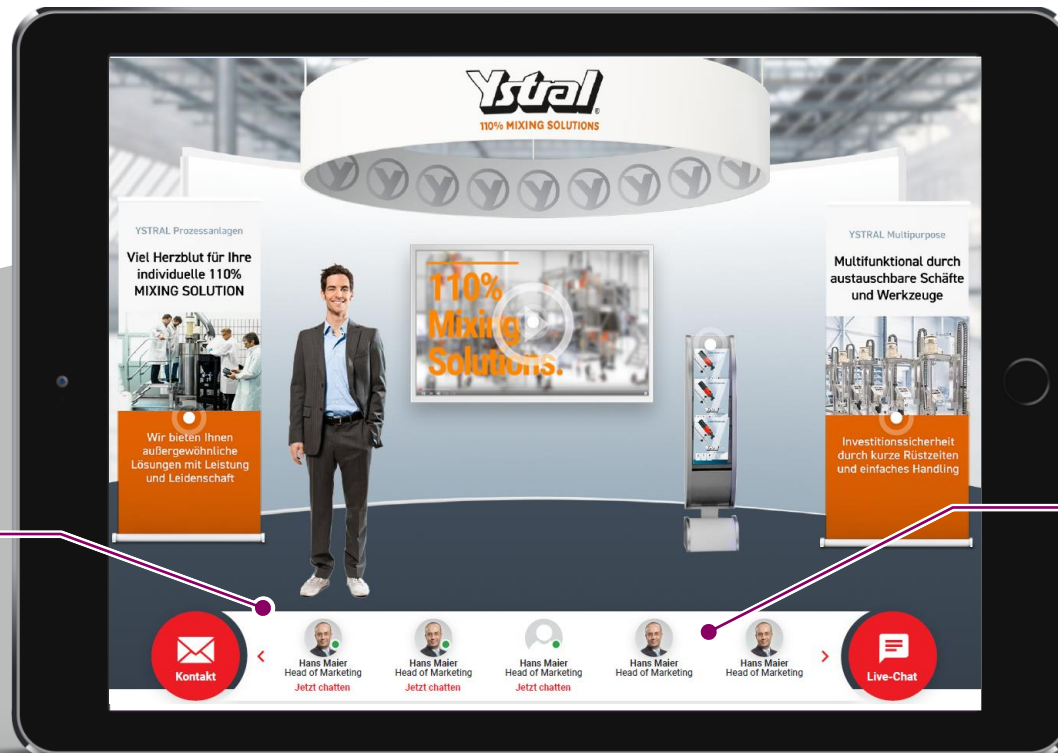
Dialogue with your stand visitors

5

Text chat with your stand visitors



Thanks to the chat you can be reached directly and personally by your visitors



Your employees in the chat are shown to visitors with name, photo and function

Text chat at a glance

During analytica virtual from 19.10.-23.10.2020 you can chat with visitors of your booth via text chat.

- LUMITOS provides you with GDPR-compliant chat software for max. 5 employees
- LUMITOS takes care of setting up the chat software for each of your employees with photo and e-mail address
- You can actively address and talk to every visitor to your stand
- The contact details of the stand visitors (company, name etc.) are immediately visible to you
- LUMITOS will give your sales staff a brief introduction to the chat software via video

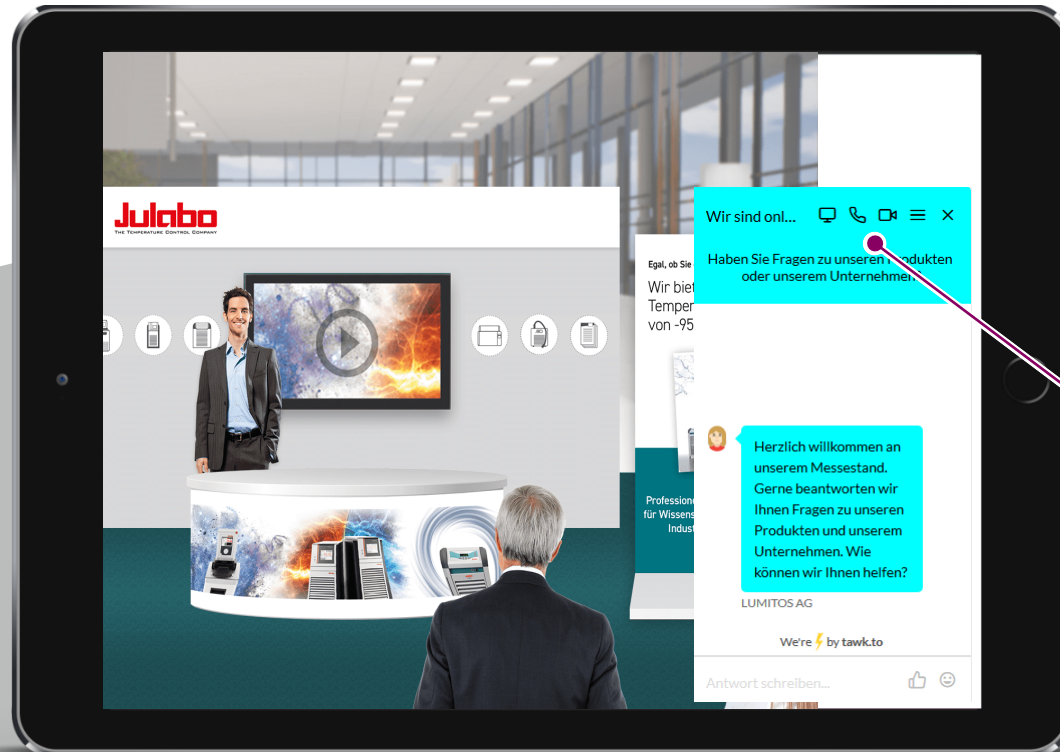
600 € ¹⁾
900 € ²⁾

If the chat is to be used by more than 5 employees, you can book additional employees at a price of 20 EUR per employee.

1) Price for exhibitors of analytica 2020

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Audio and Video Chat with your stand visitors



The text chat will be extended by an audio and video function

Video chat with your stand visitors

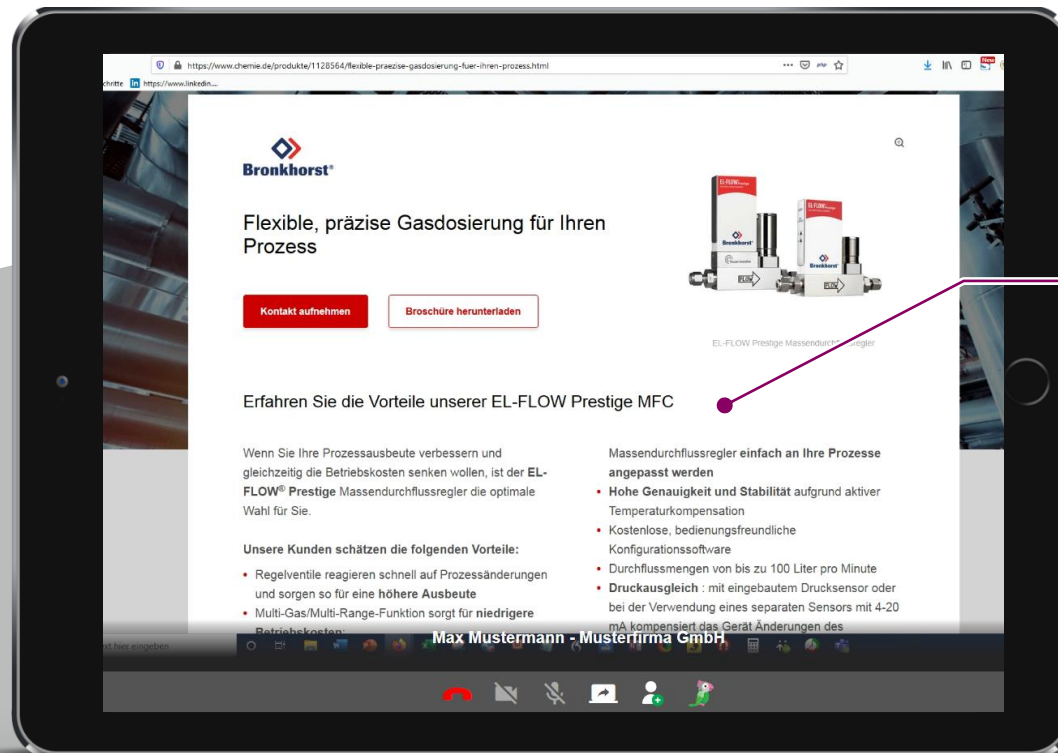


Audio and video chat run comfortably in the browser, without your stand visitors having to install any software



You can choose between audio or video communication with your stand visitors. This makes contact with new customers even more personal.

Sharing your screen



Just one mouse click to show your stand visitor something on your screen.

Video chat at a glance

During analytica virtual from 19.10.-23.10.2020, you can chat live with visitors to your stand via text, audio or video chat.

- LUMITOS provides you with GDPR-compliant chat software for max. 5 employees
- LUMITOS takes care of setting up the chat software for each of your employees with photo and e-mail address
- You can actively address and talk to every visitor to your stand directly via text, audio or video
- The contact details of the stand visitors (company, name etc.) are immediately visible to you
- LUMITOS will give your sales staff a brief introduction to the chat software via video

970 € ¹⁾
1.455 € ²⁾

If the chat is to be used by more than 5 employees, you can book additional employees at a price of 20 EUR per employee.

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analytica
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Lead generation & performance measurement

6

Lead generation at analytica virtual

We will provide you with the following contact details for every visitor who enters your virtual trade fair stand, attends one of your presentations, downloads a brochure or makes an enquiry about your products:

- **Salutation**
- **First name**
- **Last name**
- **Company/Organization**
- **Postcode**
- **City**
- **Country**
- **E-mail**
- **Phone**



GDPR
compliant
leads

The key performance indicators at a glance



For your presentation at analytica virtual, we will provide you with comprehensive key performance indicators.

Available
online
24/7



How to benefit from analytica virtual



How exhibitors benefit from analytica virtual



- Generation of high-quality sales leads in the shortest possible time
- You will reach more than 25,000 additional online visitors from all over the world with analytica virtual
- You will reach potential customers who cannot or may not come to analytica in Munich due to travel restrictions
- International visitors can only be reached with analytica virtual
- 100% certainty that analytica virtual will take place
- The analytica program (lectures + conference) and the virtual exhibition stands are available 24 h per day
- As an exhibitor at analytica virtual you present yourself as an innovative, modern and up-to-date company

30.09.
booking
deadline

Your Contact

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Your Contact



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