analytica 2020

Decision-makers in sectors with strong investment potential – business is generated at analytica

> analytica 2018: Visitors by industry

Visitors’ primary branches of industry

- 14% life science industry
- 19% pharmaceuticals
- 14% other industry/branch of industry
- 2% aerospace engineering
- 1% building industry
- 0% metal/plastics processing
- 4% automotive
- 4% electrical/electronics
- 2% veterinary medicine/diagnostics
- 8% water/wastewater
- 7% diagnostics industry
- 20% chemicals industry
- 7% medical technology
- 3% cosmetic industry
- 18% biotechnology
- 5% medical laboratories
- 10% environmental protection/technology
- 11% food/luxury-food industry
- 5% forensics/clinical diagnostics
- 8% health care/medicine
- 5% clinical research organization

As the world’s leading trade fair for laboratory technology, analysis and biotechnology, analytica covers the entire value chain, from sample preparation, measuring and analysis in the laboratory to quality control. International market leaders present forward-thinking innovations and the analytica Conference reflects a comprehensive overview of the latest methods and developments in research and science.

Visitor structure analytica 2018

> 35,626 visitors from 111 countries
> about 36.8% foreign visitors
> 99% trade visitors
Ideal conditions for innovation drivers

> New companies such as start-ups or university spin-offs give essential impetus to the commercial and scientific sectors. Above all, future-oriented branches of industry such as biotechnology and life science depend on this dynamic to survive.

> For the seventh time, analytica is helping new companies find strategically effective ways to present their product and process innovations and exhaust their growth potential on global markets in the process.

> The Start-Up Area offers your company the perfect platform for presenting business ideas and establishing business contacts at attractive rates.

The analytica Start-Up Area is platform for:

> Young, innovative companies (Start-Ups)

> The company has been in existence for max. 5 years (founded after March 31, 2015)

> No more than 40 employees

> Companies whose exhibits correspond to the terms of the analytica 2020 product classification
Possibilities of participation

<table>
<thead>
<tr>
<th>2-day presence</th>
<th>1-day presence</th>
<th>4-day presence</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; Tuesday, March 31, 2020 and</td>
<td>&gt; Thursday, April 2, 2020 or</td>
<td>&gt; Tuesday, March 31, 2020 until</td>
</tr>
<tr>
<td>Wednesday, April 1, 2020</td>
<td>Friday, April 3, 2020</td>
<td>Friday, April 3, 2020</td>
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<tr>
<td>EUR 1,450.00 (plus VAT)</td>
<td>EUR 950.00 (plus VAT)</td>
<td>EUR 1,950.00 (plus VAT)</td>
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</tbody>
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Included in all packages:

- Stand space and construction
- Furniture: info counter and 2 bar stools
- Signboard with lettering
- Lighting and 3- socket outlet incl. electricity and consumption
- General guarding
- AUMA fee
- Stand cleaning and waste disposal
- Basic entry in the exhibitor directory (print/online)
- Possibility to pitch during the Start-Up hour as part of the Finance Days
- Webinars for free
- Two exhibitor passes

Maximize your success

We support you with an extensive range of marketing and press activities, e.g. the promotion in all official media of analytica 2020, consideration in press relations by analytica and GoingPublic Media AG, as well as with an online profile presence on vc.magazin.de and plattform-lifesciences.de.

Contact us personally

For questions about registration:

GoingPublic Media AG
Business Development
Ms. Nicole Unger
Hofmannstr. 7a
Tel.: +49 89 2000 339 53
Fax.: +49 89 2000339 39
unger@goingpublic.de

Organizer:

Messe München GmbH
analytica Exhibition Team
Mr. Marvin Buchet
Messegelände, 81823 München
Tel.: +49 89 949-20381
Fax.: +49 89 949-20389
marvin.buchet@messe-muenchen.de