

LABORATORIO-  
LÄÄKETIEDEPÄIVÄT

[www.lablt.fi](http://www.lablt.fi)  
[info@lablt.fi](mailto:info@lablt.fi)  
+358505660233

**3 - 4 OCT 2024**  
**Helsinki**  
**Marina Congress Center**

**Welcome as an exhibitor to the biggest laboratory event of the fall!**

Laboratory Medicine Days 2024 offers an excellent opportunity to meet customers face to face!

Come and meet clinical laboratory professionals and tell them what your company can offer them!

Lablt2024 reaches more than 600 laboratory professionals.

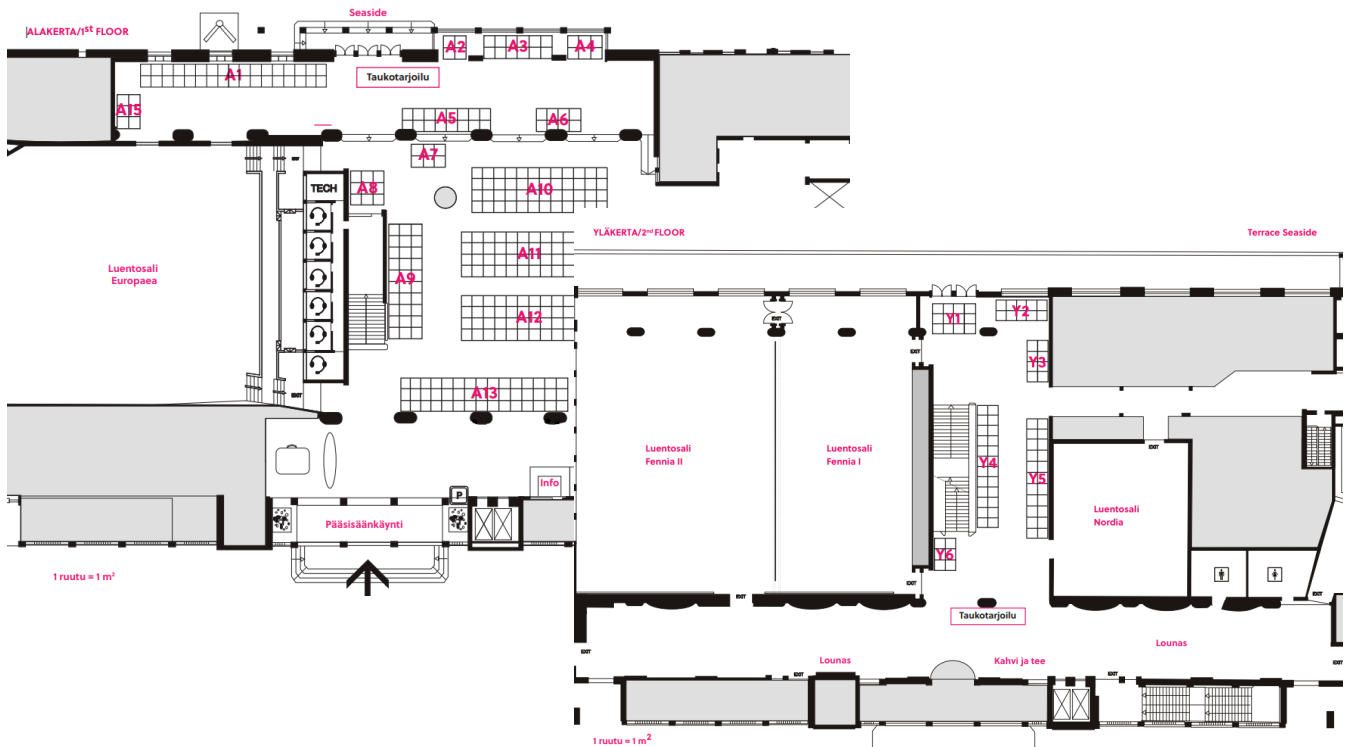
There will be a number of symposiums covering a wide range of topics from clinical laboratories. Lectures are held in Finnish. Last year we had over 40 Exhibitors!

### Lecture topics

The lectures cover the main themes of various laboratory fields (hematology, chemistry, microbiology, pathology, genetics, physiology), training issues for bioanalysts, occupational well-being, occupational safety and ethical perspectives. On display are e.g. laboratory tests performed by the patient himself, biobanking, brain diseases, overweight, diabetes and kidney diseases. The topics of the joint lectures are drugs and pandemics.

## Exhibition area

The exhibition area is divided in the Marina Congress Center to two floors



The price of the exhibition stand is €295 + VAT/m<sup>2</sup>.

The square price is an unbuilt exhibition stand, without electricity and furniture.

### The price of the exhibition stand includes

- one participant card /4 m<sup>2</sup> (2 pcs/8 m<sup>2</sup>, etc.) The participant card entitles you to access to lectures and generous meal services (breakfast, lunch, afternoon snack)
- Contact information for the congress book (name and logo) and mobile application (name and logo and introductory text, max 300 characters)
- Get together event on Thursday 3 October 2024 at 17-19 on the 2nd floor of the Marina Congress Center. Company representative(s) can attend the event (registration in advance)
- coffee and tea are available throughout the opening hours of the exhibition
- break room 2nd floor



## Registration

### **Registration of the exhibition stand starts on 21 March 2024 at 10:00 am**

Registration takes place using the registration form, which can be found on [www.lablt.fi](http://www.lablt.fi) when registration opens.

When registering, you will be asked about your wish for the exhibition area and billing information.

You will receive a booking confirmation after registration to the e-mail address you provided.

The exhibition stand location will be confirmed in a separate message.

### **Invoicing and cancellation terms**

Please note that the registration is binding. A booking can be cancelled without charge if cancelled by 26 August 2024. Cancellations after 26 August 2024 will be charged 100% of the exhibition price. Cancellations have to be delivered in written format by email to: [info@lablt.fi](mailto:info@lablt.fi). The participation fee will be charged September.

Koulab Oy reserves the right to cancel/postpone the event (for example due to a small number of participants or a pandemic situation) and will not be liable to exhibitors for any costs, expenses and/or damages incurred due to the cancellation or postponing of the event. Any participation fee already paid will be refunded if Koulab Oy exercises its right of cancellation.

Koulab Oy may at its sole discretion approve or decline registration to the event.

## After Registration

### Updating registration information

To the e-mail indicated during registration there will be a link later, through which you can add your information (company contact information, logo, introductory texts for the mobile application, etc.).

The information must be updated no later than August 26, 2024.

### Registration of representatives

Everyone coming to the exhibition stand must register for the event by September 16, 2024 at the latest. Registration will open later. When registering, you will be notified based on the square footage of the exhibition stand the user(s) of the participating card. Other representatives arriving at the exhibition stand must also register, and in connection with that you can buy catering services for €57 + VAT/day. Meal services are not sold on site.

### Ordering electricity, small furniture and catering orders

Electricity, small furniture and catering orders are ordered from the Marina Congress Center. The form for placing orders [www.lablt.fi](http://www.lablt.fi).

Please note that bringing your own food to the Marina Congress Center is not allowed. Scandic Hotels Oy / Marina Congress Center has the exclusive right to restaurant operations. The exhibitor does not have the right to serve products brought by himself at his stand, with the exception of the exhibitor's own branded snacks. Please note that these must be announced in advance.



## After Registration

---

### Construction and dismantling of the exhibition stand

Instructions for construction of the Marina Congress Center [www.lablt.fi](http://www.lablt.fi).  
When building an exhibition stand, it must be noted that the exhibition stand the structures are also neat from the point of view of the neighboring section.

Please make sure that the department's designer and builders receive the instructions. Deviations from the instructions are only permitted with the consent of Koulab Oy and Marina Congress Center.

The contact partner of your choice can act as the builder of the exhibition stand.

If you need a contact partner in the design and construction of the exhibition stand, please contact e.g. WS-Expo Group Paul Franzén, [paul.franzen@wsexpogroup.fi](mailto:paul.franzen@wsexpogroup.fi), +358 41 5370 101.



## After Registration

### Construction hours

October 2 2024 from 11:00 a.m. to 10:00 p.m

### Dismantling

October 4 2024 from 15:00 to 18:00

Dismantling must not be started earlier, as it will interfere with ongoing lectures.

### Exhibition hours

The exhibition is open on

Thursday 3 October. from 8:15 am.to 5:00 pm.

Friday 4 October 2024 from 8:15 a.m. to 3:00 p.m.

### Important Dates

- **21 March 2024** Registration begins
- **26 August 2024** Complete the information in the congress book and mobile application at the latest
- **16 September 2024** Registration of company representatives at the latest
- **16 September 2024** Order electricity, small furniture and catering orders from the Marina Congress Center at the latest

## Opportunities for additional visibility

We offer companies opportunities to get in the event additional visibility in addition to your own exhibition stand.

### Advertisements in the congress book

You can increase the company's visibility by buying advertising space from the congress book (size 170 \* 250 mm, four-color printing)

The inside of the front and back cover (170 x 250 mm + 3 mm cutting allowance) €900 + VAT

Back cover (170 x 250 mm + 3 mm cutting margin) €1000 + VAT

Entire inner page (170 x 250 mm + 3 mm cutting margin) €500 + VAT

1/2 inner page (170 x 122 mm + 3 mm cutting margin) €300 + VAT

1/4 inner page (165 x 60 mm + 3 mm cutting allowance) €170 + VAT

### Advertisements on the steps of the Marina Congress Center

The stairs leading to the upper floor of the Marina Congress Center are a prominent place for advertising! You can buy advertising space for stair intervals (from 1 to 32 steps) €80 + VAT/stair interval.

Fixing area of stair tape: width 336 cm, height 13 cm +/- 1 cm)

### Using the QR code

The name card of all participants has a QR code, we offer the possibility to use the QR code to save the contact information of visitors visiting the exhibition stand for your own use.

The QR code is read on a mobile device and is used by everyone working in the department.

The price of QR code scanning is €250 + VAT/exhibition stand.



## Opportunities for additional visibility

---

### The company's own lecture

Your company can hold its own scientific lecture that fits the theme of one of the lectures. 20 minutes are reserved for the company's presentations in the session, and the participation fee is €1,000 + VAT. The company itself is responsible for the lecturer's other expenses. The program committee selects 2-4 of the proposals for the rest of the group based on a suitable theme. The proposals can be discussed with Kristina Hotakainen, chairperson of the program work group, on 31.3. by.

### Other possibilities for increasing visibility

Take contact! We will be happy to discuss other cooperation opportunities!



## Contact

### Organizing of the Exhibition

Kaija Sopenlehto  
info@lablt.fi  
p. +358 50 5660233

Kerttu Irjala  
kerttuirjala@gmail.com  
p. +358 40 0226493

### Programme Committee Chairperson

Kristina Hotakainen  
kristina.hotakainen@mehilainen.fi  
p. +358 50 4904181

### Program is organized by

Ohjelman järjestävät Laboratoriolääketieteen Koulutuskeskus Koulab Oy, Suomen Bioanalytytikot ry, Suomen Kliinisen Kemian Yhdistys ry, Suomen Kliinisen Kemian Erikoislääkäriyhdistys ry, Kliiniset Mikrobiologit ry, Suomen Kliinisen Sytologian Yhdistys ry, Kliinisen fysiologian hoitajat ry, Sairaalakemistit ry

[www.lablt.fi](http://www.lablt.fi)  
[info@lablt.fi](mailto:info@lablt.fi)  
+358505660233