

# LABORAMA 360

## 24 & 25 February 2027

Stand price — what's included, rates & conditions

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## 1. Stand

- White Sodem walls — wall height 2.5 m, with name board
- Carpet on the stand
- LED spotlights on arms, 1 per 6 m<sup>2</sup> (\*)
- Daily stand cleaning
- Free Wi-Fi (2 Mbps up & 4 Mbps down — 3 h of connectivity per login)
  - Additional paid Wi-Fi service available in the webshop

### PLEASE NOTE

(\*) Electricity must be ordered separately via the **webshop**. The link will be sent after registration.

### Stand prices

| Stand size        | LABORAMA member (*) excl. VAT | LABORAMA non-member excl. VAT |
|-------------------|-------------------------------|-------------------------------|
| 12 m <sup>2</sup> | € 2,950.00                    | € 3,745.00                    |
| 24 m <sup>2</sup> | € 5,900.00                    | € 7,490.00                    |
| 36 m <sup>2</sup> | € 8,850.00                    | € 11,235.00                   |
| 48 m <sup>2</sup> | € 11,800.00                   | € 14,980.00                   |
| 72 m <sup>2</sup> | € 17,700.00                   | € 22,470.00                   |
| 96 m <sup>2</sup> | € 23,600.00                   | € 29,960.00                   |

(\*) Applies to Laborama members. As a member, you get **priority and early access to premium stands**, subject to availability. Premium stands are marked with a star ★ on the floor plan.

### WANT TO BECOME A MEMBER FOR 2027 AND 2028?

You'll benefit from the member rate for this show straight away, and get early access and priority on stands on top of all other member benefits. Premium stands (★ on the floor plan) are reserved exclusively for members. A new membership runs for 2 years but is invoiced annually. Want to know more? Send an email to [carmen@laborama.be](mailto:carmen@laborama.be).

### Membership fee

| Category | Number of employees in Belgium (*) | 2027 membership fee excl. VAT |
|----------|------------------------------------|-------------------------------|
| 1        | 1 to 4                             | € 895.00                      |
| 2        | 5 to 19                            | € 960.00                      |
| 3        | 20 to 49                           | € 1,430.00                    |
| 4        | 50 or more                         | € 3,115.00                    |

(\*) The number of full-time employees working in Belgium, not globally.

## 2. Electricity and insurance: mandatory order via the webshop

### Electricity

- Min. 1x 1A (3 kW)
- Other connections/prices: see webshop
- **Min. € 266 excl. VAT**

### Insurance

- Contribution to third-party liability (TPL) insurance
- Nail-to-nail goods insurance
- **Min. € 120 excl. VAT**

| Total value to be insured ** | Premium, incl. contribution to TPL insurance premium |
|------------------------------|------------------------------------------------------|
| € 20,000                     | € 120                                                |
| € 50,000                     | € 240                                                |
| € 100,000                    | € 395                                                |
| € 250,000                    | € 575                                                |
| € 500,000                    | € 1,200                                              |

\* Optional, subject to proof of your own insurance cover in accordance with Art. 17.2 of the General Terms and Conditions.

\*\* In the event of underinsurance, claims are paid out pro rata.

#### PLEASE NOTE

Electricity and insurance must be ordered separately via the **webshop**. The link will be sent after registration.

#### DEADLINES

- Stand reservation: **15/12/2026**
- Electricity: **14/01/2027**

## 3. Services provided by Laborama

- Promotion of the show and exhibitors
- Exhibitor drinks on Wednesday evening
- **FREE parking** for exhibitors and visitors
- **FREE cloakroom**
- **FREE admission** for visitors
- **€ 10 food/drinks vouchers:**
  - Exhibitor: 2 per 12 m<sup>2</sup> per day
  - Visitor: 1 voucher per visitor
- Lead capturing

## 4. Sponsorship packages – extra visibility



### LED screens at the entrance

\*\*\*EXCLUSIVELY FOR LABORAMA MEMBERS\*\*\*

- **Premium visibility**
- **1** large screen outside above the entrance
- **2** smaller screens in the reception hall
- Your advertisement on a loop, alternating with the Laborama360 logo
- Only **3 exhibitors**
- Artwork to be supplied

**Price: € 1,000 excl. VAT**

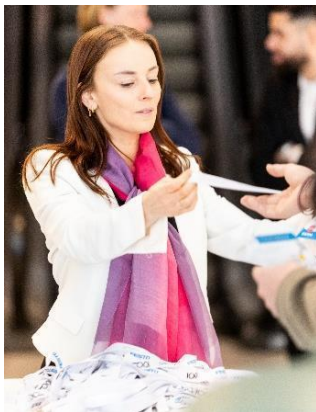


### LED screens in the exhibition hall

\*\*\*EXCLUSIVELY FOR LABORAMA MEMBERS\*\*\*

- **2** large screens in the exhibition hall, left and right, mounted high
- Your advertisement on a loop, alternating with a Laborama360 message
- Only **2 exhibitors**
- Artwork to be supplied

**Price: € 650 excl. VAT**



### Lanyards

- Supplied by the exhibitor
- According to Laborama specifications
- To be sponsored by **2 exhibitors**

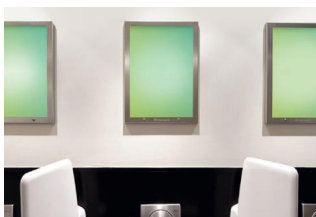
**Price: € 350 per day excl. VAT**



### Floor plan

- Your advertisement on the back cover of the floor plan handed to every visitor at the entrance
- Only **1 cover** available

**Price: € 950 excl. VAT**



### Advertise in the restrooms

- A3 posters (portrait) in all frames of 1 restroom block
- Only **2 exhibitors**
- A3 posters (portrait) to be supplied, 20 copies

**Price: € 600 excl. VAT**

## 5. Payment

- 50% deposit after acceptance of the application to participate, payment term 30 days
- Balance before 24 January 2027, payment term 30 days
- Paying the full amount in one instalment is also possible

### PLEASE NOTE

Only participation/the stand is invoiced by Laborama; all orders placed via the webshop are invoiced by Easyfairs.

Sponsorship packages and the visitor database will also be invoiced by Laborama at a later date.

## 6. Catalysator Trophy — exhibitor competition

*A catalyst speeds up every reaction — will you be the one to bring the most visitors to the show floor?*

### Invite your network

Invite your customers and business contacts to visit the show for free. A personal invitation is often very effective in generating more traffic on the show floor.

By personally inviting your customers and contacts, you:

- strengthen your existing relationships
- increase your visibility
- create new leads and opportunities

Let them discover your latest innovations on the show floor.

Use your personal visitor registration link to do so.

### The Catalysator Trophy

The more visitors register via your personal link, the greater your chance of winning the Catalysator Award – the prize for the exhibitor with the most effective visitor recruitment. The winner receives a free module to take part in the next edition of Laborama360, a company photo report by Stéphanie Smeets and... cake for the whole team! (Belgium or the Netherlands)

Guy and Carmen will drop by after the show with cake for everyone; you provide the coffee or tea!



#### YOUR PERSONAL VISITOR REGISTRATION LINK

You will receive your personal visitor registration link by email. Haven't received your link, or lost it? Please contact the project team at [laborama360@laborama.be](mailto:laborama360@laborama.be).

### Your efforts rewarded

| Place     | Prize                                                                                                                                                                                                                                                                                           |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1st prize | <ul style="list-style-type: none"> <li>• A 12 m<sup>2</sup> module for the next edition</li> <li>• A company photo report by photographer Stéphanie Smeets</li> <li>• The trophy</li> <li>• And... cake for the team! Guy and Carmen will visit the winning company during the show.</li> </ul> |
| 2nd prize | <ul style="list-style-type: none"> <li>• A ½ module for the next edition</li> </ul>                                                                                                                                                                                                             |
| 3rd prize | <ul style="list-style-type: none"> <li>• A ½ module for the next edition</li> </ul>                                                                                                                                                                                                             |

### Conditions

1. Invite your customer or contact via your personal registration link.
2. Make sure these people actually come to the show.
3. The exhibitor who (relative to stand size in m<sup>2</sup>) recruits and welcomes the most visitors on the show floor wins the Catalysator Trophy.

**PLEASE NOTE**

Each exhibitor will also receive a unique URL for registering visitors.

## 7. Innovation Award

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Do you have an **innovative technology, groundbreaking product or remarkable development** you'd like to showcase? Compete for the **LABORAMA 360 Innovation Award 2027** and submit your entry today.

The product/application/software may not have been launched before 2026.

Taking part also gives you extra visibility: nominated innovations receive additional attention in our communications and on the show floor.

**HOW TO ENTER**

*Information on taking part will follow.*

Don't let your innovation go unnoticed!

## 8. Do & Discover point

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Join our Do & Discover route and give your stand an extra boost.

We provide extra visibility and promotion around your participation, so that visitors don't just find your stand, but actually come and discover it.

**HOW TO ENTER**

*When registering your stand, please indicate whether you would like to take part as a Do & Discover point.*

## 9. Catering — stand delivery

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**Gourmet Invent**

- **Catalogue & order form for stand delivery:** directly via Gourmet Invent
- **Billing cards:** allow you to charge everything in the restaurant and the Plaza to your invoice

More info: [www.faircatering.be](http://www.faircatering.be)

[Download catalogue](#)

[Download order form](#)

[Request a billing card](#)

## 10. Hotels — special rate

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**1. Van der Valk Gent**

Promo code: **GET-LABORAMA**

[www.hotelgent.be/acties](http://www.hotelgent.be/acties)

**2. Holiday Inn Express & Suites**

[Book your corporate rate for Holiday Inn Express & Suites Ghent](#)

### 3. Marriott Hotels

- Courtyard by Marriott Ghent
- Ghent Marriott Hotel
- Residence Inn by Marriott Ghent

[Book your corporate rate for Ghent Marriott Hotels](#)

### 4. VOCO

[Laborama – voco Gent Booking Link](#)

## 11. Build-up, dismantling, empty packaging & logistics partner

### Build-up

#### Standard stands

- Tuesday 23 February: 08:00 – 19:00
- Wednesday 24 February: 07:00 – 09:00 — **finishing touches only!**

#### Additional space-only stand

- Monday 22 February: 13:00 – 19:00

#### CATERING DURING BUILD-UP

Coffee, water and sandwiches provided by Laborama (while stocks last).

### Dismantling

- Thursday 25 February: 16:30 – 21:00

Out of respect for late visitors and other exhibitors, it is not permitted to remove material from your stand or to start dismantling your stand before the show's closing time.

#### IMPORTANT

Exhibitors must remove all their material from the exhibition hall on time. Late clearance will be charged at **€ 500**.

### Empty packaging

- Storage in the second part of Hall 1
- At your own risk

### Logistics partner

#### DSV Fairs & Events

Europaplein 54, 1078 GW Amsterdam, the Netherlands

Phone: +31 6 11011736

Email: [Easyfairs@dsv.com](mailto:Easyfairs@dsv.com)

Easyfairs works exclusively with DSV. It is not permitted to hire forklifts or other motorised equipment from other parties for loading and unloading.

## 12. Stand staff

Stand staff badges, free to print at the registration desks:

- 23/2: 14:30 – 18:00
- 24/2: 08:30 – 09:00

One badge per person, valid for the entire show. New badge for the same person: **€ 5.00**.

### HOW TO ENTER

*Information on taking part will follow.*

## 13. Exhibitor drinks

At the end of the first show day, we warmly invite all exhibitors to a **relaxed networking drink**.

Timing: **16:45 to 18:30**

An informal moment to catch up, make contacts and round off the first show day in a pleasant atmosphere.

So that we can organise everything smoothly, please let us know in advance **how many people from your company** will attend.

We look forward to welcoming you there!

### HOW TO REGISTER

*Registration details will follow.*

## 14. Optimise your exhibitor profile

The Laborama 360 website has an extensive online exhibitor catalogue that visitors can consult before, during and after the fair.

A complete and up-to-date profile makes your company easier to find. Visitors can search not only by company name, but also by brand, product category and type of product or service. That way, potential customers and partners find their way to your company faster.

### How do you complete your exhibitor profile?

When you registered, you already provided the basic details for your exhibitor profile: your company description, products and services, brands and commercial contact details. Your company page was created on that basis. As soon as you receive the personal link to your company page, you can add to it, edit it and optimise it yourself.

## 15. Show programme

|                       |                                                                  |
|-----------------------|------------------------------------------------------------------|
| Location              | Flanders Expo — Maaltekouter 1, 9051 Sint-Denijs-Westrem (Ghent) |
| Visitor opening hours | Wednesday 24 Feb: 09:00 – 16:30   Thursday 25 Feb: 09:00 – 16:30 |

**Wednesday 24 February 2027**

| Time          | Programme                                                      |
|---------------|----------------------------------------------------------------|
| 08:30 – 09:00 | Early Bird café — free coffee and pastries (while stocks last) |
| 09:00         | Doors open to visitors                                         |
| 10:30         | Congress starts                                                |
| 16:30         | Show closes for visitors                                       |
| 16:45 – 18:30 | Networking drinks for exhibitors + awards ceremony             |

**Thursday 25 February 2027**

| Time          | Programme                                                                   |
|---------------|-----------------------------------------------------------------------------|
| 08:30 – 09:00 | Early Bird café in the foyer — free coffee and pastries (while stocks last) |
| 09:00         | Doors open to visitors                                                      |
| 10:30         | Congress starts                                                             |
| 16:30         | Show closes for visitors                                                    |
| 16:30 – 21:00 | Stand dismantling                                                           |

**IMPORTANT**

Exhibitors must remove all their material from the exhibition hall on time. Late clearance will be charged at **€ 500**.

**16. FAQ****Who can participate?**

Registration as an exhibitor at LABORAMA is open to Laborama members and to suppliers active in the broader laboratory sector.

Companies based in Belgium as well as abroad may take part in this trade show, provided they carry out direct commercial activities in Belgium.

**Show regulations****How to register?**

From 2 October 2026, via the registration form on [www.laborama360.be](http://www.laborama360.be).

If a Laborama member and a non-member register on the same date, the Laborama member gets priority in the allocation of stand space. Premium stands are reserved for members.

**Webshop access**

After registering, you will receive an email confirming your registration. You will then receive a link giving access to the webshop.

**Beware: fraudulent emails**

After registering, exhibitors sometimes receive suspicious emails, invoices or offers from organisations posing as LABORAMA.

#### **WATCH OUT**

**Laborama never works with third parties for the show catalogue or contacts, and does not sell the address database to other organisations or partners. It is only shared with our barter partners.**

#### **Fraudulent organisations**

- Expo-Guide
- International Fairs Directory
- Fairguide / Construct Data Publishers
- INEXORG

#### **Official media partners**

- LabInsights
- C2W

Stay alert. In doubt about an email or invoice? Contact us at **[laborama@laborama.be](mailto:laborama@laborama.be)** or **+32 470 57 51 24**.