








analytica Vietnam

APRIL 19-21 | 2023 | HO CHI MINH CITY

## The Media of analytica Vietnam 2023

-  Exhibition App
-  Online Exhibitor Directory
-  Visitor Guide
-  Sponsoring Packages and Premium Advertising
-  In- and Outdoor Advertising





## The media of analytica Vietnam 2023

The media of analytica Vietnam 2023 now offer you top opportunities to present your company, your brand and your products on several media channels.

As the service provider for trade fair media, we have again a wide range of offers for you. Use this opportunity and present your company as best as possible!

This brochure gives you an overview of the available range of media for analytica Vietnam 2023.

You can now put together your media package easily through our online shop. We will send you the login details by e-mail.

Do you have any more questions?  
We are happy to advise you over the phone or by e-mail.

We look forward to meeting you!

Yours,  
The analytica Vietnam Media Service Team

### Exhibition App

The analytica Vietnam Exhibition App will appear in English and Vietnamese for iOS- and Android-devices. Put your products and your company in the right light and make your exhibitor entry stand out!

[Further information on page 3.](#)

### Online Exhibitor Directory

An online presence is more important than ever before. With an entry in the online exhibitor directory, you will be tangible to visitors before and far beyond the trade fair!

[Further information on page 4.](#)

### Visitor Guide

The Visitor Guide is an important companion for professional visitors at the trade fair and thus guarantees you high visibility. It will be published as printed version. It comes in a handy size and provides information about exhibitors and their product groups as well as the main trade fair facts.

[Further information on page 5.](#)

### Sponsoring Packages and Premium Advertising

Become visible in cross-media! With the attractive advertising options, you will achieve top levels of awareness and recognition.

[Further information on page 6 and 7.](#)

### In- and Outdoor Advertising

Would you like to set yourself apart and become a special eye-catcher on the trade fair ground? Let yourself be inspired by our many advertising options.

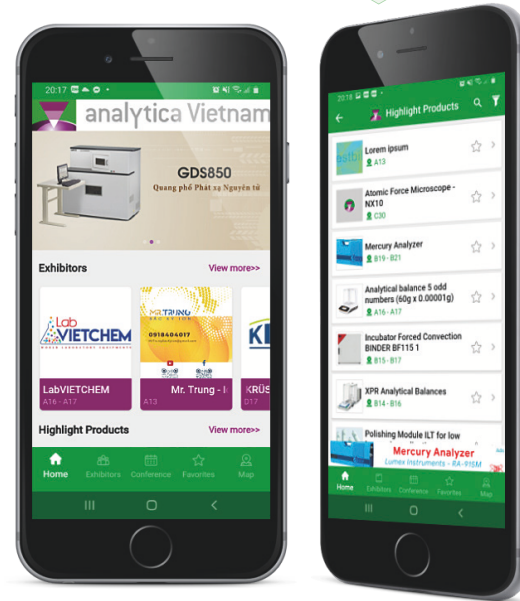
[Further information on page 8.](#)

## Exhibition App 2023

### THE mobile information hotspot of the industry!

The analytica Vietnam Exhibition App is the most important pocket companion for all industry professionals of analysis, laboratory technology and biotechnology in Vietnam. You already benefit from a broad variety of services included in your basic package. But don't miss the chance to specifically highlight your company with many products to increase your visibility among your competitors!


Make your entry stand by highlighting your products or putting your company entry on the start page of the app.




Exhibition App	Price in €
<b>Basic entry exhibitor</b> - Company name, address, booth number from online exhibitor directory (OED) - Phone, email, web address from OED - Logo from OED - All booked contact persons from OED - All booked product categories from OED - Additional text – short version for App (en/vi, per language max. 400 characters incl. spaces) - All social media addresses from OED - e.g. Facebook, YouTube, LinkedIn - Company name and booth number on the floor plan - Product presentation – short version for App (text max. 400 characters incl. spaces, 1 product image)	inclusive
<b>Highlight products</b> (product image and link on start page, limited to max. 5 exhibitors)	230
<b>Exhibitor logo on start page</b> (limited to max. 5 exhibitors)	300
<b>Fullpage banner</b> (limited to 1 exhibitors)	650
<b>1/3 top banner</b> (limited to max. 5 exhibitors)	350
<b>Bottom banner</b> (limited to max. 5 exhibitors)	250

All booked contact persons from OED


**Contact**


Address  
 **CentrePoint Build  
Street, Ward 08,**

Phone Number  
 **028 3842 0**

Highlight products

**Highlight Products**

 **roscope - NX10**

 **Mercury Analyzer**

1/3 top banner

**analytica Vietnam**

 **GDS850**  
Quang phố Phát xạ Nguyễn tử



## Online Exhibitor Directory

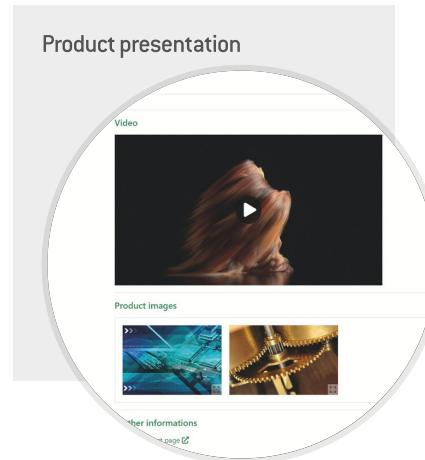
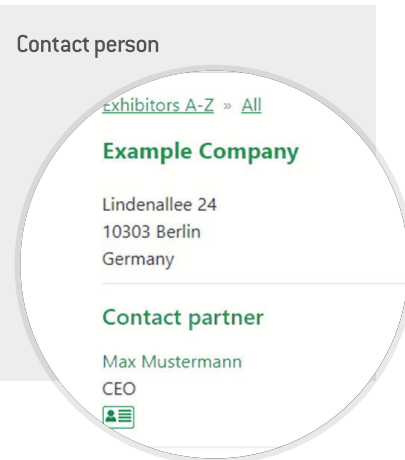
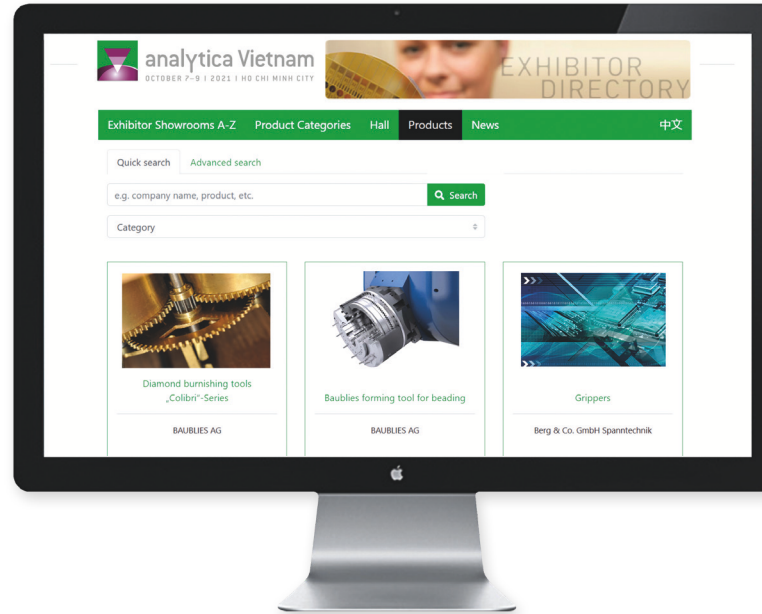
Experience our new online exhibitor directory – new design, new functionalities!

Optimize your online presence and benefit from the advantages of your new media-package!

The new updated online exhibitor directory of analytica Vietnam 2023 now offers you new possibilities to present your company and your products in the best possible way and to generate valuable contacts for your business before, during and after the real show days.

Use the new product presentations and present your products and services with strong product images and impressive product videos! In addition, introduce the contact persons of your company directly in the extended online exhibitor directory and establish valuable contacts with potential customers!

You can use these and many other functions immediately as part of your new, extended media-package!



Online exhibitor directory	Price in €
Basic entry exhibitor - Company name, address, booth number - Phone, email, web address with QR-Code - Logo, 4c, with link to website - Additional text (en/vi, per language max. 800 characters incl. spaces) - social media addresses - e.g. Facebook, YouTube, LinkedIn	inclusive
Contact person - <b>3 entries included</b>	each add. 45
Product categories in the branch section - <b>3 entries included</b>	each add. 50
Product presentation - <b>3 entries included</b> (text max. 2,000 characters incl. spaces, 3 product images, 1 video)	each add. 85
Exhibitor news - <b>1 entry included</b> (news text max. 2,000 characters incl. spaces, 1 image)	each add. 70
Keywords - <b>1 entry included</b> (each entry max. 30 characters incl. spaces)	each add. 35
Highlighting in the Showroom A-Z part	185
Top listing in the branch section (max. 5 entries per branch)	150
Highlighting in the product presentation part	185
Top listing in the product presentation part (limited to max. 5 exhibitors)	250
Logo in the online floorplan (limited to max. 5 exhibitors)	180



## Visitor Guide 2023

### The most important on-site guide

The Visitor Guide is the most important guide at the trade show and therefore an ideal medium for drawing attention to your company and your latest products!

Present yourself effectively with a product highlight, for example. Please check our attractive advertisement format to highlight your presentation at analytica Vietnam 2023!

Product	Price in €
Product highlight 1/2 page incl. product photo and text, max. 550 characters incl. spaces	450

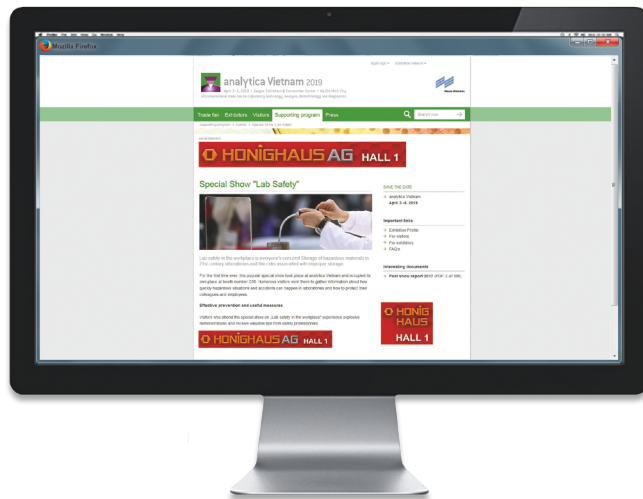


## Premium Advertising

### Outstanding visibility with exclusive premium products

With our premium advertising offers we can guarantee you an outstanding visibility at analytica Vietnam 2023. Accompany the trade visitors through the event and chose one of our limited premium products!

Banner website analytica Vietnam 2023	Price in €
Super Banner (homepage) limited to 3 exhibitors, Size: 728x90 px (your banner will be displayed in the English and the Vietnamese version)	each 950
Full Banner (homepage) limited to 3 exhibitors, Size: 468x60 px (your banner will be displayed in the English and the Vietnamese version)	each 750
Rectangle Banner (homepage) limited to 3 exhibitors, Size: 180x150 px (your banner will be displayed in the English and the Vietnamese version)	each 500



Premium advertising	Price in €
Lanyards (4.000 pieces) + exhibitor badges exclusive: limited to 1 exhibitor	3,500
Congress sponsoring bags (4,000 pieces) exclusive: limited to 1 exhibitor	3,500
Insert congress bags (4,000 pieces) exclusive: limited to 1 exhibitor The inserts have to be provided by the exhibitor.	3,000



Premium advertising	Price in €
Water bottles (3.000 pieces) exclusive: limited to 1 exhibitor	1,700
Logo in Visitor E-mailing (8 times) with hyperlink to exhibitor website and booth number exclusive: limited to 3 exhibitors	450



## Sponsoring Packages

### GOLD



Price in €: 5,200

- 1/3 Page Top-Banner in analytica Vietnam Exhibition App (640px x 320px)
- Premium Fullsize-Banner in online exhibitor directory of analytica Vietnam (468px x 60px)
- Banner on official analytica Vietnam 2023 website with hyperlink to exhibitor website (468px x 60px)
- Banner outside Hall B2 (1m x 5m)
- Banner inside exhibition hall (3m x 5m)
- Full page ad in visitor flyer
- Company logo featured in all marketing materials as "Gold Sponsor" (analytica Vietnam app, visitor guide, opening ceremony and press conference)
- Company logo on backdrop of the exhibition opening ceremony and press conference
- Company logo featured as Main Sponsor on all printed panels and banderols at the entrance and surrounding the show
- Be solemnly introduced as the main sponsor in the press conferences and opening ceremony
- Be awarded with a sponsor medal at the opening ceremony
- A 15-minute presentation slot at the Exhibitor Forum

### Cross-media power in the spotlight

Our premium sponsorship packages will provide your company a premiere opportunity to gain top on-site awareness and to increase your brand awareness.

To meet your expectations, we are offering you high-quality, exclusive cross-media packages which will help you to demonstrate your commitment to the industry.

### SILVER



Price in €: 3,800

- 1/3 Page Top-Banner in analytica Vietnam Exhibition App (640px x 320px)
- 1/2 page ad in visitor flyer
- Banner on official analytica Vietnam 2023 website with hyperlink to exhibitor website (180px x 150px)
- Banner outside hall B2 (1m x 5m)
- Company logo featured in all marketing materials as "Silver Sponsor" (analytica Vietnam app, visitor flyer, opening, press conference)
- Company logo on backdrop of the exhibition opening ceremony and press conference
- Company logo featured as Main Sponsor on all printed panels and banderols at the entrance and surrounding the show
- Be solemnly introduced as the main sponsor in the press conferences and opening ceremony
- Be awarded with a sponsor medal at the opening ceremony
- A 15-minute presentation slot at the Exhibitor Forum

### BRONZE



Price in €: 3,000

- Bottom-Banner (320px x 50px) in analytica Vietnam Exhibition App
- Banner on official analytica Vietnam 2023 website with hyperlink to exhibitor website (180px x 150px)
- Company logo featured in all marketing materials as "Bronze Sponsor" (analytica Vietnam app, visitor flyer, opening, press conference)
- Company logo on backdrop of the exhibition opening ceremony and press conference
- Company logo featured as Main Sponsor on all printed panels and banderols at the entrance and surrounding the show
- Be solemnly introduced as the main sponsor in the press conferences and opening ceremony
- Be awarded with a sponsor medal at the opening ceremony
- A 15-minute presentation slot at the Exhibitor Forum

### CONFERENCE



Price in €: 1,800





- Logo on Conference Backdrop
- Logo on Conference Booklet
- Roll-up advertisement at Conference room
- Flyer in Conference Bag
- Bottom-Banner in conference section within the analytica Vietnam app (320px x 50px)
- Logo as Sponsor on Conference Program Board








## Advertising Space 2023

### Be visible – indoor and outdoor

Place your messages prominently and become a special eye-catcher on the trade fair ground!  
For this purpose, we offer you many attractive advertising spaces – indoor and outdoor.

Advertising space		Price in €
Poster (foyer hall B1) price includes production and assembly  size: 0.69 m x 1 m		120
Hanging banner in exhibition hall price includes production and assembly  size: 1 m x 5 m		385
Hanging banner in exhibition hall price includes production and assembly  size: 3 m x 5 m		495
Outside banner on lamppost, car park price includes production and assembly  size: 1 m x 4 m		400

Advertising space		Price in €
Outside banner at pillar in front of hall B1 (east entrance) price includes production and assembly  size: 1 m x 5 m		495
Floor sticker price includes production and assembly  size: 1 m x 1 m		400
Floor sticker price includes production and assembly  size: 0.8 m x 1.8 m		400
Poster at Buyer Seller Forum (on foamboard) price includes production and assembly exclusive: limited to 3 exhibitors  size: A1		120
Stand-up display at entrance and Lucky Draw Counter price includes production and assembly exclusive: limited to 3 exhibitors  size: 0.8 x 1.8 m		250





## Contacts



Raveen Singh

### Contact for Exhibitors from Asia:

MMI Asia Pte Ltd  
152 Beach Road, #10-07 Gateway  
East, Singapore 189721

T: +65 6236 0988  
analyticavietnam@mmiasia.com.sg



Eva Sauerborn

### Contact for International Exhibitors:

Messe München GmbH  
Messegelände  
81823 München, Germany

T: +49 89 949 20348  
eva.sauerborn@messe-muenchen.de



Do Thuy Dung

### Contact for local Exhibitors in Vietnam:

Vietnam Exhibition and Event Services Co.  
Ltd. (VNEES)  
5th Floor, A Tower, 47 Nguyen Tuan Str.,  
Thanh Xuan, Hanoi, Vietnam

T: +84 973 583 572  
dung.do@analyticavietnam.com.vn