PRAXISforum
29 – 30 April 2020, Frankfurt/Main, Germany

Lab of the Future
Accelerate laboratory workflows and processes

www.dechema.de/FutureLab #PfFutureLab
From Experts for Experts

What is the current state of the art in the laboratory? And what will lab work look like in the future? One thing is certain: Laboratories as well as working processes are changing. Digitization and automation are driving the development and evolution of the laboratory workspace.

The DECHEMA-PRAXISforum Lab of the Future explores how workflows and processes can be improved and optimized by combining hardware with data streams.

The laboratory is the central hub for research and development as well as analytics and quality assurance. Essential processes for any company in chemical, biotechnological pharmaceutical or food production take place in the lab.

Meet large-scale industry and SME delegates from international market leaders, high profile end-users and solution providers from all over the world at the DECHEMA-PRAXISforum in Frankfurt. Learn about new developments and trends in the laboratory sector and discuss laboratory innovations that can accelerate workflows and improve productivity across the entire company.

PRAXISforum Key Questions about the Laboratory of the Future

• What can we expect from new solutions in the field of laboratory equipment, are they GMP compliant and certified?

• How reliable and fail-safe is the future of laboratory work?

• How can you accelerate the processes in the laboratory and therefore in the entire company?

• What are the benefits of interlinking laboratory and production?

What the PRAXISforum is about

• By industry, for industry - PRAXISforum reveals market opportunities and promotes development in the fields of equipment, workflow optimization, digitization and automation in laboratories.

• Networking platform - PRAXISforum brings together international market leaders, high profile end users and experts from all relevant industries.

• High-level speakers - Best Practices presentations and Lessons Learned from speakers at decision maker level. Technological background is presented along with information relevant to end users.

• Relevance to applications - PRAXISforum provides visitors with an overview of innovations for their highly specific requirements in everyday practice.

Addressed Group of Participants

The PRAXISforum “Lab of the Future” addresses professionals, practitioners from the process industries as well as outfitters and technology suppliers for laboratory equipment.
Promote your brand, products, services and build enduring relationships

Laboratory manufacturers, outfitters and service providers are invited to exhibit. The PRAXISforum is limited to 10 exhibitors. We expect about 100 high-level participants from all sectors of process industries and laboratory technologies.

Be an active part of PRAXISforum. This is a great way to personally get in touch with your target group and to understand customer needs from their perspective. We offer a wide range of customizable opportunities for every budget.

Why exhibit or sponsor at the PRAXISforum?

- **Connect**: Plenty of discussion and networking breaks offer the perfect environment to meet up with all our attendees. It is the perfect place to connect both with new people and with long-standing customers as well as suppliers for laboratories.

- **Present**: The exhibition is an integral part of PRAXISforum and offers an unparalleled platform for your latest products, technology and service innovations as well as your manufacturing processes, and will help attract profitable new customers.

- **Profit**: Previous exhibitors and sponsors confirmed that they created substantial business opportunities from their active involvement in PRAXISforum.

- **Unique**: PRAXISforum is the only industry-focused event bringing all players along the entire value chain together to discuss recent developments, new trends and outlooks.

Networking events and enhanced branding

Do you want to network with new and long standing customers and give them a memorable experience? Or put your company brand in front of some of the world’s top customers and business decision makers and gain unrivaled exposure? Find below some ideas to put your brand in the right spotlight.

Networking: welcome reception, evening event, VIP zone, pre- and post-conference workshops, ...
Branding: bags, lanyards, networking breaks, note pads, pens, WiFi, ...

On the next pages you can find some pre-configured exhibition and sponsoring packages. Nevertheless, we offer a wide range of sponsorship, exhibiting, advertising and promotional opportunities. Please contact us for an individual offer!
Choose your Exhibition or Sponsoring Package:

**Standard Exhibition Package: 1.990,- EUR 1)**

- Exhibition space (6 sqm, 1 table, 2 chairs, power supply, WLAN)
- 1 complimentary ticket to the PRAXISforum, incl. beverages, lunch, evening event (790,- EUR worth)
- Short company profile with your company logo on the PRAXISforum website (500 characters)
- Extended company profile with your company logo in the final programme brochure (full page, DIN A4)
- A web link from the PRAXISforum website to your company’s website
- Company/product logo on the sponsoring slide in all rooms (during breaks)
- 15 % discount voucher for your colleagues, customers and partners (digital code)

**Gold Sponsoring Package: 3.500,- EUR 1)**

- Exhibition space (6 sqm, 1 table, 2 chairs, power supply, wifi)
- 2 complimentary tickets to the PRAXISforum, incl. beverages, lunch, evening event (1.580,- EUR worth)
- 1/1 page advertisement (coloured inside page) in the final programme brochure (DIN A4)
- Short company profile with your company logo on the PRAXISforum website (500 characters)
- Extended company profile with your company logo in the final programme brochure (full page, DIN A4)
- Company/product logo on the sponsoring banner during the event (poster/roll up etc.)
- Company/product logo on the sponsoring slide during breaks
- Placement of advertising material (1 brochure/flyer) in the entrance area
- 15 % discount voucher for your customers and partners

**Silver Sponsoring Package: 3.000,- EUR 1)**

- Exhibition space (6 sqm, 1 table, 2 chairs, power supply, wifi)
- 1 complimentary ticket to the PRAXISforum, incl. beverages, lunch, evening event (790,- EUR worth)
- 1/1 page advertisement (inside page, full colour) in the final programme brochure (DIN A4)
- Short company profile with your company logo on the PRAXISforum website (500 characters)
- Extended company profile with your company logo in the final programme brochure (full page, DIN A4)
- Company/product logo on the sponsoring banner during the event (poster/roll up etc.)
- Company/product logo on the sponsoring slide during breaks
- Placement of advertising material (1 brochure/flyer) in the entrance area
- 15 % discount voucher for your customers and partners

**Bronze Sponsoring Package: 1.500,- EUR 1)**

- 1/1 page advertisement (inside page, full colour) in the final programme brochure (DIN A4)
- Placement of advertising material (1 brochure/flyer) at the registration desk
- Company profile with your logo on the PRAXISforum website (short profile, max. 500 characters)
- Web link from the PRAXISforum website to your company’s website
- Company profile with your logo and in the final programme brochure (full page, DIN A4)
- Company/product logo on the event banner during the event (poster/roll up etc.)
- Company/product logo on the sponsoring slide during breaks
- 15 % discount voucher for your customers and partners

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1) All prices are quoted excl. VAT
**Practical aspects**

- **Duration:** 2 days (29 April 2020, 10:00 am – 30 April 2020, 4:00 pm)
- **Structure:** Best practices presentations, trade exhibition, interactive discussions at topic tables; exclusive evening event on 29 April 2020 (see Tentative Programme)
- **Participants:** From many countries and companies from major firms in the field of laboratory trends and innovations
- **Conference language:** English
- **Registration fee:** € 790,- / € 775,- for DEHEMA members
- **Set-up and dismantling times:**
  - Set-up: 28 April 2020, 3:00 – 5:00 pm and 29 April 2020, 8:00 – 9:00 am
  - Dismantling: 30 April 2020, 3:30 – 5:30 pm
- **Venue:** DEHEMA-Haus, Theodor-Heuss-Allee 25, 60486 Frankfurt/Main, Germany

**Accommodation**

We can offer you special rates at the following hotels. Please book yourself using the given keyword.

**Maritim Hotel Frankfurt (5 min walk from venue)**
Theodor-Heuss-Allee 3
60486 Frankfurt am Main
Phone: +49 69 75 78-1130
Email: reservierung.fra@maritim.de

Single Room: about 105 EUR (incl. breakfast and free WiFi)
Booking Code: You will receive the booking code with your online registration confirmation as soon as you have registered for the PRAXISforum

**Mercure Hotel (10 min walk from venue)**
Voltastr. 29
60486 Frankfurt am Main
Phone: +49 69 7926-0
Email: H1204@accor.com

Single Room: about 105 EUR (incl. breakfast and free WiFi)
Booking Code: DECHEMA

**Motel One Frankfurt-Messe (10 min walk from venue)**
Europa-Allee 25
60327 Frankfurt
Phone: +49 69 6612453-0
E-Mail: frankfurt-messe@motel-one.com

Single room: about 78,50 (incl. breakfast and wifi)
Programme

Wednesday, 29 April 2020
10:00  Check-in and opening of exhibition
11:00  Opening and welcome address
11:15  Moving from the Lab of the Past to the Lab of Tomorrow
11:45  From batch to flow - Where, when, how?
12:15  Moving beyond implementation – From microorganisms to scale-up in microbial process development
12:45  Lunch break, interactive networking and discussion @ “topic tables” in exhibition area
14:15  Staying competitive with smart digital workflows in a fully connected lab
14:45  Merging Laboratory and Manufacturing Data
15:15  Building of a touch-less, connected and agile lab
15:45  Coffee break, interactive networking and discussion @ “topic tables” in exhibition area
16:45  Creativity Lab - take an active part in designing the “Lab of the Future” yourself.
18:15  Networking dinner and discussion @ “topic tables” in exhibition area

Thursday, 30 April 2020
08:30  Re-Opening of exhibition
09:00  FutureLab.NRW: Digitalisation – Miniaturisation – Effect Based Analysis
09:30  Robotic integration enables autonomous operation of lab-scale stirred tank bioreactors
10:00  How to improve Data Integrity in a connected Lab Environment
10:30  Coffee break, interactive networking and discussion @ “topic tables” in exhibition area
11:45  Increasing Productivity Through Connected Automation
12:15  Bringing IoT to the lab - Standardization and Data Consolidation
12:45  Lunch break, interactive networking and discussion @ “topic tables” in exhibition area
14:00  smartLAB - Vision of an interactive laboratory
14:30  User Centric Lab Assistance for Manual Workflows
15:00  Augmented Reality that simply works
15:30  End of PRAXISforum

More detailed information about the PRAXISforum programme can be found on our website
www.dechema.de/FutureLab

Mediapartner

SPECTARIS ist der deutsche Verband der Hightech-Industrie
und vertritt insgesamt über 400 überwiegend mittelständische
Unternehmen aus den Bereichen Analysen-, Bio- und Labor-
technik, Medizintechnik, Consumer Optics und Photonik.
Im Fachverband Analysen-, Bio- und Labortechnik sind rund 90
Hersteller zusammengeschlossen, deren Produkte in Laborato-
rien der Lebensmittel- und Qualitätskontrolle, Umwelttechnik
und Materialprüfung sowie in pharmazeutischen, chemischen
und medizinischen Laboratorien eingesetzt werden.