



The Global analytica Brand
Now Powering U.S.
Laboratory Innovation

NOVEMBER 2–4, 2027
Boston, Massachusetts, USA
Hynes Convention Center

analytica-us.com



analytica USA



Bringing the Global Power of analytica Munich to North America

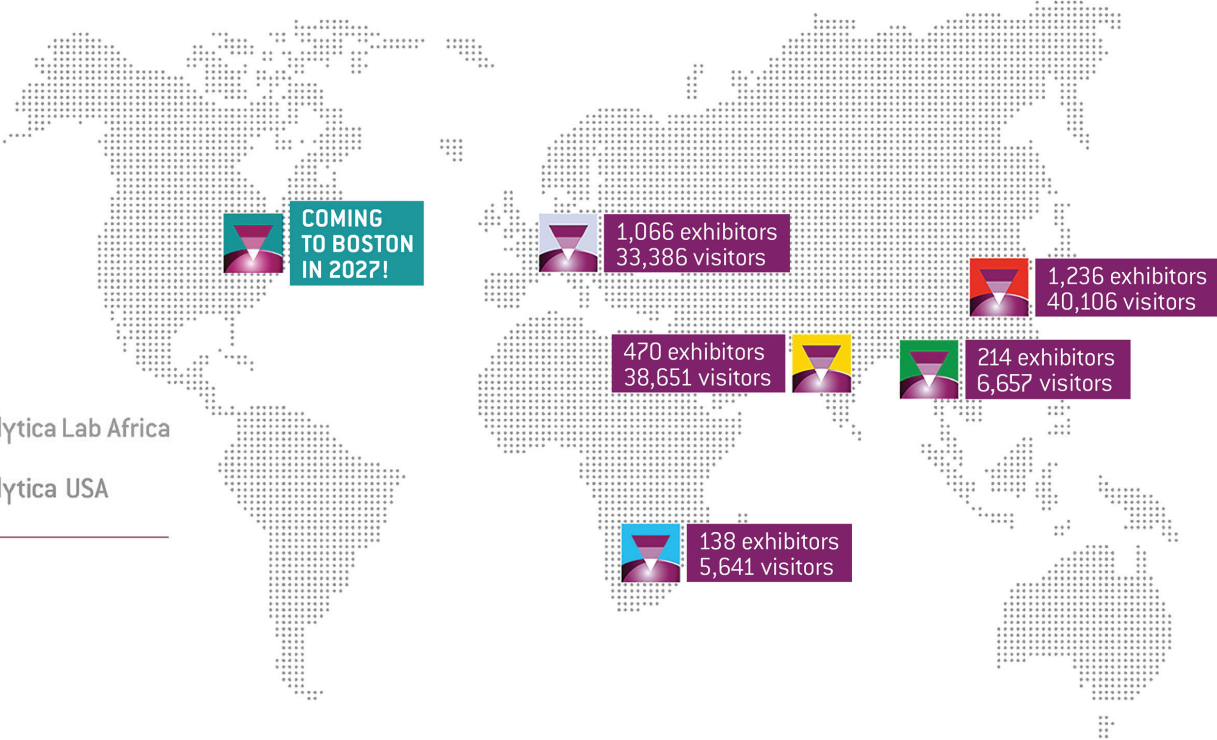
Powered by the legacy of analytica in Munich, analytica USA strengthens the U.S. pillar of the world's leading network for laboratory technology, analysis, biotechnology, and diagnostics. For more than five decades, analytica Munich has brought together global innovators, scientific leaders, and breakthrough technologies—creating a trusted platform for industry advancement and international collaboration.

123,000+ LABORATORY USERS AND DECISION MAKERS GLOBALLY

The inaugural U.S. edition established market relevance. 2027 advances the model with greater scale, density and execution strength.

-  analytica
-  analytica Vietnam
-  analytica Lab Africa
-  analytica China
-  analytica Lab India
-  analytica USA

 analytica-world.com
365 DAYS A YEAR



Where Evaluation Moves Toward Implementation – Now in Boston!

- ▶ One of the leading U.S. hubs for life sciences, biotech, and research
- ▶ Dense concentration of target audiences
- ▶ Strong academic and innovation ecosystem

analytica arrives in the heart of U.S.
scientific innovation.

Boston

Projected 2027 analytica USA Visitors

analytica USA attracts professionals who actively influence and authorize investment in laboratory technology.

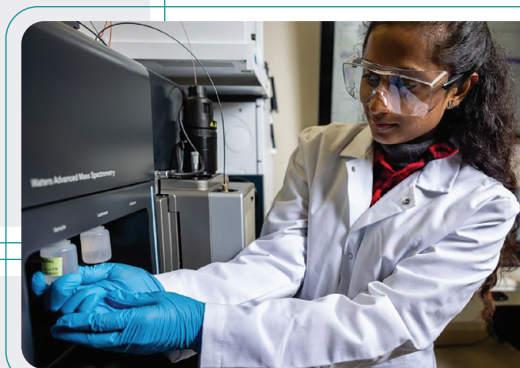
A COMPLETE INDUSTRY ECOSYSTEM

A balanced audience that drives attendance, engagement, and exhibitor ROI

- ▶ **Users:** Laboratory Professionals & Technicians
- ▶ **Buyers:** Laboratory Purchasers & Managers
- ▶ **Decision Makers:** R&D Leaders
- ▶ **Influencers:** Quality & Regulatory
- ▶ **Pipeline:** Academic Audience
- ▶ **Amplifiers:** Distributors

- ▶ **90%** are decision-makers or jointly decisive
- ▶ **71%** hold management-level roles
- ▶ **\$75,000** median annual investment
- ▶ Strong life sciences, biotech, and pharma representation

Source: analytica 2025 post-show survey



PREVIOUS EXHIBITORS INCLUDE:



METTLER TOLEDO

ThermoFisher
SCIENTIFIC

Waters™



PREVIOUS ATTENDING COMPANIES INCLUDE:

ABBOTT



Lilly



Honeywell

CORNING

Exhibitor Pricing

CORNER PREMIUM: +\$300/corner

BASIC BOOTH PACKAGE

\$38/sqft

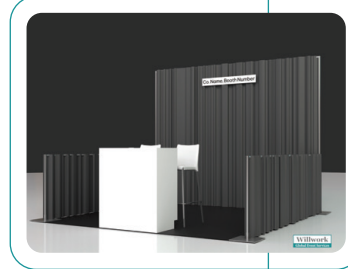
- ▶ 8'H black back drape & 3'H black side drape dividers
- ▶ ID sign with company name and booth number



ALL-INCLUSIVE ENHANCED BOOTH PACKAGE

\$6,500

- ▶ 10'x10' booth space (10'W x 8'H black back drape and 3'H black side drape dividers) inclusive of booth space fee – **10'x20' All-Inclusive Enhanced Booth Package is \$13,000**
- ▶ Exhibitor Identification Sign
- ▶ Standard 10'x10' carpet, black
- ▶ 1M locking storage cabinet
- ▶ 2 stools
- ▶ 1 waste basket
- ▶ Up to 300 lbs Material Handling, also includes Advance Warehouse Storage up to 30 days
- ▶ (1) 10 amp electrical outlet with power strip
- ▶ Daily vacuuming



ALL-INCLUSIVE PREMIUM BOOTH PACKAGE

\$9,000

- ▶ 10'x10' booth space (8'H fabric backwall and 3'H fabric sidewalls) inclusive of booth space fee – **10'x20' All-Inclusive Premium Booth Package is \$18,000**
- ▶ Customized SEG Fabric Backwall Graphics
- ▶ VIP Exhibitor Concierge Service
- ▶ Standard 10'x10' carpet, black
- ▶ 1M locking storage cabinet
- ▶ 2 stools
- ▶ 1 waste basket
- ▶ Up to 300 lbs Material Handling, also includes Advance Warehouse Storage up to 30 days
- ▶ (1) 10 amp electrical outlet with power strip
- ▶ Daily vacuuming



ALL PACKAGES INCLUDE:

Exhibitor Badges
(Trade Show Only Access)
▶ 2 badges per 100 sqft

Full-Conference Badges
▶ Up to 399 sqft = 1 badge
▶ 400-999 sqft = 2 badges
▶ 1,000+ sqft = 3 badges

20 Guest Invitations
(Trade Show Only Access)

Inclusion in Marketing Promotions

Online Exhibitor Directory Listing

Mobile App Listing

Marketing Toolkit

Basic Wi-Fi



analytica USA

Join the Industry Platform Shaping the analytica USA Market

Exhibit. Engage. Align with the global
analytica brand in North America.

EXHIBITOR / SPONSOR INFORMATION

Contact a sales representative to explore opportunities:

COMPANIES BEGINNING A - L



Nicole Horn

Nhorn@tradeshowlogic.com

[770] 432-8410 ext. 151

COMPANIES BEGINNING M - Z



Kathy Maguire

Kmaguire@tradeshowlogic.com

[770] 432-8410 ext. 153



analytica-us.com

