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analytica 2024

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All about the future in the laboratory

As the world's leading trade fair for laboratory technology, analysis and biotechnology, **analytica** has been a guarantee for the successful presentation of innovative laboratory technology and pioneering biotechnology for five decades. In 2024, **analytica** will once again offer a unique opportunity for making contacts and successful business deals.

Alongside the extensive exhibition for the laboratory industry, spread over 55,000 square meters of exhibition space, the three-day **analytica conference** from April 9 to 11, 2024 will bring together the international science elite in Munich. As a multidisciplinary, future- and practice-oriented program highlight, it fosters a direct exchange between science and industry.

analytica and the **analytica conference 2024** will be accompanied by a high-caliber supporting program, covering special shows, live labs and a host of forums on digital transformation and biotech. In addition, focus days and events on financing and personalized medicine, as well as the education and training program will provide a further attraction for visitors.

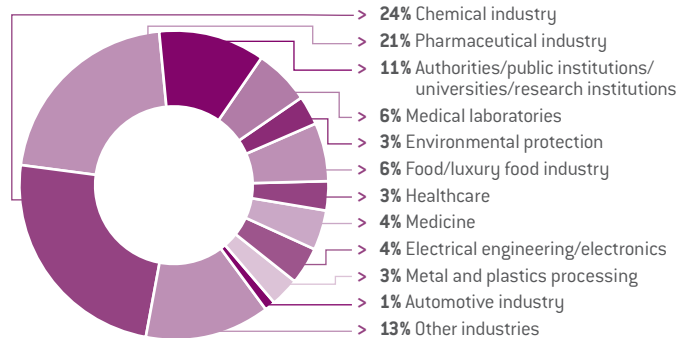


analytica
APRIL 9–12 | 2024

analytica 2022 in figures: The world-leading trade fair sets new standards

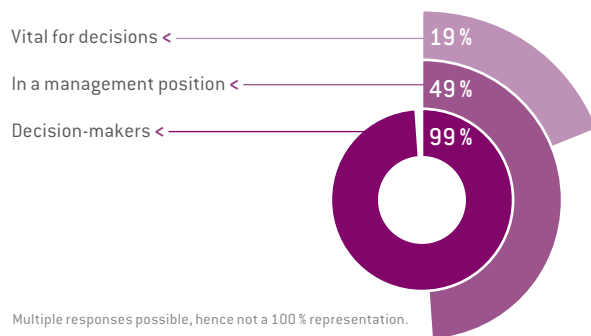


VISITOR STATISTICS BY INDUSTRY



analytica – THE FORUM FOR DECISION-MAKERS

99 percent of the visitors to analytica 2022 were trade visitors



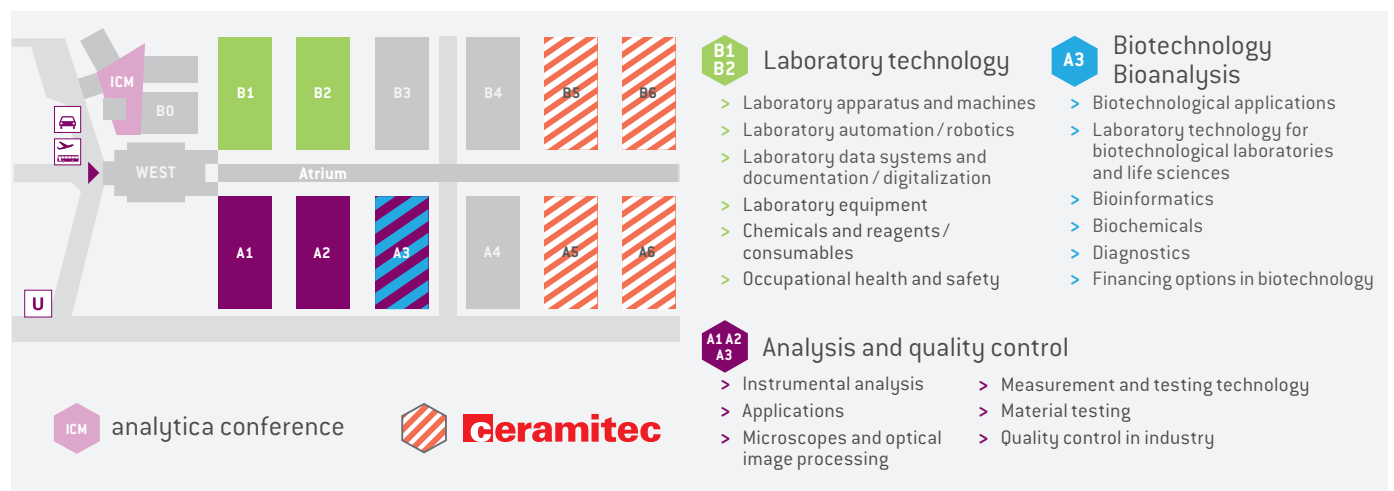
ORIGIN OF THE INTERNATIONAL VISITORS TO ANALYTICA 2022

Top 10 countries worldwide:

01	Austria
02	Switzerland
03	Italy
04	Great Britain and Northern Ireland
05	France
06	Turkey
07	Netherlands
08	Poland
09	USA
10	Spain

The whole world of the laboratory – in five halls

In 2024, **analytica** will once again be presented as big as ever at the Munich exhibition grounds in five halls. **ceramitec** will be held at the same time. By holding the international leading trade fair for the ceramics industry in parallel, exhibitors from both trade fairs can take advantage of synergies in the industries.





Top survey results for visitors and exhibitors

VISITOR SATISFACTION

Further recommend analytica	100%		
Probably visit again	99%		
	■ excellent	■ very good	■ good
Attendance by the market leaders	33%	45%	20%
Comprehensiveness and scope of offering	22%	46%	26%
Leading role of analytica	22%	46%	29%
Presentation of world premieres/innovations	18%	44%	30%
Overall rating: <i>excellent/very good/good</i>	99%		



EXHIBITOR SATISFACTION

Further recommend analytica	99%		
Probably take part again	98%		
	■ excellent	■ very good	■ good
Visitor quality	10%	47%	37%
Internationality of visitors	9%	33%	42%
Leading trade fair status/leading role of analytica	12%	40%	39%
Overall rating: <i>excellent/very good/good</i>	92%		



THE PERFECT TRADE FAIR APPEARANCE – YOUR PRESENCE AT ANALYTICA 2024

Prices in 2024*:

Row stand	EUR 246	Stand allocation starts: April 17, 2023	EUR 297	End stand
Corner stand	EUR 287		EUR 310	Island stand

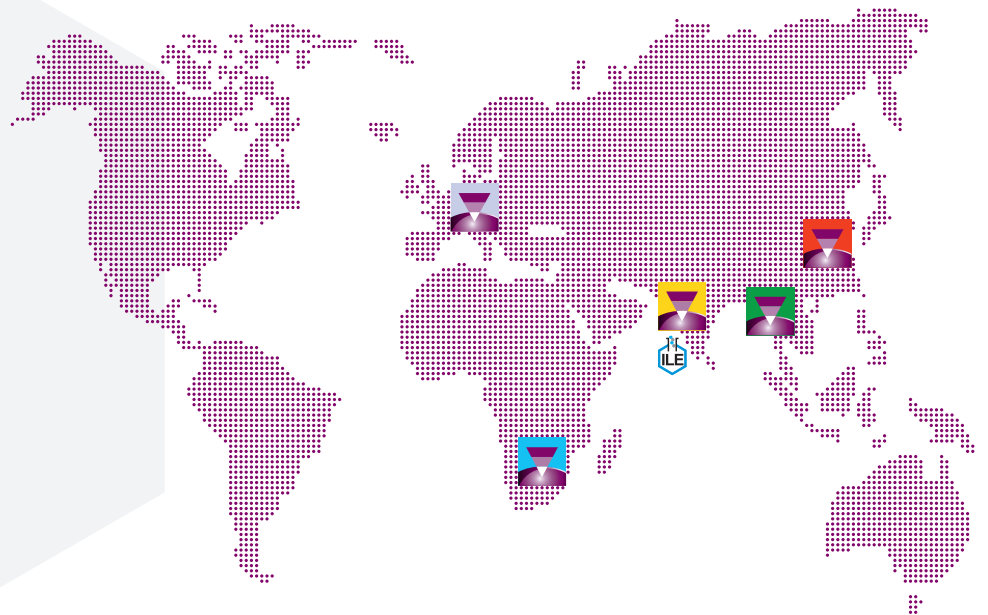
Online registration for **analytica 2024** possible from February 1, 2023

Simply click or scan.



Into the markets of the future with analytica

analytica offers you the world's biggest trade fair network for laboratory technology, analysis and biotechnology. Make your company successful globally and be part of **analytica 2024**.



Your contacts worldwide

Messe München has affiliates and foreign representatives in more than 60 countries that serve more than 100 countries to support its exhibitors and visitors. analytica.de/en/contact



Just click or scan.

*Minimum space for own stand construction: 20 m². Mandatory communications fee: EUR 1,170 for main exhibitors; mandatory communications fee: EUR 1,270 for co-exhibitors. AUMA fee: EUR 0.60 / m²; energy cost surcharge: EUR 4.50/m²; fixed-rate waste disposal fee: EUR 5.00 / m². All prices plus VAT. We offer special conditions for start-ups – details upon request. Subject to changes.