XXIII EuroAnalysis Conference

EUROANALYSIS 2027

5 – 9 September 2027 • Dubrovnik, Croatia

SPONSORSHIP & PARTNERSHIP VALUE PROPOSITION

Where the analytical chemistry leaders of Europe — and the world — meet and decide what to buy next

Organized by the Croatian Chemical Society

Under the auspices of the Division of Analytical Chemistry of the European Chemical Society (EuChemS)

https://euroanalysis2027.hkd.hr

1. The Conference at a Glance

EuroAnalysis is the biennial flagship conference of European analytical chemistry, organized under the auspices of the Division of Analytical Chemistry of the European Chemical Society (EuChemS). Each edition attracts around 800+ delegates [1] — and although EuroAnalysis is Europe's flagship meeting, its pull is global: alongside participants from virtually every European country, previous editions have welcomed delegate,s from the Americas, Asia, Africa and Oceania.

The XXIII edition comes to Dubrovnik in September 2027, hosted by the Croatian Chemical Society under the motto **"Balance"** — the role of analytical chemistry in sustainable development, green chemistry, food and water safety, and environmental protection.

Key Facts	
Event	XXIII EuroAnalysis Conference
Dates	5 – 9 September 2027 (5 conference days)
Location	Dubrovnik, Croatia — a UNESCO World Heritage city and premier congress destination
Expected attendance	**~800 participants** from 40+ countries — a European conference with truly worldwide attendance
Audience	Heads of laboratories, leaders of research groups, senior scientists, and industry experts in analytical chemistry
Organizer	Croatian Chemical Society
Auspices	EuChemS — Division of Analytical Chemistry
Scientific theme	"Balance" — analytical chemistry for sustainable development
Format	Plenary and keynote lectures, parallel sessions, poster sessions, exhibition, workshops, and social program

2. An Audience of Decision-Makers

EuroAnalysis is not a student conference. The typical delegate is a principal investigator, laboratory head, or senior industry scientist — the person who defines laboratory strategy, writes the specifications, and signs (or directly shapes) the purchase requisitions.

More than 50% of the room either holds budget authority or directly initiates purchases.[2]

Importantly for sponsors, EuroAnalysis 2027 expects strong participation of experts from industry — pharmaceutical, food, environmental, petrochemical and clinical laboratories — alongside academia. Discussions started at the conference routinely mature into supplier evaluations, joint projects and long-term partnerships.

A European conference with global reach. Delegates travel to EuroAnalysis from around the world, not only from Europe. For internationally active suppliers this means face-to-face access to opinion leaders and buyers from every major research market — concentrated in a single venue, in five days.

Delegates at EuroAnalysis typically manage competitive research projects (EU Horizon Europe, ERC, national science foundations, industry contracts) worth from several hundred thousand to

[1] *EuChemS Division of Analytical Chemistry: the EuroAnalysis series attracts approximately 900 delegates per edition (Euroanalysis XXI, Geneva 2023). euchems.eu/events/euroanalysis-xxi*
[2] *Estimates by the Organizing Committee based on the typical delegate profile of previous EuroAnalysis editions. Figures are indicative and will be refined as registration progresses.*

several million euros each. Applying deliberately conservative assumptions[3] to the expected 800 participants, significant values of funding are obtained:

> **Even under the most conservative assumptions, the delegates of EuroAnalysis 2027 collectively manage well over €150 million in active research funding — a significant share of which is spent on instruments, consumables, software and services.**

3. Recurring Purchasing Power, Year After Year

Beyond one-off project budgets, the laboratories represented at EuroAnalysis buy continuously. The ~800 delegates are expected to represent roughly 400–500 distinct laboratories, each with recurring annual spending on equipment, consumables and services.

What the audience buys	Typical purchases	Decision cycle
Capital instruments	LC/GC–MS, ICP-MS, NMR, spectrometers, imaging, automation platforms, etc.	€50k – €1M+ per instrument; specified by the people in this room
Consumables & reagents	Columns, standards, reference materials, solvents, labware	Continuous re-ordering; strong brand-loyalty effect
Software & data solutions	LIMS, chemometrics, lab digitalization, AI-assisted analytics	Multi-year licences and lab-wide rollouts
Services	Maintenance contracts, calibration, training, contract analysis	Long-term framework agreements

The market context is equally compelling: the global analytical instrument market is estimated at **USD 64 billion in 2026, growing at ~7.4% annually and projected to reach USD 99 billion by 2032**,[4] driven by laboratories investing in automation, digitalization and instrument upgrades. EuroAnalysis 2027 puts your brand in front of the European specifiers of exactly this spending — at the moment they are scanning the market.

Estimated annual purchasing influence of the audience	
Laboratories represented	**≈ 400 – 500**
Typical annual lab spend (instruments, consumables, software, services)	**€100,000 – €500,000**
Aggregate annual purchasing influenced by delegates	**€40 – 250 M every year**

Unlike a one-off advertisement, a relationship built in Dubrovnik compounds: the same laboratories return to the market every budget cycle.[5]

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[3] *Conservative scenario uses the bottom of each portfolio range and ignores 200 participants entirely. At mid-range values, the research funding represented in the room exceeds €500 million.*

[4] *Research and Markets, Analytical Instrument Market Report (researchandmarkets.com/report/analytical-instruments): global market estimated at USD 64.35 billion in 2026, projected CAGR 7.41% to USD 98.99 billion by 2032.*

[5] *Organizing Committee estimates based on typical annual budgets of academic and industrial analytical laboratories in Europe.*

4. What Sponsors and Exhibitors Gain

Five days of concentrated access to the European analytical community — in one venue, with an audience that is difficult and expensive to reach through any other channel.

Opportunity	What it means for your business
Direct access to buyers	Meet ~800 lab heads, PIs and industry experts face-to-face — the specifiers and approvers of instrument and consumable purchases
Live product demonstration	Show instruments, software and workflows to hands-on users during breaks, poster sessions and dedicated exhibition hours across all five days
Qualified lead generation	Every conversation is with a pre-qualified professional in analytical science — no wasted contacts
Partnerships & co-development	Conference discussions routinely lead to joint projects, application notes, beta-testing sites and long-term academic–industrial partnerships
Brand visibility & thought leadership	Position your company alongside Europe's leading analytical science body (EuChemS-DAC); present in sponsored lectures and workshops
Talent & ambassadors	Access to the best early-career analytical scientists in Europe — future employees and lifelong brand ambassadors
Market intelligence	First-hand insight into emerging methods, regulatory trends and unmet needs that will shape demand for the next decade

> **One venue, five days, ~800 decision-makers, €150+ million in active projects, and €40–250 million in recurring annual purchasing. This audience cannot be assembled anywhere else in Europe in 2027.**

5. Ways to Engage

Partnership packages are being finalized and will be tailored to your objectives. Typical engagement formats include:

- **Exhibition booth** in the central networking area, co-located with catering and poster sessions to maximize traffic
- **Sponsored lectures and vendor seminars** — present your technology to a targeted scientific audience
- **Hands-on workshops and product demos** for user groups and application specialists
- **Branding placements** — lanyards, congress bags, badges, conference app, signage, website and program visibility
- **Hospitality sponsorship** — coffee breaks, welcome reception, conference dinner
- **Young scientist support** — sponsored awards, grants and poster prizes carrying your company's name
- **Satellite events** — private user meetings or advisory boards alongside the conference

We are happy to design a package around your goals — visibility, lead generation, product launch or recruitment.

6. Why Dubrovnik

Dubrovnik combines world-class congress infrastructure with one of Europe’s most attractive destinations — a UNESCO World Heritage city on the Adriatic coast, with direct flights from major European hubs in early September, the ideal conference season. Destination appeal drives attendance: delegates bring their teams, stay longer, and are more available for informal conversations — exactly the setting in which supplier relationships are built.

7. Sponsorship Packages

Five sponsorship levels are available for EuroAnalysis 2027, from headline **Diamond** partnership to **Supporter** recognition. Each level bundles delegate access, on-site presence and brand visibility, and every package can be tailored to your marketing, product-launch or recruitment objectives. Space is allocated on a first-come, first-served basis, with premium positions reserved for early partners.

PACKAGE BENEFITS	◆ DIAMOND	★ GOLD	● SILVER	▲ BRONZE	■ SUPPORTER
Investment (EUR, excl. VAT)	**€15,000**	**€10,000**	**€7,000**	**€3,500**	**€1,500**
PARTICIPATION & EXHIBITION					
Registration fees	4	3	2	1	1
Exhibition space	Large	Large	Small	Small	–
SPEAKING & CONTENT					
Presentation during lunch break	15 min	10 min	–	–	–
Advert / logo in Book of Abstracts & Programme	Full A5 page	½ A5 page	¼ A5 page	Shared logo (bronze sponsors)	Shared logo (supporters)
Company profile on website	100 words	75 words	50 words	50 words	–
LOGO & BRANDING					
Logo on conference website	✓	✓	✓	✓	✓
Logo on conference badge	✓	–	–	–	–
Logo projected at Welcome Reception	✓	–	–	–	–

✓ = included – = not included. All fees are in euro (EUR) and exclude VAT. Booth sizes, advertisement dimensions and profile lengths are indicative and will be confirmed in the exhibitor manual. Bespoke and combined packages are available on request.

8. Next Step

Sponsorship and exhibition space will be allocated on a first-come, first-served basis, with premium positions reserved for early partners.

Contact the Organizing Committee to discuss a tailored partnership:

EuroAnalysis 2027 Organizing Committee — Croatian Chemical Society

https://euroanalysis2027.hkd.hr

Note: Attendance and audience-composition figures are Organizing Committee estimates based on previous EuroAnalysis editions and will be updated as registration data become available.