



TECHLABS

IRELAND'S TECH,
ELECTRONICS
& LIFESTYLE
CONSUMER EXPO

THE RDS, DUBLIN **16 - 17 OCTOBER 2026**



TAKE A MOMENT TO THINK OF THE **TECHNOLOGY** YOU'VE USED TODAY

Maybe your smart phone, coffee machine, TV, car, watch, doorbell, computer. Maybe your hair dryer, toothbrush or gym equipment.

Technology is woven into the fabric of our lives, enhancing accessibility, revolutionising healthcare, reshaping work, and expanding our entertainment experiences.



THE CHALLENGE

In a noisy and competitive world, it's more difficult than ever to **engage** directly with your **target audience**.

Achieving cut-through to showcase your brands latest innovations and technology is an ongoing challenge, particularly ahead of the crucial Black Friday and Christmas period.





THE SOLUTION

TechLabs is Ireland's tech, electronics & lifestyle consumer expo.

The event is a platform for leading B2C tech and lifestyle brands showcasing the latest in consumer electronics and smart technology to **10,000** consumers.

Focused on 5 key pillars, TechLabs is a **free to attend** event that connects consumers with the latest, most enhanced digital tech.



TECHLABS



ONE EVENT. FIVE LABS.



URBAN MOBILITY

Discover next-gen urban mobility solutions including high performance cars & motorbikes, EVs, drones, e-scooters and e-bikes.



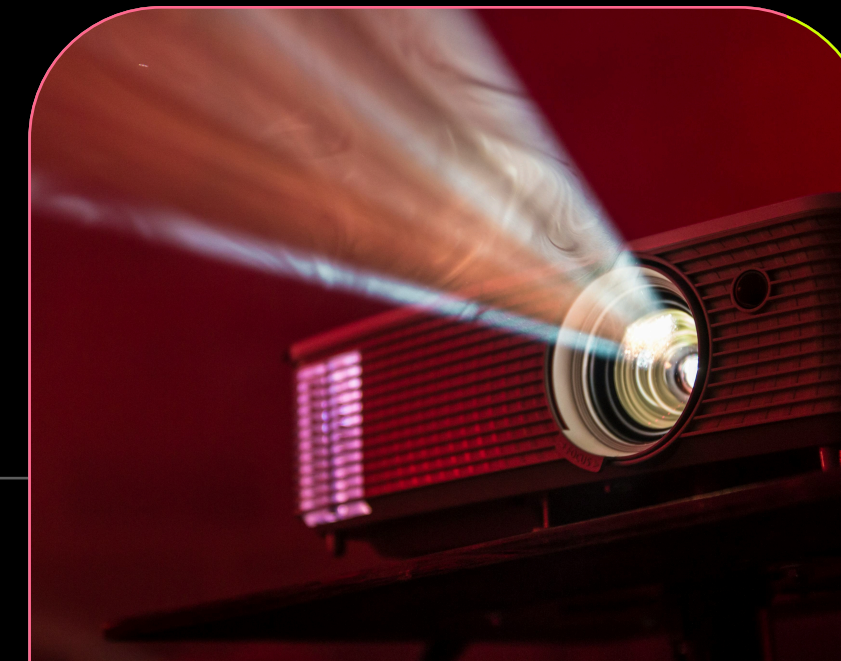
CONNECTIVITY

Get hands on with the latest in smartphones, tablets, smart glasses, and ultra-fast 5G connectivity that keeps everything - and everyone - connected.



HEALTH & FITNESS

Join the revolution of personalised health with the latest in wearable health trackers, smart fitness equipment and healthcare solutions.



AUDIOVISUAL

Your gateway to entertainment with smart TVs, projectors, sound systems, headsets, home cinema, photography and action cams.



COMPUTERS & GAMING

Check out the very latest in PCs, high performance laptops, gaming consoles and immersive VR & AR experiences





PLAY VIDEO

OUR AUDIENCE

10,000 CONSUMERS

We welcomed 7,013 consumers over one day to TechLabs in 2025 - an incredible turnout for our debut year. We're already planning bigger and better for 2026 with 10,000 consumers joining us for an incredible 2 days of cutting edge consumer tech.

2025 VISITOR DATA: 7,013 CUSTOMERS

Morning Footfall
3,124

Afternoon Footfall
3,889

10,524 Registrations

67% Registrations v Footfall

66% Male v 34% Female

74% 18 yrs+ (61% 24-45 yrs)





AUDIENCE **INSIGHTS**

Below are some key insights from our attendee survey which provide a snapshot of their event experience, what they loved and what they want to see next year:

74% Overall event experience **Very Positive**

What they most loved:

- Interactive experiences, drones, VR, simulators, hands on experiences
- New tech & new vehicles to see and experience
- Engaging & insightful staff
- First viewing e.g. Ireland largest TV, new vehicles

What they want to see more of next year:

- More special offers and discounts (**78% of visitors agree***)
- More tech to try and test including household tech (solar panels, door cams,etc), EV tech (chargers), audiovisual (TV's and monitors).
- Phones & connectivity tech.
- More innovative, advanced tech including AI, & money can't buy tech.

VOLVO E590 IRISH DEBUT



LABS

EXHIBITOR OPPORTUNITIES AT TECHLABS





WHY EXHIBIT WITH TECHLABS?

Connect your brand with 10,000 highly engaged and tech savvy visitors and companies at **TechLabs** over 2-days. Customers who are not only passionate about all things tech but actively seeking to purchase tech products and services ahead of Black Friday and the Christmas period.

Meet 10k customers face to face

Generate sales

Showcase your product

Promote your brand

Drive long-term awareness and engagement

78% want to see more offers & discounts at TechLabs*

*TechLabs 2025 Visitor Survey



EXHIBITOR BENEFITS

PRE-EVENT

Brand Awareness – Gain visibility through Tech labs content marketing and pre-event marketing campaign.

Product Hype – Build excitement by teasing product updates or announcements.

Lead Generation – Engage with potential customers and schedule meetings in advance.

Networking Opportunities – Connect with industry leaders, investors, and partners.

LIVE-EVENT

Brand Authority – Reinforce credibility as an industry leading brand

Direct Customer Engagement – Showcase products to a tech savvy audience and drive positive WOM

Sales & Partnerships – Generate consumer sales and develop valuable B2B relationships

Media Reach – Engage with journalists, bloggers, and influencers and drive additional brand reach and engagement

Demonstration & Education – Conduct live demos to highlight product features and benefits.

POST-EVENT

Follow-up Marketing – Convert visitors into customers with targeted promotional activities

Content Development – Continue to engage with Tech Labs audience post event with live event content and features

Long-Term Partnerships – Strengthen relationships built at the event for ongoing business growth





EXHIBITOR OPTIONS

TechLabs offers a range of exhibitor opportunities to bring your brand to life.

Whether you simply require floor space, or prefer to avail of a pre-built stand, we have the right solution.

Exhibit at TechLabs by following 3 simple steps:

- 1.** Order Your Floor Space
- 2.** Choose Your Stand Options
- 3.** Unleash Your Brand @ TechLabs





EXHIBITOR OPTIONS

1. Order Your Floor Space

Simply choose the amount of floor space that suits your needs & order on TechLabsexpo.ie

Floor Space Rates:

-9m ² - 25m ²	€175 / m ²
-26m ² - 50m ²	€165 / m ²
-51m ² - 100m ²	€155 / m ²
-101m ² +	€145 / m ²

**All floor space rates are inclusive of carpet.*



EXHIBITOR OPTIONS

2. Choose Your Stand Options

Need a Stand?

We'll introduce you to our stand builder **Total Expo** who will assist with all your stand requirements to your budget.

Have Your Own Stand?

Does your brand use an alternative stand builder for events? No problem, feel free to use them at TechLabs.

Power, Furniture, Branding, etc.

Total Expo can provide all stand build requirements including power, furniture, branding.

**All Stand Options are in addition to Floor Space Rates*





EXHIBITOR OPTIONS

3. Unleash Your Brand @ TechLabs

With your floor space and stand requirements locked in, you're good to go!

Join us for 2 days at TechLabs 2026 and engage your brand with 10,000 tech-savvy consumers ahead of the crucial Black Friday and Christmas period.

This is your opportunity to showcase your latest innovations, build anticipation and capture attention when demand is at its peak!





PARTNERSHIP OPPORTUNITIES AT TECHLABS



TECHLABS PARTNERSHIPS

Ireland's tech audience don't just want to see new products, they want to see the brands shaping the future. **It's a sign a brand is invested in driving innovation and committed to a future of smart living.**

Partnering with TechLabs is a chance to play a part in this unique experience, creating unforgettable moments that brings this highly engaged audience closer to your brand in an authentic way.



PARTNERSHIP OPPORTUNITIES

TITLE PARTNERSHIP

€45,000 + VAT

Put your brand at the very heart of TechLabs. Our Title Partner opportunity delivers unmatched visibility, exclusive branding across the entire event, inclusion in all marketing and communication activity as well as substantial floor space.

OFFICIAL PARTNERS

A category exclusive partnership positions your brand at the centre of the category conversation, exactly where today's consumers expect you to be.

-Official Telcoms Partner	€25,000 + VAT
-Official Energy Partner	€25,000 + VAT
-Official Virtual Reality Partner	€25,000 + VAT
-Official Banking Partner	€25,000 + VAT
-Official Streaming Service Partner	€25,000 + VAT



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPTIONS

We have developed a sponsorship programme that will allow you to place what is **important to your brand** at the heart of the sponsorship and **engage with your audience** via a shared passion.

Each sponsorship opportunity will be tailored to your brand allowing you to take ownership of a key area at TechLabs 2026.

-Main Entrance Sponsor	€15,000 + VAT
-Live Stage Sponsor	€15,000 + VAT
-Live Streaming Zone Sponsor	€15,000 + VAT
-F1 Racing Sim Zone	€20,000 + VAT
-Lanyard & Badge Sponsor	€10,000 + VAT





MEDIA ONLY OPTIONS AT TECHLABS



MEDIA ONLY OPTIONS

Our Poster LED displays transforms your message into a high impact visual experience across the event.

Vivid motion, clean design and exceptional brightness ensure your brand stands out in a crowded hall driving deeper engagement with every viewer.

Positioned throughout the event floor in addition to the main entrance, screens can be combined or used as a stand alone.

- 15" - 60" video
- Static imagery

For options & pricing contact us today.



BRANDS WE'VE WORKED WITH



LEARN MORE

For further information please contact:

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