



Integrative Ayurveda
for Global Health

10-13 December 2026 | Janta Maidan, Bhubaneswar, Odisha, India

LAB TECH EXPERIENCE ZONE

AYURVEDA LAB CONNECT

Inviting Laboratory & Diagnostic Technology Partners
Industry Participation · Exhibition · Demonstration · Sponsorship



Where Laboratory Science Meets
Ayurveda Clinical Reasoning

Prime Sponsor



Institutional Patrons



Create a nationally visible bridge linking Ayurveda education, diagnostics, research, future-ready laboratory infrastructure and meaningful industry-academia partnerships.

The Lab Tech Experience Zone is designed as more than a machinery showcase. It will connect laboratory and diagnostic technology companies with Ayurveda clinicians, academicians, researchers, laboratory professionals, students and institutional decision-makers through demonstration, hands-on learning, clinical interpretation and technology engagement.

From microscopy and routine laboratory investigations to automation, digital laboratories, safe sample workflows and report interpretation, participating partners can demonstrate how contemporary laboratory technologies support Ayurveda education, clinical practice and research.



Who you will Connect with

- Ayurveda Clinicians
- Academicians
- Researchers
- Laboratory Professionals
- UG/PG Scholars
- Institutional Leaders
- Hospital & College Representatives
- Industry Stakeholders
- Purchase & Administrative Decision-makers

Strategic Intent & Direction

The Lab Tech Experience Zone will bring together Indian and multinational laboratory equipment manufacturers, diagnostic technology providers, Ayurveda clinicians, academicians, researchers, laboratory professionals, students and institutional decision-makers on one interactive platform. Contemporary laboratory investigations, microscopy, report interpretation, automation, digital and virtual laboratory tools, and safe sample workflows will be demonstrated and interpreted alongside Ayurveda clinical reasoning involving Dosha, Dushya, Srotas, Agni, Ama and Dhātu-Mala status. The emphasis is on responsible clinical interpretation rather than asserting one-to-one equivalence between laboratory parameters and classical Ayurveda constructs.

WAC 2026 - Event-Level Reach

150,000+
Expected Visitors

400+
Expo Stalls

50+
Countries

Note: These are overall WAC & Arogya Expo event-level promotional figures, not guaranteed footfall for the Lab Tech Experience Zone.

Core Objectives

- Strengthen laboratory literacy among Ayurveda students, clinicians, teachers and researchers.
- Demonstrate practical, safe and quality-focused laboratory workflows through supervised experiential learning.
- Improve report interpretation and integration of laboratory findings into responsible clinical reasoning.
- Expose institutions to emerging laboratory technologies, automation, digital tools and virtual learning platforms.
- Create structured manufacturer-institution engagement beyond conventional product display.
- Generate pathways for training, procurement dialogue, installation support, service relationships, research support and long-term collaboration.

Knowledge

Skill -

Practice -

Partnership Framework



KNOWLEDGE

- Laboratory principles
- Microscopy
- Report interpretation
- Sample-to-report workflow
- Clinical correlation



PRACTICE

- Quality-focused workflows
- PPE
- Biomedical waste segregation
- Privacy
- QC
- Laboratory safety



SKILL

- Supervised hands-on demonstrations
- Simulated testing
- Pipetting
- Labelling/barcoding
- Prepared-slide microscopy



INDUSTRY & PARTNERSHIPS

- Technology demonstrations
- Institutional interactions
- Training
- Installations
- Service/AMC/CMC
- Research and academic collaborations



Visitor Journey -

A Curated Learning Corridor

Experience	Purpose
Help & Orientation Desk	Orientation, visitor routing and zone guidance.
Lab Tech Gallery	Curated display of laboratory technologies and applications.
Hands-on Lab Corner	Supervised experiential activities and basic laboratory skills.
Microscopy & Cell Gallery	Prepared-slide microscopy and cell/tissue visual learning.
Decode the Diagnosis: Report Interpretation	Case-linked report interpretation and clinical reasoning.
Smart Lab Innovation Zone	Automation, point-of-care technologies, digital diagnostics and emerging innovations.
Virtual Lab Arena	Digital/virtual learning, simulation and technology-enabled training.
Clean & Safe Lab Corner	PPE, biosafety, Biomedical Waste segregation, quality and responsible workflows.

Why Partner with the Lab Tech Experience Zone?

Showcase. Demonstrate. Engage. Connect.

Demonstrate technologies in an interactive rather than purely display-based environment.	Engage with Ayurveda clinicians, teachers, researchers and laboratory professionals.	Connect with institutional leaders and potential purchase decision-makers.	Present equipment through hands-on, microscopy, report interpretation and smart-lab experiences.	Explore opportunities for institutional installations, training, service support and collaborations.	Build visibility at the 11th World Ayurveda Congress & Arogya Expo 2026.
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Why Partner?

- High-visibility association with a nationally significant Ayurveda gathering.

Potential for qualified institutional leads and post-event business conversations.

Live equipment and technology demonstration within structured learning experiences.

Opportunities for training, installation support, after-sales service, AMC/CMC discussions and institutional packages.

Brand integration within selected zones and activities, subject to organiser approval.

Potential education, research and industry-academia collaboration pathways.

Interaction with institutional leadership, laboratory stakeholders, educators and procurement decision-makers.

Digital and on-ground visibility linked to the Lab Tech Experience Zone.

Partnership Architecture

Partnership Category	Indicative Role / Value Proposition
Presenting Partner	Overarching association with the Lab Tech Experience Zone; highest visibility and integration, subject to organiser policy.
Zone Partner	Association with a defined experience area such as microscopy, smart lab, virtual lab, hands-on learning or clean lab.
Technology Partner	Digital diagnostics, automation, LIS, AI, virtual laboratory or related technology demonstrations.
Equipment Partner	Provision or demonstration of laboratory equipment aligned with learning stations.
Microscopy Partner	Microscopes, imaging systems, slide viewing and related educational support.
Laboratory Safety Partner	PPE, biosafety, Biomedical Waste, infection control and safe workflow support.
Knowledge / Training Partner	Scientific education, demonstrations, training modules or expert support.
Supporting / In-kind Partner	Consumables, reagents, disposables, printing, logistics or other approved non-cash support.

Commercial note: Detailed sponsorship values, exclusivity, logo placement, passes, lead-generation mechanisms and deliverables should be issued through a separate approved Sponsorship & Partnership Deck / Rate Card.



Sponsor-Ready Assets Within the Zone

Experience Asset	Potential Sponsor Fit	Illustrative Activation
Lab Tech Gallery	Multi-category laboratory brands	Curated equipment/technology display with guided explanation.
Hands-on Lab Corner	Pipettes, POCT, consumables, training brands	Supervised practice stations and competency-oriented activities.
Slide & Cell Gallery	Microscopy/imaging brands	Microscopy viewing, digital imaging and prepared-slide learning.
Decode the Diagnosis	Diagnostics/reporting brands	Case-linked report interpretation and clinical reasoning activities.
Smart Lab Innovation Zone	Automation, AI, LIS, digital diagnostics	Live demos of future-ready laboratory systems and workflows.
Virtual Lab Arena	Simulation/VR/edtech providers	Immersive digital learning and virtual laboratory demonstrations.
Clean Lab Corner	PPE, biosafety, BMW, quality brands	Safe laboratory workflow, segregation and quality-practice demonstrations.

Priority Stakeholders

- Ayurveda colleges & universities
- Teaching hospitals & laboratories
- Clinicians & academicians
- Researchers & research units
- Laboratory professionals
- UG/PG students & scholars
- Institutional procurement teams
- Indian & multinational industry

Expected Impact

- Improved laboratory literacy
- Practical skill exposure
- Safer laboratory culture
- Better institutional diagnostic planning
- Research support
- Digital transformation
- Industry-academia partnerships
- Institutional technology awareness





WORLD
AYURVEDA
FOUNDATION

AN INITIATIVE OF VIJNANA BHARATI

LET'S BUILD THE AYURVEDA LAB OF THE FUTURE - TOGETHER

Partner through sponsorship, technology,
equipment, training or in-kind support.

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