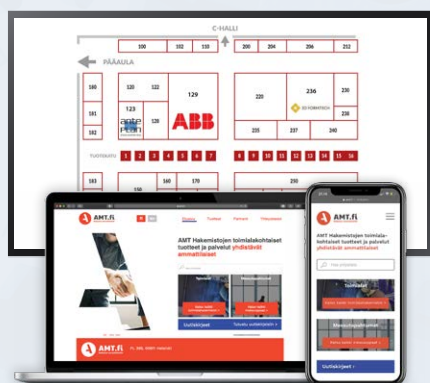


SUBCONTRACTING - ALIHANKINTA 2023 TAMPERE EXHIBITION brings together industry, experts and decision makers and the Exhibition Guide will enhance your participation in the fair. Welcome aboard!

The Official Subcontracting 2023 Exhibition Guide as a mobile responsive digital guide for 60,000 visitors/month at alihankinta.fi website, the smart guide touch screens in the trade fair area and as a printed guide, are an important source of information during and after the exhibition. Boost your fair attendance with visibility in the exhibition guide with announcements, logos, banners, company and principal / brand information.



The Digital Exhibition Guide in the Internet and smart guide touch screens in the exhibition area

The Official Subcontracting 2023 Exhibition Guide's responsive Digital Guide in the Internet and smart guide touch screens in the fair area presents exhibitors company, product / service and principal information, and exhibition smart map for fair visitors. They are a powerful information source and fair attendance tool, providing up-to-date and highly effective visibility solutions.

Printed Exhibition Guide

The Official Exhibition Guide 2023 is run 10,000 copies. It is distributed to exhibition visitors at the entrance to the event. It also serves as an important source of information even after the fair.



Newsletters

Exhibitors Fair News in the electronic newsletter before the event for 40,000 industry purchasing and planning decision makers:

- Members of trade associations
- AMT.fi decision-making register

Newsletter 2 May/2023. Newsletter 3 September/2023.

SUBCONTRACTING-ALIHANKINTA 2023 EXHIBITION GUIDE MEDIA INFORMATION

SUBCONTRACTING Digital Exhibition Guide, with 60,000 visitors / month, will be launched on alihankinta.fi website in the spring of 2023. The printed Exhibition Guide is limited to 10,000 copies and will be distributed to all exhibitors and exhibitors. The smart touchscreens guide visitors in the event.

PAID VISIBILITY IN THE SUBCONTRACTING 2023 DIGITAL GUIDE, TOUCH SCREENS AND PRINTED GUIDE

COMPANY DESCRIPTION

The first 100 characters of the company description – in Finnish and English free of charge. Characters exceeding 100 characters: € 1 / character.

EXTRA VISIBILITY IN THE DIGITAL FAIR GUIDE, TOUCH SCREENS AND PRINTED GUIDE

- ☐ 1) Logo in the printed guide..... € 165
- ☐ Framed Business Information and logo in the printed guide..... € 250
- ☐ 2) Logo and active link package in the digital guide and in the touch screens (active web, email and some links for your company and key persons)..... € 290
- ☐ Package price (1 and 2)..... € 390
- ☐ With Framed Business Information..... € 430
- ☐ A link from company info to a YouTube video..... € 290

PRINTED GUIDE ADVERTISEMENT SIZES AND PRICES

Covers

- ☐ Front cover..... 148 x 80 mm € 5000
- ☐ Back cover..... 148 x 210mm € 2600
- ☐ 2nd cover..... 148 x 210mm € 2200
- ☐ 3rd cover..... 148 x 210mm € 2200

Inner Pages

- ☐ 1/1 page..... 148 x 210mm € 1850
- ☐ 1/2 horizontal..... 118 x 90mm € 995
- ☐ 1/2 vertical..... 58 x 184mm € 995
- ☐ 1/4 horizontal..... 118 x 43mm € 590
- ☐ 1/4 vertical..... 58 x 90mm € 590
- ☐ Ad according to the search word..... 38 x 57mm € 590

Other advertisement places

- ☐ Footnote right..... 100 x 10mm € 1980
- ☐ Footnote left..... 100 x 10mm € 1980
- ☐ Sidenote right..... 65 x 7mm € 1980
- ☐ Sidenote left..... 65 x 7mm € 1980

CLIENTS

- ☐ Maximum of 8 clients without links are published free of charge in the digital and printed fair guide. Unlimited amount of client information in the digital and printed fair guide with links to your website..... € 125

Logo next to the client information in the digital guide

- ☐ 1 pc..... € 50
- ☐ 2-10 pc..... € 200
- ☐ 11-30 pc..... € 300

ADVERTISING IN THE SUBCONTRACTING DIGITAL GUIDE AND TOUCH SCREENS IN THE EXHIBITION AREA

1) Business, product / service and principal listing pages on the digital guide and touch screens in the fair area

- ☐ Giant banner at the top of the digital guide (980 x 200 px)..... € 1950
- ☐ Logobanner in carousel at bottom of digital guide (200 x 115 px)..... € 650

2) Top position* in the Company info and Product/Service listings sections of the Digital guide and Touch screens..... € 650

* The top position requires a minimum visibility package of € 390.

Top positions are sold in order of reservation. Ask more about our ad sales

3) NEW: Banner Announcement in the Digital Guide and Touch Screens in Exhibition Area In connection with the desired product / service search (keyword)

- ☐ 245 x 490 px..... € 800
- ☐ 490 x 490 px..... € 1050

4) Smart exhibition map in the digital guide and touch screens in the fair area

- ☐ Logobanner in carousel at the bottom of the show map (200 x 115 px)..... € 650

SUBCONTRACTING FAIR NEWS IN THE ELECTRIC NEWSLETTER

The newsletter reaches about 40 000 industry's professionals and decision makers and it is also published in the website.

- ☐ Fair News in one Newsletter..... € 500
- ☐ Fair News in two Newsletters..... € 750

Newsletter 2 is sent on May/2023. Newsletter 3 is sent on september/2023.

FREE OF CHARGE BASIC VISIBILITY FOR THE EXHIBITORS

The basic information exhibitors has given to the fair organizer: basic information (name, address, country, website and e-mail), company description 100 characters in Finnish and English and desired product groups, max 6 personnel informations and up to 8 client information are published in the fair guide and internet service for free of charge. CHARACTERS EXCEEDING THE 100 CHARACTER DESCRIPTION LIMIT ARE CHARGED € 1 / CHARACTER. (Mobile guide's company description for an affordable extra cost)

TECHNICAL INFORMATION

RELEASE DATE AND MATERIAL DATE

Digital Guide

Online since March 2023

Printed Guide

Exhibition Distribution: September 26th to 28th 2023

Date of material: July 28th 2023

Newsletter 2 Published week 22/2023. Materials for week 20/2023

Newsletter 3 Published week 38/2023. Materials for week 36/2023

TECHNICAL SPECIFICATIONS OF THE PRINTED GUIDE

Publication size: A5 (148 x 210 mm). 5 mm bleed for all edges.

Due to the adhesive bonding, the effect of the spine in the opening notifications must be taken into account (inside margin 8 mm).

Print run: 10,000 copies

Printing method: Offset

Bonding: adhesive bonding

Printed by: Punamusta Oy

Layout: Bit & Page Oy

DATA REQUIREMENTS / NOTIFICATIONS AND LOGOS

Ready to print PDF document: 300ppi image resolution. Bleed 5mm.

Logos to digital guide in JPG or PNG format, 72 dpi resolution.

Banners and banner announcements for the digital guide in the px size shown on this media card in JPG or PNG format.

BILLING

14 days net of order confirmation. VAT 24% will be added to all prices

Prices require ready-made materials (business information with logo ready delivery. Product and trade show presentations with product image, presentation text, logo and contact information). We charge manufacturing costs for the material.

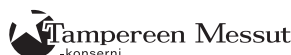
ADVERTISING SALES

Raija Myllysilta
raija.myllysilta@amt.fi
+358 50 380 1111

Jarmo Myllysilta
jarmo.myllysilta@amt.fi
+358 40 551 6584

Tiia Saarinen
tiia.saarinen@amt.fi
+358 50 538 8137

PUBLISHERS



Tampereen Messut Oy
Ilmailunkatu 20, PL 163
33901 TAMPERE
Puh. 0207 701 200
www.tampereenmessut.fi
info@tampereenmessut.fi



AMT Hakemistot Oy
PL 395
00811
Helsinki
www.amt.fi
info@amt.fi

Exhibitor

Booth number

Address

Postal code and country

Contact person

Phone number

Email

Date

Signature

You can also return your reservation by e-mail to aineistot@amt.fi or by mail: AMT Hakemistot Oy, PL 395, 00811 Helsinki, Finland