



2019

ALIHANKINTA  
SUBCONTRACTING FAIR • FINLAND

24.–26.9.2019

Tampereen Messu- ja Urheilukeskus

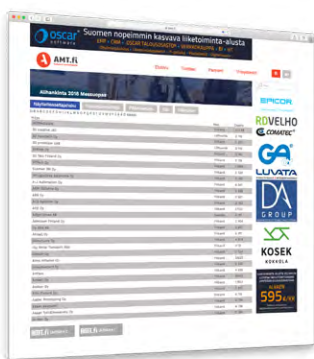
#Alihankinta @Alihankinta



EXHIBITION CATALOGUE MEDIACARD

## Meet the entire Finnish industry

Subcontracting Trade Fair brings together industrial companies, experts and decision-makers. Approximately 20,000 industry professionals participate in this annual event, which is Finland's leading industry trade fair, where the common denominator for all participants is the desire to achieve more in a better, more effective and productive manner. Can you afford not to take advantage of these three days?  
[www.alihankinta.fi](http://www.alihankinta.fi)



### Internet

Subcontracting fairs renewed online fair guide is used by the visitors as a search and information service when looking for the fair's exhibitors' information and products.

**NEW:** Now you can have your company's YouTube videos in the online fair guide!



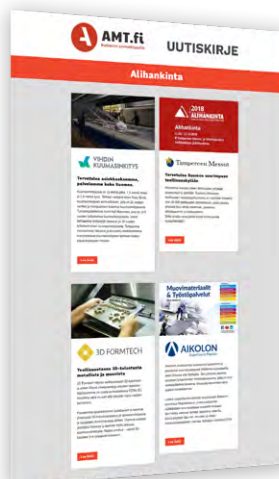
### Printed fair guide

Subcontracting fair 2019 official fair guide's circulation is 13 000 pcs and it is distributed to every fair visitor and exhibitors. The guide works as a significant source of information even after the fair.

### Electric newsletter

The newsletter reaches about 40 000 industry's professionals and decision makers:

- Subcontracting fair 2018 visitors
- Industry's organizations
- AMT.fi customers
- Intellia's registry



Newsletter 1: may 2019  
Newsletter 2: september 2019

amt.fi Alihankinta - newsletter 2 / 2018  
OR ..... 13,69 %  
CTR..... 3,72 %

### Mobile guide

The mobile guide has all the information about the fair's exhibitors, companies and product information. You can find the location of the companies' departments, locations for different services, timetables and your own favourites in the mobile guide.



# SUBCONTRACTING FAIR 2019 MEDIA INFORMATION

Subcontracting fair 2019's official fair guides is printed 13 000 copies and it is distributed to every fair visitor and its exhibitors. The guide's popular internet service [www.alihankinta.fi](http://www.alihankinta.fi) will open during the spring of 2019. The mobile guide can be downloaded for free of charge in the Apple's Appstore and Google's Playstore from May 2019.

## FREE OF CHARGE BASIC VISIBILITY for the exhibitors

The basic information exhibitor 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 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)

## PAID VISIBILITY in the official subcontracting fair's guide, internet service and mobile service

### COMPANY DESCRIPTION

The first 100 characters of the company's description are free of charge. Characters exceeding the limit are charged 1 € / character.

### ADVERTISEMENT IN THE GUIDE

#### Covers

- Front cover's corner.....2500 €
- Back cover .....148 x 210 mm .....2600 €
- 2nd cover .....148 x 210 mm .....2200 €
- 3rd cover .....148 x 210 mm .....2200 €

#### Sisäsivut

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

#### Other advertisement places

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

### EXTRAVISIBILITY IN THE FAIR GUIDE, ON THE INTERNET SERVICE AND ON THE MOBILE GUIDE

#### Fair guide

- 1) Logo with the information in the catalogue .....145 €
- Framed information and a logo in the catalogue.....250 €

#### Internetpalvelu

- 2) Logo to the internet service and links (max. 6 e-mail links) to your company's key persons and a website link .....145 €

#### Mobile guide

- 3) Logo to the mobile guide next to your company's information and links ...145 €
- 4) Company description in the mobile guide .....145 €

#### Extra visibility packages

- Package price (1, 2, 3 & 4) .....345 €
- Package price with framed information to the printed fair guide (1, 2, 3 & 4)...425 €
- Mobile package price (3 & 4).....195 €

- A link to a YouTube video .....125 €

### CLIENTS

Maximum of 8 clients without links are published free of charge in the fair guide, on the internet service and on the mobile guide.

- Unlimited amount of client information in the fair guide, on the internet service and on the mobile guide with links to your website on the internet service.....125 €

Logo next to the client information in the internet service and mobile guide

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

### MAINONTA ALIHANKINTA-MESSUOPPAAN INTERNETPALVELUSSA JA MOBIILIOPPAASSA

- 980x90 px (big screen in the internet service).....1900 €
- 200 x 350 px (big screen in the internet service).....1500 €
- 200 x 250 px (banner in the internet service) .....1450 €
- 200 x 175 px (big banner with a logo in the internet service) .....990 €
- 200 x 115 px (banner with a logo in the internet service).....650 €
- A link to a YouTube video.....990 €
- NEW: Banner with a logo on the Subcontracting fair's front page in the mobile guide (max. 6 places).....1500 €

### ALIHANKINTA 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. Newsletter 1 is sent on May 2019. Newsletter 2 is sent on September 2019.

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

### TECHNICAL INFORMATION

#### Publication date and deadline for the material

Fair distribution: 25.-27.9.2018

Last date to reserve an advertisement: 04.06.2018

Deadline for the material: 29.06.2018

#### Tekniset tiedot

Size of the publication: A5 (148 x 210 mm)

Leave 3 mm marginals to every side of the advertisement.

Please consider the glue binding for spread advertisements.

Printed copies: 13 000 pcs

Printing method: Offset

Binding: glue binding

Printing place: Punamusta Oy

Layout: Bit & Page Oy

#### Requirements for the material (logos and advertisements)

Ready to print PDF-document: resolution 2400 dpi, resolution for pictures 300 dpi. Pictures need to be as EPS or TIFF, resolution 300 dpi. Always send proof print of the material you are sending. Logos for the internet service and mobile guide need to be sent as jpg or png. Please send all the materials to [aineistot@amt.fi](mailto:aineistot@amt.fi) as an attachments in the e-mail.

#### Billing

- Logo, internet and mobile service visibility, fair newsletter article and links: 14 days after the order confirmation has been sent.
- Advertisements or product/company introduction: 50% paid in 14 days after the order confirmations has been sent and 50% after the fair guide has been published.

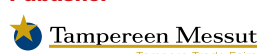
VAT 24% IS ADDED TO ALL PRICES.

#### Advertisement sales:

Raija Myllysilta  
+358 50 380 1111  
[raija.myllysilta@amt.fi](mailto:raija.myllysilta@amt.fi)

Tuomo Takkunen  
+358 45 1244946  
[tuomo.takkunen@amt.fi](mailto:tuomo.takkunen@amt.fi)

#### Publisher



Tampereen Messut Oy  
Ilmailunkatu 20, PL 163  
33901 TAMPERE  
Puh. 0207 701 200  
[www.tampereenmessut.fi](http://www.tampereenmessut.fi)  
[info@tampereenmessut.fi](mailto:info@tampereenmessut.fi)



AMT Hakemistot Oy  
PL 395  
00811  
Helsinki  
[www.amt.fi](http://www.amt.fi)  
[info@amt.fi](mailto:info@amt.fi)

Exhibitioner

Unit number

Address

Postal code and country

Contact person

Phone number

Email

Fax

Date

Signature

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