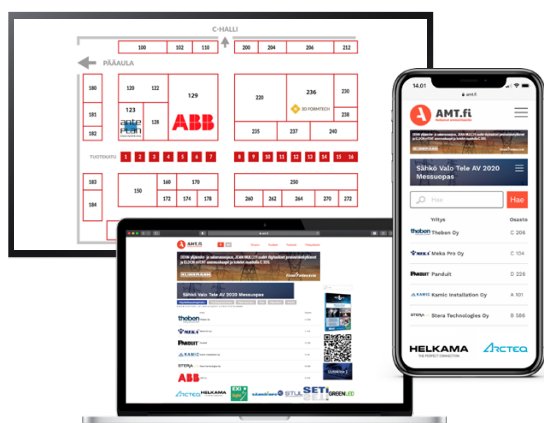


SÄHKÖ VALO TELE AV 2022 EXHIBITION – Hundreds of stands will showcase the latest solutions in the industry. At the fair, you will meet colleagues and partners, find the latest products and solutions, update your skills and improve your business productivity.

The Official SÄHKÖ VALO TELE AV EXHIBITION 2022 GUIDE as a responsive mobile digital guide, 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

SÄHKÖ VALO TELE AV EXHIBITION GUIDE 2022's new search engine friendly and mobile responsive digital fair guide will extensively present exhibitor company, product / service and principal information as well as exhibition map. The Digital Exhibition Guide is a powerful search service, information source, and fair attendance tool that provides up-to-date and highly effective visibility solutions.



Printed Exhibition Guide

The printed Exhibition Guide is distributed to all Exhibition visitors at the entrance to the event. It also serves as an important source of information even after the fair.



Newsletters

The electronic newsletter before the fair for more than 40,000 industry purchasing, purchasing, and planning decision makers.

- Members of trade associations
- AMT.fi customers

The newsletter will be published September 2022.

SÄHKÖ VALO TELE AV 2022 EXHIBITION GUIDE MEDIA INFORMATION

The Digital exhibition guide at the Jyväskylä Fair at sahkomessut.fi will open in September 2021.
The printed edition of the exhibition guide is 6.000 copies and is distributed to all exhibitors and exhibitors.

FREE OF CHARGE BASIC VISIBILITY FOR THE EXHIBITORS

Basic company information (name, address, country, web and email address) and desired product group selections provided by the exhibitor to the fair organizer will be published free of charge in the digital exhibition guide and in the printed fair guide.

PAID VISIBILITY IN THE SÄHKÖ VALO TELE AV 2022 DIGITAL GUIDE AND PRINTED GUIDE

- ☐ 1) Logo in the printed guide €145
- ☐ Framed Business Information and logo in the printed guide €250
- ☐ 2) Logo and active link package in the digital guide
(active web, email and some links for your company and key persons) €185
- ☐ 3) Business description (max 400 characters / language) €150
Published in Finnish and English in digital guide and printed guide
- ☐ 4) Information on principals in printed and digital guides and
active links to clients websites €145
- ☐ Package price (1, 2 and 3) €390

PRINTED GUIDE ADVERTISEMENT SIZES AND PRICES

Covers

- ☐ Front cover 120 x 210 mm 5000 €
- ☐ Back cover 148 x 210 mm 2900 €
- ☐ 2nd cover 148 x 210 mm 2200 €
- ☐ 3rd cover 148 x 210 mm 2200 €

Inner Pages

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

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 positions* Digital Business Guide, Company / Product / Service and Client listings in the Digital Guide and touch screens in the trade fair 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)
- ☐ 980 x 200 px 850 €
- ☐ 980 x 490 px 1250 €

- 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 Newsletter 500 €

Newsletter is sent September 2022.

TECHNICAL INFORMATION

RELEASE DATE AND MATERIAL DATE

Digital guide

Online September 2021

Printed Guide

Exhibition Distribution: 7th to 9th September 2022

Ad reservations: 15th of July 2022

Date of material: 30th July 2022

Newsletter

Published wk 35/2022. Materials wk 33/2022

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: 6.000 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.

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