



2020

ALIHANKINTA

SUBCONTRACTING FAIR • FINLAND

NEW DATE:

🕒 8–10th December 2020,

Tue–Wed 9am–5pm, Thu 9am–4pm

📍 Tampere Exhibition and Sports Centre

#Alihankinta @Alihankinta



AMT.fi
Ratkaisut ammattilaisille

EXHIBITION CATALOGUE MEDIACARD

SUBCONTRACTING - ALIHANKINTA 2020 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 2020 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 2020 Exhibition Guide's mobile 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 2020 is run 13,000 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.



Electronic 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 1 May / 2020. Newsletter 2 September / 2020.

Newsletter 3 November / 2020.

SUBCONTRACTING-ALIHANKINTA 2020 EXHIBITION GUIDE MEDIA INFORMATION

SUBCONTRACTING Digital Exhibition Guide, with 60,000 visitors / month, will open on alihankinta.fi website in the spring of 2020. The printed Exhibition Guide is limited to 13,000 copies and will be distributed to all exhibitors and exhibitors. The smart touchscreens guide visitors in the event.

PAID VISIBILITY IN THE SUBCONTRACTING 2020 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's corner..... € 2500
- 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 positions* Digital Business Guide, Company / Product / Service and Principal 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)

- 490 x 490 px..... € 850
- 490 x 980 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
- Logo on show map..... € 400

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 2020. Newsletter 2 is sent on September 2020. Newsletter 3 is sent on November 2020.

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

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 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 2020

Printed Guide
Exhibition Distribution: December 8th - December 10th, 2020
Date of material: October 23rd 2020.

Newsletter 1 Published week 22/2020. Materials for week 20/2020
Newsletter 2 Published week 38/2020. Materials for week 36/2020
Newsletter 3 Published week 49/2020. Materials for week 47/2020

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: 13,000 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

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KUSTANTAJA



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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