

EXHIBITION CATALOGUE MEDIACARD



NEW DATE:

🕒 13–15th September 2022

📍 Tampere Exhibition and Sports Centre

EuroSafety, Workplace Welfare, Logistics, Food and Drink Industry 2022 Tampere Exhibition brings together industry, experts and decision makers and the Exhibition Guide will enhance your participation in the fair. Welcome aboard!

The Official EuroSafety, Workplace Welfare, Logistics, Food and Drink Industry 2022 Tampere Exhibition Guide as a mobile responsive digital guide at tampereenmessut.fi website, the smart guide touchscreens 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 EuroSafety, Workplace Welfare, Logistics, Food and Drink Industry 2021 Tampere Exhibition Guide's mobile responsive Digital Fair 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 Fair Guide 2021 is run 130000 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.

May



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 September / 2022

EUROSAFETY, WORKPLACE WELFARE, LOGISTICS, FOOD AND DRINK INDUSTRY 2022 EXHIBITION GUIDE MEDIA INFORMATION

EuroSafety, Workplace Welfare, Logistics, Food and Drink Industry 2022 Tampere Digital Exhibition Guide will open on tampereenmessut.fi web-site in the spring of 2020. 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 EXHIBITION 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 GUIDE, TOUCHSCREENS 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

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 exhibition guide. Unlimited amount of client information in the digital and printed exhibition 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 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 trade fair area

- ☐ Giant board at the top of the digital guide (980 x 200 px) € 1500
- ☐ 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

EUROSAFETY, WORKPLACE WELFARE, LOGISTICS, FOOD AND DRINK INDUSTRY 2022 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 is sent on September 2022.

- ☐ Fair News in Newsletter € 500

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

PUBLISHING DATES:

Digital Guide
Online since March 2020

Printed Guide

Exhibition Distribution EuroSafety, Workplace Welfare: Sep 13th to 15th 2022
Exhibition Distribution Logistics, Food and Drink Industry: Sep 14th to 15th 2022
Date of material: Aug 9th 2022

Newsletter Published week 36/2022. Materials for week 34/2022

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: 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

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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:
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