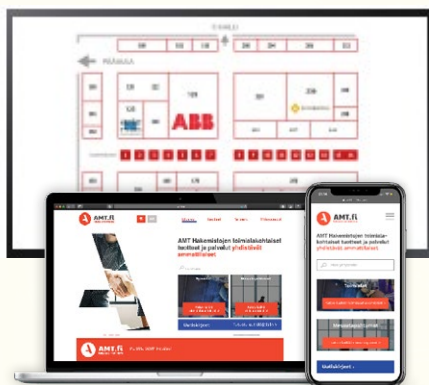


Verkosto 2023 Tampere Exhibition brings together industry, experts and decision makers and the Exhibition Guide will enhance your participation in the fair. Welcome aboard!

The Official Verkosto 2023 Tampere Exhibition Guide as a mobile responsive digital guide at [tampereenmessut.fi](http://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 Verkosto 2023 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 2023 is run 6000 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

Launch beginning of January 2023

# VERKOSTO 2023 EXHIBITION GUIDE MEDIA INFORMATION

Verkosto 2023 Digital Exhibition Guide will open on tampereenmessut.fi web-site in the fall of 2022. The printed Exhibition Guide is limited to 6,000 copies and will be distributed to all fair visitors 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 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..... 148 x 80 mm ..... 2700 €
- ☐ Back cover..... 148 x 210 mm ..... 2600 €
- ☐ 2nd cover..... 148 x 210 mm ..... 2200 €
- ☐ 3rd cover..... 148 x 210 mm ..... 2200 €

#### Inside pages

- ☐ 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 €
- ☐ Ad according to the search word..... 38 x 57 mm ..... 590 €

#### Other advertisement places

- ☐ Footnote right..... 100 x 10 mm ..... 1980 €
- ☐ Footnote left..... 100 x 10 mm ..... 1980 €
- ☐ Sidenote right..... 65 x 7 mm ..... 1980 €
- ☐ Sidenote left..... 65 x 7 mm ..... 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 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 pcs..... 200 €
- ☐ 11-30 pcs..... 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 €

### FAIR NEWSLETTER

The newsletter reaches about 40 000 industry's professionals and decision makers and it is also published in the website. Newsletter is sent January 2023 a week before the event.

- ☐ Fair news in the 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 Spring 2022 alkaen.

**Printed Guide:** Distribution 25.-26.1.2023

**Date of material:** 18.11.2022

**Newsletter** wk 3/2023. Materials wk 1/2023

### 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:** 6000 kpl

**Printing method:** Offset

**Bonding:** liimasidonta

**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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www.amt.fi  
info@amt.fi

Exhibitor

Booth number

Address

Postal code and country

Contact person

Phone number

Email

Telefax

Date

Signature

You can also return your reservation by e-mail to aineistot@amt.fi or by mail:

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