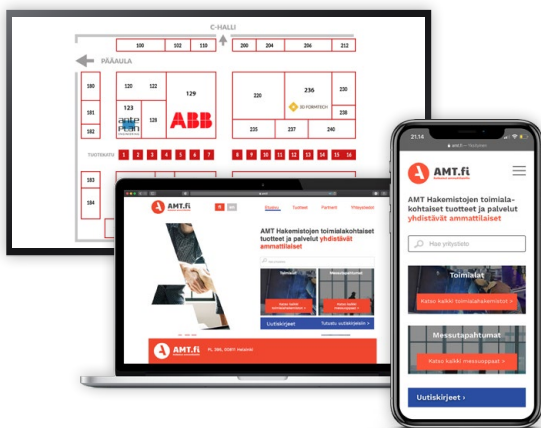


Machinery and equipment for a competitive industry

The main topics of the upcoming Engineering Works Trade Fair are advanced machinery, modern workshops and smart investments. The event showcases machine tools, plate machines, welding and joining tools, automation and robotics, maintenance and industrial services for decision-makers in the metal industry.

Konepaja – Nordic Welding Expo – 3D & New Materials exhibition guide

The Official Engineering Works – Nordic Welding Expo – 3D & New Materials 2024 Exhibition Guide as a mobile responsive digital guide at konepajamessut.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 Engineering Works 2024 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 2024 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 week 11/2024

Engineering Works – Nordic Welding Expo – 3D & New Materials 2024 Digital Exhibition Guide is already online at konepajamessut.fi website. The printed Exhibition Guide is limited to 6,000 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

EXTRA VISIBILITY IN THE DIGITAL GUIDE AND PRINTED GUIDE

- 1) Logo in the printed guide 165 €
- Framed Business Information and logo 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 4000 €
- 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 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 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

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) 1950 €
- Logobanner in carousel at bottom of digital guide (200 x 115 px) 650 €

NEW: Giant board connected to company information

- 980x200 px 850 €
- 980x490 px 1250 €

Smart exhibition map in the digital guide and touch screens in the fair area

- Logobanner in carousel at bottom of digital guide (200 x 115 px) 650 €

- Top positions* in 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!

KONEPAJA – NORDIC WELDING EXPO – 3D & NEW MATERIALS 2024 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 one newsletter 600 €

Launch week 11/2024

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 6 client information are published in the fair guide and internet service for free of charge.

OPERATIONAL DESCRIPTION

The first 100 characters of the company description - in Finnish and English free of charge. Characters exceeding 100 characters: 1 € / character.

TECHNICAL INFORMATION

PUBLISHING DATES:

Digital Guide

Online since October 2024

Printed Guide

Distribution: 19.–21.3.2024

Date of material: 11.1.2024

Newsletter

Published week 11/2024. Materials week 9/2024.

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.

ADVERTISING SALES

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