



2018 ALIHANKINTA

SUBCONTRACTING FAIR • FINLAND

MESSUOPAS - EXHIBITION CATALOGUE

🕒 25.-27.9.2018

📍 Tampereen Messu- ja Urheilukeskus

#Alihankinta @Alihankinta

THE THREE MOST IMPORTANT DAYS FOR THE INDUSTRY'S PROFESSIONALS IN THE YEAR

Subcontracting fair connects manufacturing industry's companies and professionals. This leading event in Finland has over 20 000 manufacturing professionals visiting it every year. Read more at www.alihankinta.fi.

SUBCONTRACTING FAIR'S FAIR GUIDE STRENGTHENS YOUR EVENT PARTICIPATION

Subcontracting fair's official fair guide as a printed book and as a renewed online service supports your knowledge during and after the fair. Boost your visibility during the fair by having a banner, a logo, a company introduction or an introduction including a picture or even with a video on YouTube on our fair guide or on our online services!



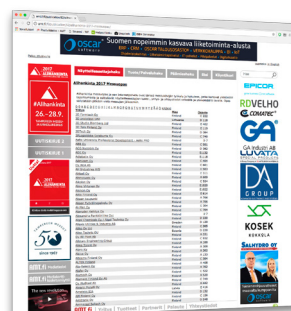
PRINTED FAIR GUIDE

Subcontracting fair 2018 official fair guide's circulation is 13 000 pcs and it is distributed to every fair visitor and exhibitors. The guide works as a significant source of information even after the fair.

ON THE INTERNET

Subcontracting fair's renewed online fair guide is used by the visitors as a search and information service when looking for the fair's exhibitors' information and products.

NEW: Now you can have your company's YouTube videos in the online fair guide!

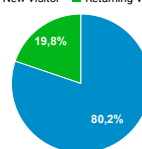


Käyttäjät
25 034

Uudet käyttäjät
23 686

Istunnot
35 273

■ New Visitor ■ Returning Visitor



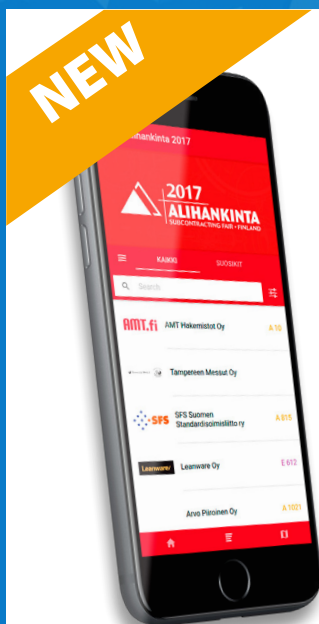
Istuntojen lukumäärä
käyttäjää kohti
1,41

Sivun katselut
235 036

Sivut/istunto
6,66

SUBCONTRACTING FAIR'S MOBILE GUIDE

NEW: Subcontracting fair's mobile guide got an excellent reception during the 2017 Subcontracting fair. You can download the new 2018 mobile guide on May 2018. The mobile guide has all the information about the fair's exhibitors, companies and product information. You can find the location of the companies' departments, locations for different services, timetables and your own favourites in the mobile guide.

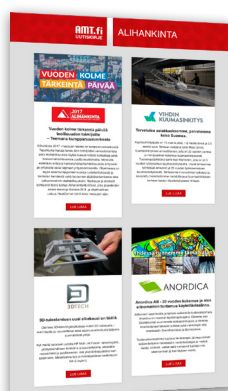


ELECTRIC NEWSLETTER

The newsletter reaches about 40 000 industry's professionals and decision makers:

- Subcontracting fair 2018 visitors
- Industry's organizations
- AMT.fi customers
- Intellia's registry

Newsletter 1 is sent on May 2018
Newsletter 2 is sent on September 2018



amt.fi ALIHANKINTA - Newsletter 2/2017

Sent messages	36 444
Individuals opening the newsletter	3 471
Overall number of openings	7 054
OR	9,52 %
Link trackings	596
CTR	1,56 %

SUBCONTRACTING FAIR 2018 MEDIA INFORMATION

Subcontracting fair 2018's official fair guides is printed 13 000 copies and it is distributed to every fair visitor and its exhibitors. The guide's popular internet service www.alihankinta.fi will open during the spring of 2018. The mobile guide can be downloaded for free of charge in the Apple's Appstore and Google's Playstore from May 2018.

FREE OF CHARGE BASIC VISIBILITY for the exhibitors

The basic information exhibitor 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, internet service and in the mobile guide for free of charge. **CHARACTERS EXCEEDING THE 100 CHARACTER DESCRIPTION LIMIT ARE CHARGED 1 € / CHARACTER.**

PAID VISIBILITY in the official subcontracting fair's guide, internet service and mobile service

COMPANY DESCRIPTION

The first 100 characters of the company's description are free of charge. **Characters exceeding the limit are charged 1 € / character.**

ADVERTISEMENT IN THE GUIDE

Covers

☐ Front cover's corner.....	2500 €
☐ Back cover	148 x 210 mm 2600 €
☐ 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 €
☐ Advertisement 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.....	65 x 7 mm 1980 €

EXTRAVISIBILITY IN THE FAIR GUIDE, ON THE INTERNET SERVICE AND ON THE MOBILE GUIDE

Fair guide

☐ 1) Logo with the information in the catalogue.....	145 €
☐ Framed information and a logo in the catalogue.....	250 €

Internet service

☐ 2) Logo to the internet service and links (max. 6 e-mail links) to your company's key persons and a website link.....	145 €
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Mobile guide

☐ 3) Logo to the mobile guide next to your company's information and links ...	145 €
☐ Package price (1, 2 and 3)	345 €
☐ Package price with framed information to the printed fair guide (1,2 and 3)	425 €
☐ A link to a YouTube video.....	125 €

CLIENTS

Maximum of 8 clients without links are published free of charge in the fair guide, on the internet service and on the mobile guide.

☐ Unlimited amount of client information in the fair guide, on the internet service and on the mobile guide with links to your website on the internet service.....	125 €
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Logo next to the client information in the internet service and mobile guide

☐ 1 pc.....	50 €
☐ 2-10 pc.....	200 €
☐ 11-30 pc	300 €

ADVERTISING IN SUBCONTRACTING FAIR'S INTERNET SERVICE AND MOBILE GUIDE

☐ 980x90 px (big screen in the internet service)	1900 €
☐ 200 x 350 px (big screen in the internet service).....	1500 €
☐ 200 x 250 px (banner in the internet service)	1450 €
☐ 200 x 175 px (big banner with a logo in the internet service).....	990 €
☐ 200 x 115 px (banner with a logo in the internet service).....	650 €
☐ A link to a YouTube video.....	990 €
☐ NEW: Banner with a logo on the Subcontracting fair's front page in the mobile guide (max. 6 places)	1500 €

ALIHANKINTA 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 2018. Newsletter 2 is sent on September 2018

☐ Fair News in one Newsletter	500 €
☐ Fair News in two Newsletters	750 €

TECHNICAL INFORMATION

Publication date and deadline for the material

Fair distribution: 25.-27.9.2018

Last date to reserve an advertisement: 04.06.2018

Deadline for the material: 29.06.2018

Technical information

Size of the publication: A5 (148 x 210 mm)

Leave 3 mm marginals to every side of the advertisement. Please consider the glue binding for spread advertisements.

Printed copies: 13 000 pcs

Printing method: Offset

Binding: glue binding

Printing place: Punamusta Oy

Layout: Bit & Page Oy

Requirements for the material (logos and advertisements)

Ready to print PDF-document: resolution 2400 dpi, resolution for pictures 300 dpi. Pictures need to be as EPS or TIFF, resolution 300 dpi. Always send proof print of the material you are sending. Logos for the internet service and mobile guide need to be sent as jpg or png. Please send all the materials to aineistot@amt.fi as attachments in the e-mail.

Billing

- Logo, internet and mobile service visibility, fair newsletter article and links: 14 days after the order confirmation has been sent.
- Advertisements or product/company introduction: 50% paid in 14 days after the order confirmations has been sent and 50% after the fair guide has been published.

VAT 24% IS ADDED TO ALL PRICES.

Advertisement sales:

Tuomo Takkunen

+358 45 124 4946

tuomo.takkunen@amt.fi

Publisher



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info@tampereenmessut.fi

AMT.fi

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PL 395
00811
Helsinki
www.amt.fi
info@amt.fi

Exhibitioner

Unit number

Address

Postal code and country

Contact person

Phone number

E-mail

Fax

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