



ADDITIONAL VISIBILITY OPTIONS  
INFRATECH 2025



# Main lobby

Digital advertising package

Visibility throughout the event

- Horizontal and vertical displays (10 displays)
  - Lobby 5 displays
  - Lounge 3 displays
  - Restaurant Fanalona 1 display
  - Restaurant Arlanda 1 display

Price

€750+VAT / 10-second ad / approx. every 3 minutes

Material information:

10-second spot, still or video

File formats: .jpg, .png, .mp4

Resolutions: 1920x1080 px, 1080x1920 px (aspect ratio 16:9 and 9:16)

Delivery of the material no later than 5 May 2025: [info@finlandevents.fi](mailto:info@finlandevents.fi)



# Hall A

## Digital advertising package

- 1 large display at north end
- 2 horizontal displays by the openings to Halls A and E

## Price

€750+VAT / 10-second ad / approx. every 3 minutes

## Material information:

10-second spot, still or video

File formats: .jpg, .png, .mp4

Resolutions: 1920x960 px, 1920x192 px

Delivery of the material no later than 5 May 2025: [info@finlandevents.fi](mailto:info@finlandevents.fi)





# Advertising space in sanitary facilities

Sticker advertising on sanitary facility mirrors

Price €2,500+VAT/15-20 pcs

Print advertising on toilet booth doors

Price €2,500+VAT/50 pcs

Material information:

File format: .pdf

Delivery address: [info@finlandevents.fi](mailto:info@finlandevents.fi)

Timetable: Detailed information and the delivery schedule of the material shall be agreed separately.



# Floor stickers



Model: Free-1

- Diameter: 1000 mm
- Customer's own material and content



Model: Free-2

- 1000 x 1000 mm
- Customer's own material and content



Model: Free-3

- 1300 x 650 mm
- Customer's own material and content



Model: Free-4

- 650 x 1300 mm
- Customer's own material and content

Price: Floor sticker incl. installation €280/per sticker + VAT

Material submission: [aineisto.tuotteet@expotec.fi](mailto:aineisto.tuotteet@expotec.fi)

## FLOOR STICKER: MATERIAL GUIDE

1. Size of print material
  - Print material 100% in size if possible, scaling 50%, 25% or 10% if necessary.
2. Image resolution and texts
  - Images 300 PPI (at 100% scale)
  - Texts converted into paths
3. File formats
  - Submit finalised print materials primarily in PDF format.
  - Use the PDF/X1-a or Press Quality setting for PDF files.
  - Please note the impact of any material scaling on PDF resolution settings.
  - For image files, we use the most common file formats, e.g., JPG, PSD, PNG or TIF
4. Bleeds and crop marks
  - Do not add bleeds.
  - Do not use crop marks or other such markings.
5. Colour specifications
  - The colours of the printed material must always be in CMYK format.
  - Colour profile to be used: Coated Fogra 39
  - Please note! Any materials submitted in other possible colour formats or profiles are automatically converted to CMYK in accordance with the Fogra39 profile and this means that the colours of the material may differ slightly from the original.
6. Material submission
  - Material files of under 20 Mt by e-mail: [aineisto.tuotteet@expotec.fi](mailto:aineisto.tuotteet@expotec.fi)
  - Material files of over 20 Mt through the WeTransfer.com service to the address: [aineisto.tuotteet@expotec.fi](mailto:aineisto.tuotteet@expotec.fi)
  - Name the material files as follows: Customer company\_Event\_Stand number\_content; for example: CompanyX\_Event\_A123\_floor sticker-Free-1
  - Delivery deadline for print-ready material: four weeks before the event begins.

# Additional visibility options

Advertising lanyards with company brand: €3,500+VAT

Branding of Hall A café with company advertising elements:  
€5,750+VAT

Information session at the event

- 15 min €350+VAT

Restaurant table triangles from €1,000+VAT,  
depends on restaurant  
and no. of tables

Enquiries: [anna-maija.hallikas@yhdyskuntatekniikka.fi](mailto:anna-maija.hallikas@yhdyskuntatekniikka.fi)

