



**JYVÄSKYLÄ**  
12.–13.5.2027

**VISIBILITY OPPORTUNITIES AT THE YT27 EXHIBITION – PAVILJONKI**



# ADVERTISING AT PAVILJONKI

Welcome to Paviljonki – a true meeting place! You can gain versatile exposure at our events and ensure strong visibility for your brand.

**PAVIL  
JONKI**



# OVERPASS BRIDGE

Capture the attention of exhibition visitors as they arrive at the event area. Most visitors arrive via the overpass bridge from the travel center. We offer visibility placements on the ramp descending to the exhibition area or on the stairs on both sides of the elevator.

## OVERPASS BRIDGE RAILING SIGNS

Size: 1200 × 800 mm  
Price: €100.00 / pcs + VAT

Prices include production from ready-made materials as well as required installation and removal.



# BE VISIBLE ALREADY OUTSIDE!

## PAVILJONKI SCREEN

A large screen (over 40 m<sup>2</sup>) located at Paviljonki's Exhibition Square is visible to trade fair and event visitors, passers-by, and guests of the adjacent Paviljonki Solo Sokos Hotel.

Estimated OTC: 5,000–10,000 / day

Price: €800 + VAT / 10– second advertisement

## VERTICAL BANNERS – EXHIBITION SQUARE

The vertical banners at Exhibition Square are located in a highly visible area on three different walls. These banners occupy a prime location and reach customers arriving from the Lutakonaukio square main entrance from several directions.

### 1 pc

Size: 1350 × 13,000 mm

Price: €1,500.00 + VAT

### 2 pcs

Size: 1350 × 13,000 mm

Price: €2,250.00 + VAT

### 4 pcs

Size: 1350 × 13,000 mm

Price: €4,100.00 + VAT

Prices include production from ready-made materials as well as required installation and removal.



# IMPRESSIVE GIANT BANNER

The giant banner is guaranteed to be noticed. The banners are located along access routes and are visible from afar to arriving visitors and passers-by.

## LUTAKONUKIO SQUARE ENTRANCE (C HALL WALL)

Size: 8000 × 4000 mm

Price: €3,100.00 + VAT

The price includes installation of the banner according to your digital material.



# OTHER OUTDOOR VISIBILITY OPTIONS

## BEACH FLAGS

Be visible already at the entrances with beach flags. Flags can be placed as needed at the entrances in use, reaching your customers right upon arrival. The price includes production based on your supplied artwork and placement near the entrance in the outdoor area.

Size: 600 × 2600 mm  
1 pc: €500.00 + VAT, additional pcs: €450.00 + VAT

## CROWD CONTROL BARRIER SIGN

Guide exhibition visitors to the correct entrance or remind them of your presence at the exhibition with suitable advertising. Fabric attached to a barrier works for many purposes. The price includes production based on your supplied artwork and placement near the entrance outdoors.

Size: 2000 × 800 mm  
Price: €500.00 + VAT

## OUTDOOR FENCE BANNERS

### 1 pc

Size: 3500 × 2000 mm  
Price: €500.00 + VAT

### 5 pcs

Size: 3500 × 2000 mm  
Price: €1,650.00 + VAT

### 10 pcs

Size: 3500 × 2000 mm  
Price: €2,500.00 + VAT

### 20 pcs

Size: 3500 × 2000 mm  
Price: €5,000.00 + VAT

Prices include production from ready-made materials as well as required installation and removal.





# VISIBILITY INDOORS

## LANYARDS FOR EXHIBITION VISITORS

Logo printing on visitor lanyards: €3,500 + VAT

## HANGING MOBILES

Produced from digital artwork and installed on site:

- Round, diameter 700 mm
- Quantity: 6 pcs
- Price: €600.00 + VAT

## RESTROOM PRINTS

Produced from digital artwork and installed on restroom doors/walls:

Size: A4, portrait

- 20 pcs in public restrooms: €800 + VAT
- 1/3 of restroom door inner surfaces/wall area, 40 pcs: €1,500 + VAT
- 2/3 of restroom door inner surfaces/wall area, 80 pcs: €2,750 + VAT
- All restroom door inner surfaces/wall area, 122 pcs: €4,900 + VAT

Prices include production from ready-made materials as well as required installation and removal.

# ENTRANCE GATE

An impressive entrance gate welcomes event visitors and guides participants to the correct area.

Includes:

- Truss frame
- Foamed PVC print 4000 × 1000 mm
- Lighting
- Exhibition carpet 4 × 4 m
- Price: €3,000.00 + VAT

Prices include production from ready-made materials as well as required installation and removal.



# INDOOR BANNERS

## LUTAKONUKIO SQUARE STAIRCASE BANNER

The Lutakonaukio square stairs lead to the 3rd-floor upper lobby and main restaurant. A large banner mounted on plywood on the stairwell wall catches visitors' attention already from the lobby.

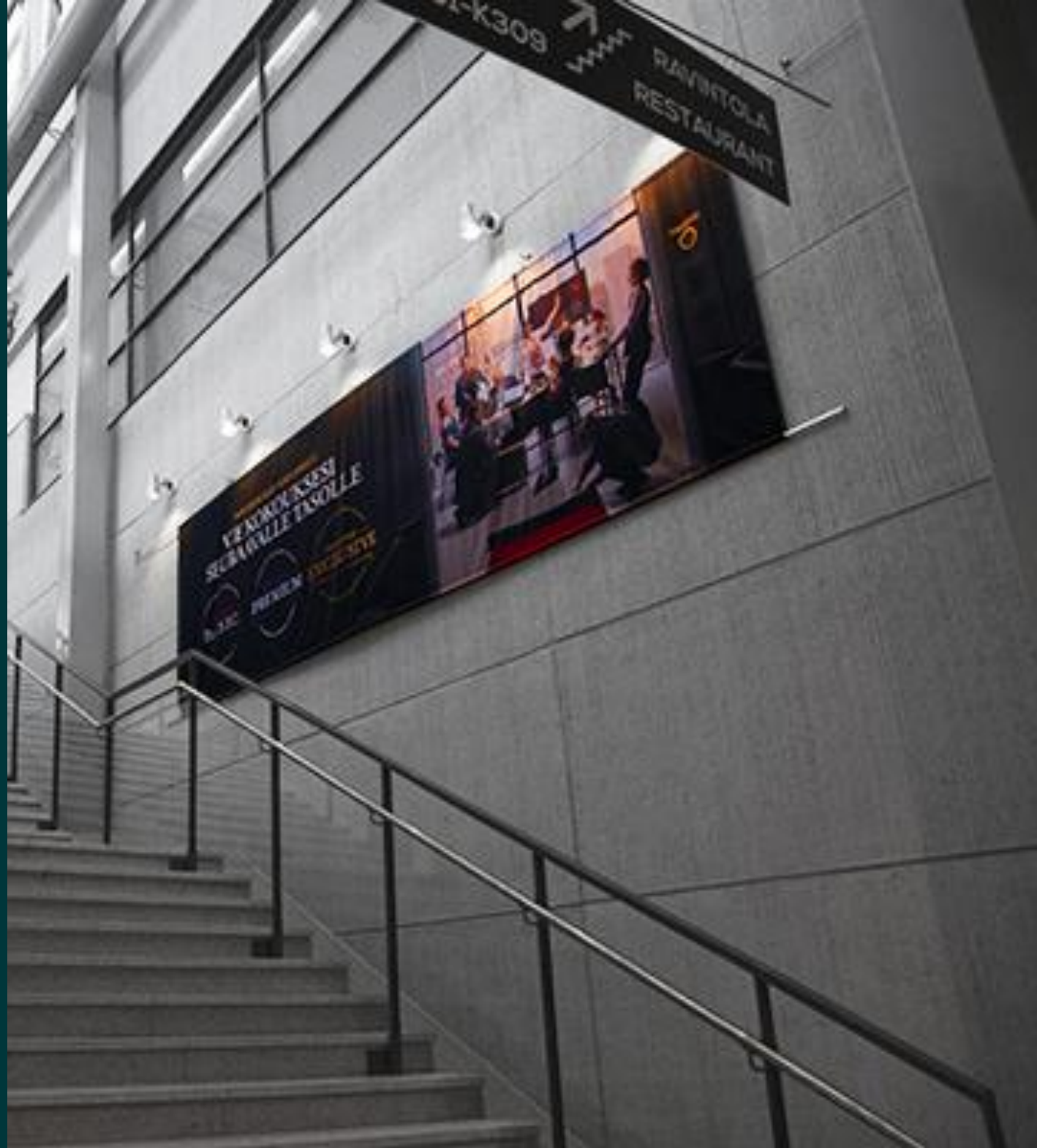
- Size: 4930 × 1480 mm
- Price: €850.00 + VAT

## RAILING BANNERS – 2ND AND 3RD FLOORS

The railings on the 2nd and 3rd floors at the Lutakonaukio square entrance are clearly visible to the lower lobby as well as the 2nd and 3rd floor lobby areas.

- Banner size: 3000 × 1000 mm
- Price: €450.00 + VAT

Prices include fabric production and installation according to your supplied artwork.



# FLOOR AND STAIR STICKERS

Stickers are an excellent way to implement the event's visual identity and can also serve as attention-grabbers or wayfinding elements. Floor stickers are always produced with anti-slip materials in accordance with safety standards. Prices include production from ready-made artwork and installation.

## STAIR STICKERS

Stairs leading to Encore Auditorium:

- Lower stairs: 10 surfaces, 3200 × 150 mm – €850.00 + VAT
- Upper stairs: 15 surfaces, 2980 × 150 mm – €850.00 / side + VAT
- Both upper staircases: €1,500.00 + VAT

Stairs leading to Tempo and Intro Auditoriums:

- 10 surfaces, 2330 × 150 mm – €750.00 / side + VAT

Stairs from auditorium landing to upper lobby:

- 10 + 10 surfaces, 3420 × 150 mm – €1,350.00 / side + VAT

Long stairs from lower lobby to upper lobby:

- 15 + 12 + 12 steps, 2900 × 125 mm – €1,800.00 + VAT

## FLOOR STICKERS GUIDING TO YOUR STAND

Gain additional visibility and guide customers to your stand from the exhibition aisle. 6 floor stickers, diameter 600 mm: €350.00 + VAT

See images [here](#).



# VISIBILITY IN THE RESTAURANT

## TABLE SURFACE STICKERS

- 20 pcs, diameter 595 mm
- Price: €120.00 + VAT

## MUGS

5,000 pcs printed, all coffee servings, full color

Price: €3,850.00 + VAT

10,000 pcs printed, all coffee servings, full color

Price: €7,500.00 + VAT

## TABLE TENTS

15 pcs: €450.00 + VAT

50 pcs: €1,350.00 + VAT

Prices include production from ready-made materials as well as required installation and removal.



## ASK FOR MORE INFORMATION

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## GENERAL INFORMATION

Prices include production from ready-made materials as well as required installation and removal. Orders and delivery of materials no later than 30 days before the event. Orders placed after this will incur a 30% rush surcharge added to the final invoice amount.

## MATERIAL GUIDELINES

Provided upon order.

## MATERIAL DESIGN AS AN ADDITIONAL SERVICE

- Event visual identity design: €72.00 / h + VAT
  - Artwork preparation: €72.00 / h + VAT
  - Graphic design: €72.00 / h + VAT
- Visualization/mock-ups: €98.00 / h + VAT



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