



DIGI
TURVALLISUUS

PAVILJONKI
16.4.2026

AI
EXPO

Let's create a successful event together!

Welcome to the exhibitor briefing

Content:

- General information about the event
- The importance of exhibitors' own marketing
- Sending customer invitations
 - Sending invitations via the Paviljonki Exhibitor Portal
 - Sending invitations from your own system
- Marketing materials for exhibitors



General Information

- Digiturvallisuusmessut will take place at Jyväskylä Paviljonki on 16 April 2026 from 9:00 to 16:30.
- The event brings together cybersecurity experts, companies interested in digital security, and current topics in cybersecurity.
- Visitors include cybersecurity professionals, business decision-makers, people responsible for information security in organizations, and cybersecurity students.
- The program features interesting expert presentations on three different stages, including some of the most well-known names in the security field.
- The event will also include panel discussions, company presentations, and talks tailored to the needs of different sectors, including public administration, businesses, critical infrastructure sectors, and educational organizations.
- In collaboration with Digital and Population Data Services Agency, Finnish Institute for Cyber Security FICEC, JYVSECTEC by Jamk and University of Jyväskylä.

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General Information

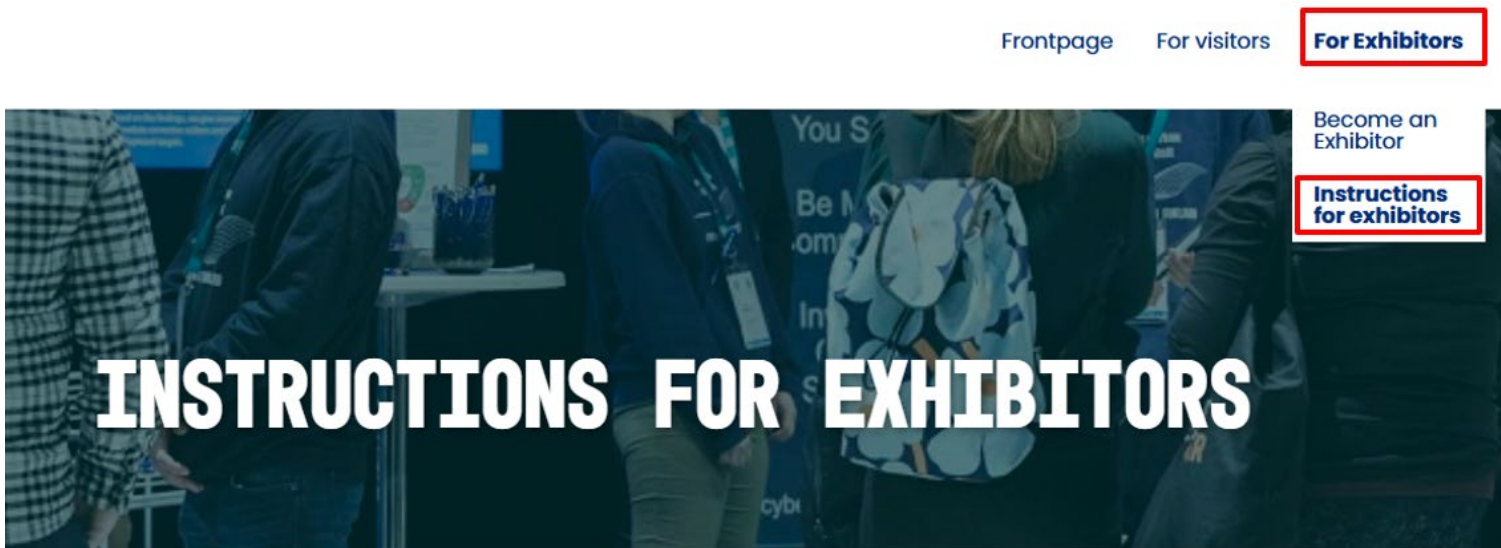
- [The program has been published](#) – if your exhibition package includes a speaking slot, please ensure that your information has been submitted and is correctly listed in the program.
- [The exhibitors have been published](#) – please check that your information is correct. The exhibitor list includes the company name, stand number, logo, company description, and one link.
- Stands – please remember to submit the materials for your stand print by 20 March 2026 to kati.viinikainen@paviljonki.fi.



Exhibitor Instructions -page

Important instructions for exhibitors can be found on the event website.

www.digiturvallisuusmessut.fi > For Exhibitors > Instructions for exhibitors



Welcome to the Digital Security fair!

On this page, you will find instructions for the exhibitors. You can also use the search function by entering a keyword to the *Search* field below.



+ SCHEDULE

+ STAND DESIGN AND ORDERING SERVICES

+ ARRIVAL, ACCOMMODATION AND GENERAL INSTRUCTIONS

+ DELIVERY ADDRESS

+ CUSTOMER INVITATIONS AND ID-CARDS FROM PAVILJONKI EXHIBITOR PORTAL

+ MARKETING

+ EXHIBITION GUIDE

+ EXHIBITION OFFICE AND OTHER SERVICES FOR EXHIBITORS DURING THE FAIR

+ EXHIBITOR SLOTS IN THE PROGRAM

+ RESTAURANT SERVICES AND CATERING

+ SORTING INSTRUCTIONS

+ TECHNICAL INFORMATION ABOUT EXHIBITION HALLS AND MORE INFORMATION ABOUT STAND CONSTRUCTION

+ FIRE SAFETY AND OTHER SAFETY REGULATIONS

+ CONTACT INFORMATION

We promote the event extensively

- Digital advertising campaigns on social media (LinkedIn, Facebook and Instagram)
- Google Ads -advertising
- Newsletters sent to our extensive customer databases
- Communication channels of our partners locally and nationally
- Outdoor advertising on the large outdoor screen at Paviljonki and on City of Jyväskylä screens
- Other selected channels



The Importance of Exhibitors' Marketing

A significant portion of visitors learns about the event through the exhibitor's own marketing efforts

According to our research, exhibitors' own marketing and communication also play a significant role in the success of the event!

By informing your customers and other stakeholders about your participation, you ensure that the message reaches the most relevant target groups for your company.

Repetition is key in marketing: when the message about the event is received multiple times and across different channels, it sticks better in people's minds.

Examples from our professional trade fairs:

I learned about the event through an email invitation sent by an exhibitor or organization:

- Sähkömessut 2024: 46%
- Puumessut 2025: 44%
- Kuljetusmessut 2023: 35%

Workplace communication continues to be a key channel

– make sure to share your participation with your stakeholders and partners.

I learned about the event from my workplace:

- Digiturvallisuus 2025: 30%
- Sähkömessut 2024: 30%
- Puumessut 2025: 24%
- Kuljetusmessut 2023: 23%

The role of social media in visitor marketing is growing, regardless of the professional fair's industry. The share of digital marketing channels is increasing, while print media is declining.

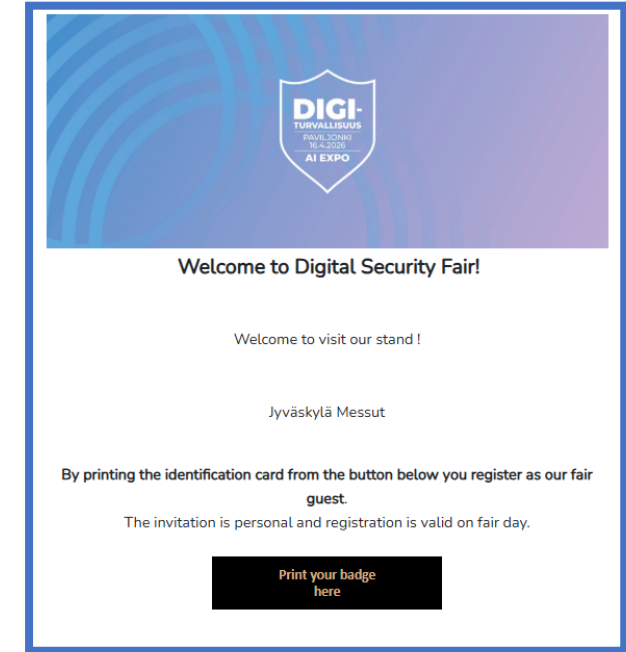
Digiturvallisuus 2025, visitors primarily learned about the event from their workplace, social media, newsletters, and the internet.

Sending customer invitations

You have received your login credentials and user instructions for the Paviljonki Exhibitor Portal in a separate message. Instructions can also be found on the [Instructions for Exhibitors –page](#).

SENDING INVITATIONS VIA THE PAVILJONKI EXHIBITOR PORTAL

- In the Paviljonki Exhibitor Portal, you can create exhibitor badges and invite your customers to the fair.
- Invitations are sent from the “Send invitations” tab.
- From the portal, you can send your customers a pre-filled, personalized email invitation. **Note!** The invitee will receive a pre-filled badge, so please ensure all information is entered carefully.
- Invitations sent through the portal include tracking and the option to resend.
- Invitations sent via the portal will appear to come from messut@paviljonki.fi.
- Invited customers will appear in the portal under the “Invited visitors” tab.



Send invitations > Please select event > Add recipients > Send invitation

Send invitations

Import file
Import contacts from a comma- or tab delimited file (CSV)
[Download template \(csv\)](#)

Copy and paste
Copy and paste from Excel or other file (delimiters will be guessed)

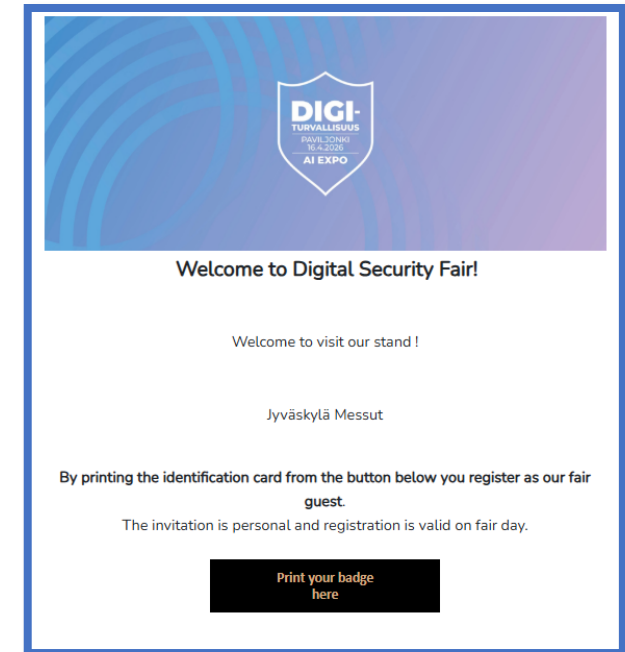
First name	Last name	E-Mail Address	Title	Organisation	Remove all
<input type="text" value="First name*"/>	<input type="text" value="Last name*"/>	<input type="text" value="first.last@email.com"/>	<input type="text" value="Title"/>	<input type="text" value="Organisation*"/>	<input type="button" value="Add"/>

Sending customer invitations

You have received your login credentials and user instructions for the Paviljonki Exhibitor Portal in a separate message. Instructions can also be found on the [Instructions for Exhibitors –page](#).

SENDING INVITATIONS FROM YOUR OWN SYSTEM

- You can also send electronic invitations from your own system by including the invitation link and your company-specific invitation code, which you received in the email along with your Exhibitor Portal credentials.
- Invitees will register themselves in the system via the link using the code.
- Those who use your code to register will appear in the “Invited visitors” tab of the Paviljonki Exhibitor Portal.
- There is no limit to the number of invitations you can send.



Paviljonki Exhibitor App

Paviljonki Exhibitor portal includes the Paviljonki Exhibitor App

- The app uses your Exhibitor Portal credentials.
- The app can be used by your entire team – multiple users can log in with the same credentials.
- During the fair, the app works as a digital visitor scanner – scan customer information into the system and take notes for follow-up marketing.
- Remember to save your entries!
- Scanned data and notes are recorded in the portal under “Visitors at the stand”. Data can be exported in Excel format.
- Download the app from Google Play or the App Store.





Marketing Materials for Exhibitors

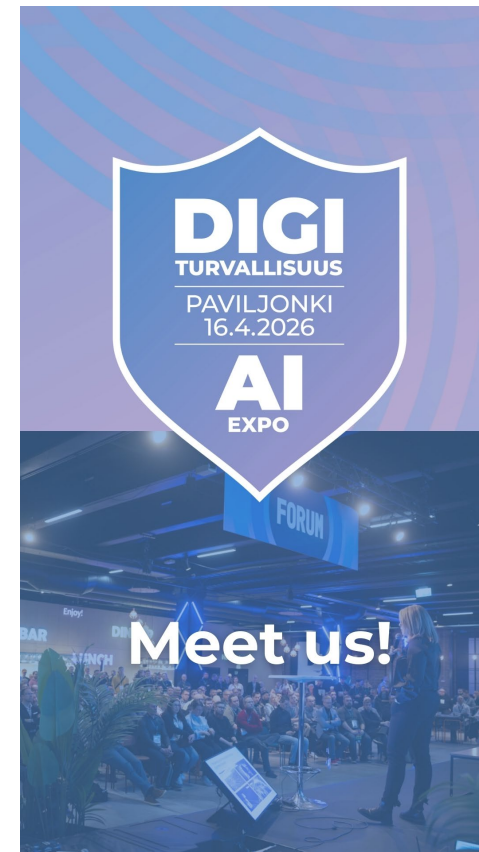
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Promote Your Participation at the Fair

- Download marketing materials for your use:
<https://www.paviljonki.fi/messut/digiturvallisuusmessut/naytteilleasettajille/markkinointimateriaalit/>
- The materials include logos as separate files, ready-made banners, and design elements that you can incorporate into your company's own materials.
- Use the materials on social media, your website, newsletters, and in your email signature.
- If you need materials in other sizes or formats, feel free to contact us!



Share Social Media Content

- Follow [Digiturvallisuusmessut LinkedIn page](#).
- All event communications are centralized on this channel.
- Follow and share Digiturvallisuusmessut content and tag us in your company posts: @digiturvallisuusmessut
- On Instagram posts, tag @paviljonki and use the hashtag [#digiturvallisuusmessut](#)
- We are happy to share your posts!



Send Us Your Materials

- Guest articles: We share exhibitors' articles on Digiturvallisuusmessut channels.
- Social media content: Tell us what's happening at your stand – we'll share posts on the Digiturvallisuusmessut social media channels.
- Send us photos and text for social media highlights, for example about product launches, job opportunities, or on-stand activities.
- Send your materials to:
hanna.kiilamaa@paviljonki.fi



Let's Succeed Together!

4 WEEKS
BEFORE

Invite your customers to the fair – sending a personalized invitation is a great way to ensure that information about the event reaches your key customers. Remember to track invitation acceptance in the Exhibitor Portal and use the resend option if needed.

3 WEEKS
BEFORE

Inform your customers and stakeholders about your participation through your own channels. Don't forget to use the ready-made marketing materials!

2 WEEKS
BEFORE

Share what's happening at your stand – are there new products, competitions, or job opportunities? Remember to tag us on social media, we're happy to share exhibitors' posts!

1 WEEK
BEFORE

See you soon – Share practical info and updates to keep your followers engaged before the fair.

DURING
THE FAIR

Make the most of your participation! Share fair highlights from your stand on social media and capture leads with the Paviljonki Exhibitor App.

AFTER
THE FAIR

Remember follow-up marketing and contact the customers and partners you met at the fair.



Thank you for participating! Any questions?



Mikael Wänskä
Sales Manager
040 350 0445
mikael.wanska@paviljonki.fi



Maarit Mantela
Project Coordinator
040 352 7324
maarit.mantela@paviljonki.fi



Hanna Kiilamaa
Marketing and
Communications Manager
050 430 3829
hanna.kiilamaa@paviljonki.fi



Kati Viinikainen
Stand Designer
040 754 1515
kati.viinikainen@paviljonki.fi

