



KuljetusAreena

PAVILJONKI 5.5.2026 JYVÄSKYLÄ

Let's create a successful event together!

www.kuljetusareena.fi

WELCOME TO THE EXHIBITOR INFO SESSION!

Content:

- General information about the event
- The importance of exhibitors' own marketing
- Sending customer invitations
 - From the Paviljonki-exhibitor portal
 - From your own system
- Marketing materials for exhibitors

KuljetusAreena
PAVILJONKI 5.5.2026 JYVÄSKYLÄ

GENERAL

- KuljetusAreena will be held in Jyväskylä at Paviljonki on May 5, 2026.
- It is a networking event for decision-makers and service providers.
- This one-day event efficiently brings together decision-makers from transport companies and providers of products and services in the transport sector.
- The event will feature engaging seminar-stage program on current industry topics, offer networking opportunities, and help participants find new partners and customers.
- The event is jointly organized by Paviljonki and Limowa.



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GENERAL

- [The program has been published](#) – if your stand package includes a slot, please ensure that your details have been submitted and are correct in the program.
- [The exhibitors have been published](#) – please check your information. The exhibitor list includes the company name, stand number, logo, description, and one link.
- Stands – please remember to submit your materials for stand print by April 10, 2026, to marica.borg@paviljonki.fi.

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INSTRUCTIONS FOR EXHIBITORS -PAGE

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

www.kuljetusareena.fi > For Exhibitors > Instructions for Exhibitors

The screenshot shows the website's navigation menu with 'For Exhibitors' highlighted. Below the navigation is a large dark blue banner with the text 'INSTRUCTIONS FOR EXHIBITORS'. Underneath the banner is a white box containing a welcome message and a search field.

KuljetusAreena
PÄÄKESKUS O. S. -KESKUS OY

Frontpage For visitors **For Exhibitors**

- Become an exhibitor
- Book a stand
- Instructions for exhibitors**

INSTRUCTIONS FOR EXHIBITORS

Welcome to KuljetusAreena!

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.

Etsi

+ 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, both locally and nationwide
- Outdoor advertising on Paviljonki's large outdoor screen
- Print advertising in local media and national industry publications
- Other selected channels

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THE IMPORTANCE OF EXHIBITORS' MARKETING

According to our research, exhibitors' own marketing and communication 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 important 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 other events:

An electronic invitation sent by the exhibitor is a significant source of information

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

Sähkömessut 2024

46%

Puumessut 2025

44%

KuljetusAreena 2025

35%

Workplace information is also an important channel – make sure to share your participation with your stakeholders and partners.

I received information about the fair from my workplace:

Sähkömessut 2024

30%

Puumessut 2025

24%

KuljetusAreena 2025

16%

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.

At the KuljetusAreena 2025 event, visitors primarily received information through social media, newsletters, exhibitor invitations, and from their workplace or acquaintances.

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](#).

Method 1: Sending invitations directly from the Paviljonki Exhibitor Portal

- In the Paviljonki Exhibitor Portal, you can create exhibitor badges and invite your customers to the event.
- Invitations are sent from the “Send Invitations” tab.
- From the portal, you can send your customers a pre-filled, personalized invitation by email. **Note: The invited customer will receive a pre-filled badge, so please ensure that 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.

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Tervetuloa KuljetusAreenaan!

Tavataan Paviljongissa 5.5.2026 KuljetusAreena-tapahtumassa!

Nähdään osastolla JM Oy!

Kutsuvan yrityksen nimi

Kutsuvan henkilön nimi

Tulostamalla tunnistekortin alla olevasta painikkeesta rekisteröidyt messuvieraaksemme.

Samalla hyväksyt Jyväskylän Messut Oy:n [kävijärekisterin tietosuojaselosteen](#).

Kutsu on henkilökohtainen.

Tulosta
tunnistekorttisi
tästä

KuljetusAreena
PAVILJONKI 5.5.2026 JYVÄSKYLÄ

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Method 2: Sending invitations from your own system

- You can also send electronic invitations from your own systems by including the registration link and company-specific invitation code, which you received in email along with your Exhibitor Portal credentials.
- Invited customers register themselves through the link using the code.
- Customers 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.

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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

MARKETING MATERIALS

- Download marketing materials for your use from the KuljetusAreena website:
<https://www.paviljonki.fi/messut/kuljetusareena/naytteille/asettajille/markkinointimateriaalit/>
- The materials include logos as separate files, ready-made banners, and elements that you can add to your company's own materials.
- You can use the banners and logos, for example, on social media, websites, newsletters, and in email signatures.
- If you need materials in other sizes, please don't hesitate to get in touch!



SHARE SOCIAL MEDIA CONTENT

- Follow [KuljetusAreena LinkedIn channel](#)
- All event communications are centralized on this channel
- Follow and share KuljetusAreena social media content
- Tag us in your company's posts:
@kuljetusareena
- On Instagram and Facebook posts, tag @paviljonki and use the hashtag #kuljetusareena
- We're happy to share your posts!

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SEND US YOUR MATERIALS

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

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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 – SEE YOU AT KULJETUSAREENA!

KuljetusAreena Team



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