

The background of the entire image is a stylized map of Jyväskylä, Finland. The map is rendered in shades of blue and green, with yellow lines representing the city's road network. The text is overlaid on this map.

KuljetusAreena

PAVILJONKI 27.5.2025 JYVÄSKYLÄ

Let's make a successful event together!

www.kuljetusareena.fi

Welcome to the info for exhibitors!

Content:

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

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PAVILJONKI 27.5.2025 JYVÄSKYLÄ

General

- KuljetusAreena is organized in the exhibition and event center Paviljonki, Jyväskylä 27th May 27, 2025
- New event for the transport industry complements Jyväskylä's offer for transportation companies in Finland and internationally
- The one-day event effectively connects the decision-makers of transport companies and the providers of products and services in the transport sector.
- In the event, you will be able to follow an interesting program on the seminar stage about current topics in the field, network and find new partners and customers.
- The event is organized by Jyväskylä Fair Ltd and LIMOWA
- The event is free for visitors upon registration



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We will market the event comprehensively

- Social media: LinkedIn and Meta
- Google Ads
- Newsletters
- Print advertising in industry publications
- Our partners' communication channels locally and nationally
- Outdoor advertising on Paviljonki's outdoor screen

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THE IMPORTANCE OF EXHIBITORS' OWN MARKETING

EXAMPLES FROM OTHER TRADE FAIRS:

I received information about the event from an electric invitation send by exhibitor or organization:



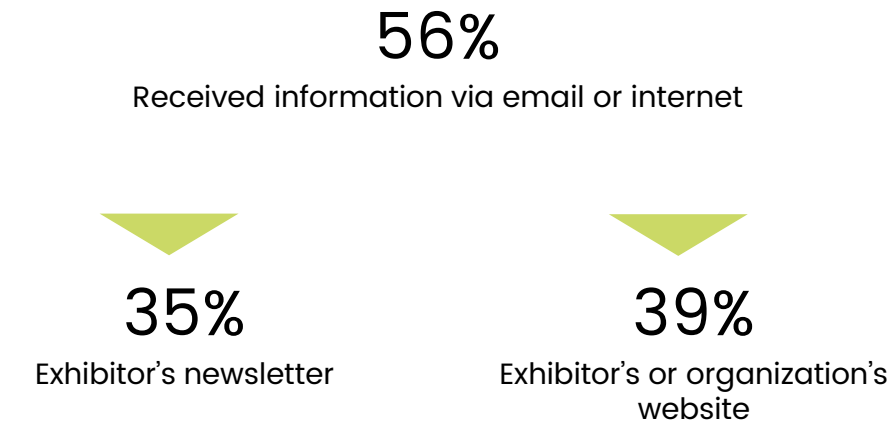
I received information about the event from workplace:



Source: Tietoykkönen, visitor and exhibitor researches

The importance of digital marketing is increasing

Sähkö trade fair 2024



SENDING CUSTOMER INVITATIONS

You have received ID and password to the Paviljonki Exhibitor Portal by email. From the portal you can send customers invitations and print your own exhibitor ID cards.

WAY 1: SENDING CUSTOMER INVITATIONS FROM THE PAVILJONKI EXHIBITOR PORTAL

Through the portal, you can send pre-filled, personal invitation to your customers. The customer only needs to accept the invitation.

Please notice that the customer receives ready-filled ID card so make sure that the customer information are correct.

The portal includes invitation tracking and possibility to resend the invitations.

WAY 2: SENDING INVITATIONS FROM YOUR OWN SYSTEM

You can also send customer invitations from your own systems by adding a link to the invitation. You have received the link of the registration page and a 6-letter code in connection with the password to the Paviljonki Exhibitor Portal.

The invitee logs in to register and fills in their own information by using the link and the code.

Those you have invited will appear on the Exhibitor Portal under *Invited*.



PAVILJONKI EXHIBITOR APP

The Paviljonki Exhibitor Portal also includes a free mobile application: Paviljonki ExhibitorApp

- The Exhibitor Portal IDs are also used to log in to the Paviljonki Exhibitor App
- You can sign in to multiple devices with the same ID
- With the app, you can scan and save information about your visitors in real time. The app allows you to scan the ID cards of visitors at your stand and save their information in your own portal. You can also make notes to the app.
- You'll find the scanned information and notes under Visitors at the stand. You can export the data in Excel format.
- The app is available for iPhone (iOS) and Android devices and you can find and download it from App Store and Google Play with the search Paviljonki Exhibitor App.



Instructions for Exhibitors

From KuljetusAreena website you will find all the important instructions

KuljetusAreena
PAVILJONKI 27.5.2025 JYVÄSKYLÄ

Frontpage Information 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
- ^ TECHNICAL INFORMATION ABOUT EXHIBITION HALLS AND MORE INFORMATION ABOUT STAND CONSTRUCTION
- ^ FIRE SAFETY AND OTHER SAFETY REGULATIONS
- ^ CONTACT INFORMATION

The background of the slide is a stylized map of Jyväskylä, Finland, showing the city's layout with roads and water bodies in shades of blue and green.

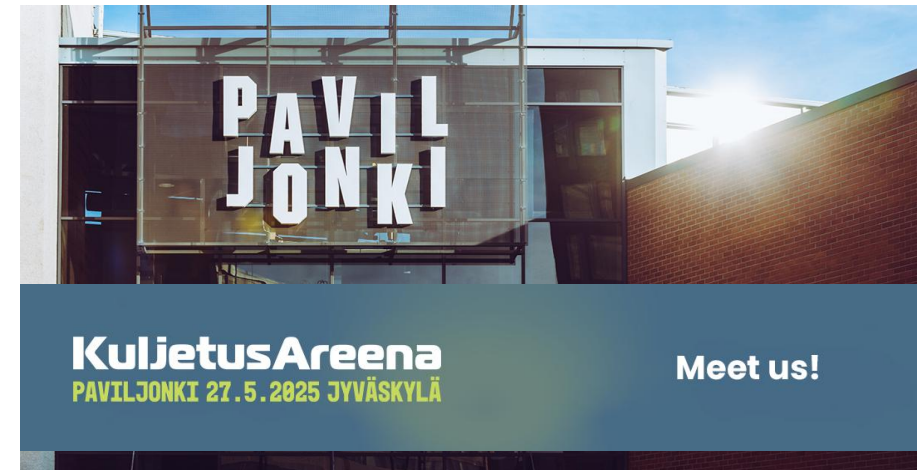
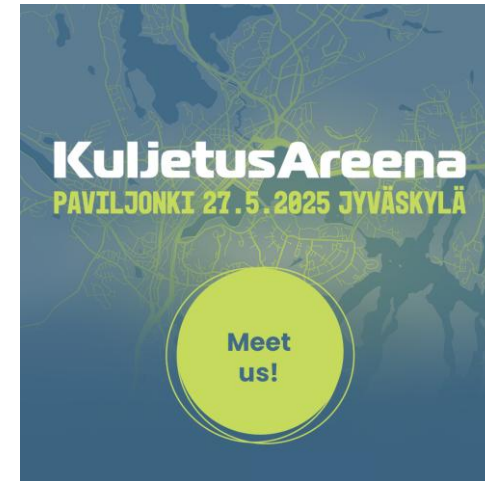
KuljetusAreena

PAVILJONKI 27.5.2025 JYVÄSKYLÄ

Marketing materials

MARKETING MATERIALS

- You can download marketing materials from KuljetusAreena website, instructions for exhibitors.
- The materials include logos as separate files, ready-made banners, and elements that you can add to your own company's materials.
- You can use banners and logos on social media, website, newsletters, email signatures etc.
- If you need other sizes of banners, feel free to contact us. We make materials of other sizes upon request.



Share social media content

- Follow us in [LinkedIn](#) – Event communication is centralized on this channel.
- Share our content in your channels
- Make your own content and tag us – we will share your content
- In Instagram and Facebook, you can tag @jyvaskylan_messut and @paviljonki
- Use hashtag [#kuljetusareena](#)

KuljetusAreena
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Send us information

- Press release: We share exhibitors' press releases on KuljetusAreena website
- Social media content: If you wish, you can send us information (image+text) directly, for example about new products, job opportunities or the program taking place at the stand, to be shared on KuljetusAreena's LinkedIn.
- Articles: We can share exhibitors' articles in the current events section of the event's website.
- Exhibition catalogue: Send your company logo and introductory text – you will get visibility in the exhibition catalogue on the website
- Send materials: hanna.kiilamaa@paviljonki.fi

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LET'S SUCCEED TOGETHER!

4 WEEKS BEFORE

Invite customers – by sending personal invitation to your customer you'll make sure that your customers receives the information about the event. Remember also check from the Paviljonki Exhibitor Portal if your customers have printed the invitation and resent the invitations if nessecery.

3 WEEKS BEFORE

Tell your customers and stakeholders about your participation in the fair on your own channels. Take advantage of the ready to use marketing materials!

2 WEEKS BEFORE

Share what will be happening at your stand – what services or products are you presenting, is there some novelties, draws or job opportunities? Don't forget to tag us on social media, we are happy to share the exhibitors' posts!

1 WEEK BEFORE

See you soon – Keep your followers' thoughts at the upcoming event and tell them also about practical information.

DURING THE EVENT

Make the most out of the event! Share greetings from your stand on social media and gather the leads to the Paviljonki Exhibitor App.

AFTER THE EVENT

Remember post-event marketing and contact the customers and partners you met at the event.

Thank you and see you at KuljetusAreena!

KuljetusAreena team



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