

MATERIAL INSTRUCTIONS

The finished materials must be uploaded to your company's registration page by 31 December 2023. You have received a link to the email address you provided when you purchased the additional service or ad slot. We will charge an additional fee for any additional material work.

Learn more and purchase: <https://www.labqualitydays.com/become-an-exhibitor/advertising-opportunities/>

Logo on the website and mobile app

In vector format (.eps or .ai) or a high resolution jpg or png.

Company introduction in the mobile app

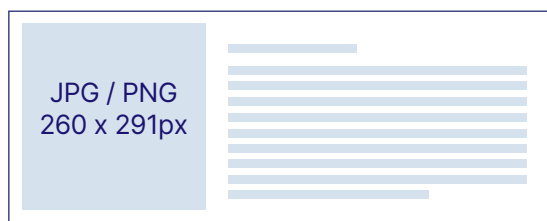
250-500 characters.

Labquality Days newsletter: News highlight

Max. 550 characters. Include a link to the company website.

Image (jpg or png) width 260px, height max. 291px.

Note! The material must be sent by email to Miia Kämppi.

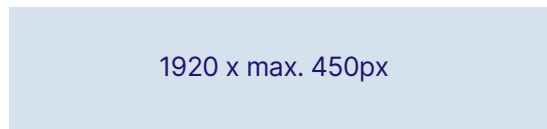


Labquality Days newsletter: Banner

Include a link to the company website. Image (jpg or png) width 560px, height max. 130px.

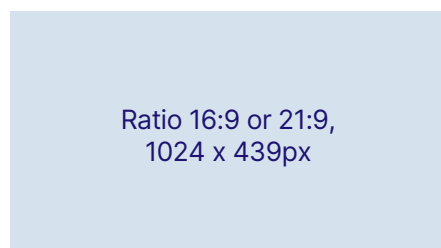
Banner on the registration page

Image (jpg or png) full width 1920px, height max. 450px.



Mobile app: Ad on the front page

The aspect ratio of the banner (jpg or png) is either 16:9 or 21:9. The space of the banner is filled to the brim by scaling the image while maintaining the original aspect ratio. Avoid placing important elements on the edges of the image, as small slices will be cut off. 1024 x 439px.



Mobile app: Scheduled notification

Text length 550 characters.

Note! The material must be sent by email to Miia Kämppi.

Screen visibility and preroll ads in lecture recordings

File format: MP4 or MOV (H.264)

Video size: 1920 x 1080 pikseliä, 25 images per second.

Floor stickers

Vector format (eps or ai) or high resolution jpg.

Diameter max 120 cm.

Note! The company is responsible for the production costs of the stickers, in partnership with Messukeskus.

Table stickers

Vector format (eps or ai) or a high resolution jpg.

Diameter max 40 cm.

Note! The company is responsible for the production costs of the stickers, in partnership with Messukeskus.

Exhibition game

Submit your question and answers by 31 December 2023 via the registration link.

NEW! Logo in lanyard

In vector format (.eps or .ai) or a high resolution jpg or png.

NEW! Cloak room tickets

Print ready pdf file, 45 x 92 mm + 5 mm. In partnership with Messukeskus.

Note! Table talkers, coffee cups and napkins:

The company purchasing the ad spot is responsible for bringing these to the event.

