

MATERIAL INSTRUCTIONS - EXHIBITION PACKAGES

Finished materials must be uploaded to your company's registration page by 31 December 2024. You have received a link to the email address you provided when purchasing the additional service or advertising space. An additional fee will be charged for material work.

For more information and to purchase: labqualitydays.com/become-an-exhibitor/partnership-levels

GOLD

Logo for Website and Mobile App

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

Company Introduction for Mobile App

Length 250-500 characters. Please provide the company introduction in Finnish and English if you want it to appear in the English version of the mobile application.

Weekly Visibility on the Event Website: Advert Banner

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



1920 x max. 450px

Extensive Visibility in the Mobile App

Logo, company name, booth number, 200-character slogan in the exhibitor list, company contact details, banner, 3000-character introduction text, and social media links. Submit materials via the exhibitor portal link sent to you.

Advert in Break Video in the Lecture Hall

File formats: MP4 or MOV (H.264)
Video size: 1920 x 1080 pixels
Duration: 10 seconds

Advert in Break Video at Market Square and on the Media Wall

File formats: MP4 or MOV (H.264)
Video size: 1920 x 1080 pixels, aspect ratio 16:9
Duration: 20 seconds

Company Presentation Page on the Labquality PRO Learning Platform

Banner, text, video (10 seconds), links.

Exhibition Game

Submit your game question and answer options by 31 December 2024 via the registration link you received.

SILVER

Logo for Website and Mobile App

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

Weekly Visibility on the Event Website: Advert Banner

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

Advert in Break Video in the Lecture Hall

File formats: MP4 or MOV (H.264)
Video size: 1920 x 1080 pixels
Duration: 10 seconds

Company Presentation Page on the Labquality PRO Learning Platform

Banner, text, video (10 seconds), links.

Exhibition Game

Submit your game question and answer options by 31 December 2024 via the registration link you received.

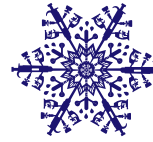
BRONZE & EXHIBITOR

Logo for Website and Mobile App

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



LABQUALITY DAYS



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MULTIMEDIA

Advert in the Labquality Days Newsletter

Max. text length for the news item: 550 characters. Include a link to the company's website. Image (jpg or png) width: 260px, maximum height: 291px.

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

Advert in the Hall Break Video

File formats: MP4 or MOV (H.264)

Video size: 1920 x 1080 pixels

10 seconds.

Advert on the Media Wall (Boulevard)

File formats: MP4 or MOV (H.264)

Video size: 1920 x 1080 pixels

10 seconds.

Company Presentation Page on the Labquality PRO Learning Platform

Banner, text, video (10 seconds), links.

BREAK

Coffee Cups with Company Logo, Evening Event Napkins, Advert Prints on Lunch Tables

The company is responsible for the production costs of the products (excluding balloons). Finished products must be delivered to Messukeskus Siipi on 5 February 2025.

Logo on Coffee Station Balloons

Black logo in vector format (.eps or .ai) (will be printed on the balloon in white).

APPLICATION

Wide Visibility in the Mobile App

Logo, company name, booth number, 200-character slogan in the booth list, company contact details, banner, 3000-character introduction text, and social media links. Submit the materials through the exhibitor portal link sent to you.

Scheduled News Highlight in the Mobile App

Maximum text length: 550 characters.

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

Company Presentation Page on the Labquality PRO Learning Platform

Banner, text, video (10 seconds), links.

Company's Scientific Lecture Recording on Labquality PRO

PowerPoint and video

File formats: MP4 or MOV (H.264)

Video size: 1920 x 1080 pixels

OTHER

Company Logo on Lanyard

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

Video Advert on Digital Information Board

File formats: MP4 or MOV (H.264)

Video size: 1920 x 1080 pixels

10 seconds.

