



## MARKETING INSTRUCTIONS

Finished materials must be uploaded to your company's registration page by 31 December 2025. You have received a link to the email address you provided when booking your exhibition space. A fee will be charged for any additional material work.

### GOLD

#### Logo for website, newsletter and event app

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

#### Company introduction for event app

Length 250-500 characters. Please provide the introduction in both Finnish and English if you want it to appear in both versions of the app.

#### Scheduled push notification in the event app

Title max 100 characters  
Summary max 200 characters  
Full text max 1000 characters

#### Video on the Market Square stage led wall

File formats: MP4 or MOV (H.264)  
Video size: 1920 x 1080 pixels  
Aspect ratio 16:9  
Max 30 s.

#### Company presentation page on the Aurevia Academy learning platform

Banner (jpg or png), text, video (10 s), links.

#### Exhibition game

Submit your game question and answer options by 31 December 2026 via the registration link you received.

### BRONZE & EXHIBITOR

#### Logo for website and event app

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

### SILVER

#### Logo for website, newsletter and event app

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

#### Scheduled push notification in the event app

Title max 100 characters  
Summary max 200 characters  
Full text max 1000 characters

#### Video in your branded lecture hall

File formats: MP4 or MOV (H.264)  
Video size: 1920 x 1080 pixels  
Aspect ratio 16:9  
Max 30 s.

#### Company presentation page on the Aurevia Academy learning platform

Banner (jpg or png), text, video (10 s), links.

#### Exhibition game

Submit your game question and answer options by 31 December 2026 via the registration link you received.

### OTHER

#### Logo for congress lanyard

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

#### Market Square stage takeover

Presentation materials in ppt format.

More information and purchasing: [labqualitydays.com/become-an-exhibitor/partnership-levels](https://labqualitydays.com/become-an-exhibitor/partnership-levels)