



**ITK – Exhibition Area  
Exhibitors ABC**

**How to make the most  
out of the conference**

# ITK



conference

## Content:

1. Why invest on ITK-conference?
2. How to prepare for ITK-conference?
3. How does the exhibition area look like and how are the booths located?
4. How to maximize your visibility?
5. Best practices for after sales
6. Electricity and internet connection in Aulanko
7. Restaurant services
8. Mediacard

### 1. Why invest on ITK-conference

- Filtered scope of people (decision makes, teachers, experts)
- Possibility to interact with your target audience, direct feedback about your product(s)
- Possibility to utilize all media channels
- Measurability
- Live demos and face to face meetings. Possibility to present your case as well ( Call for Papers: <http://itk.fi>)
- Intimate and traditional, respected platform. The biggest conference of the ITE field in the Nordics
- Mingle and interact for two days without distraction

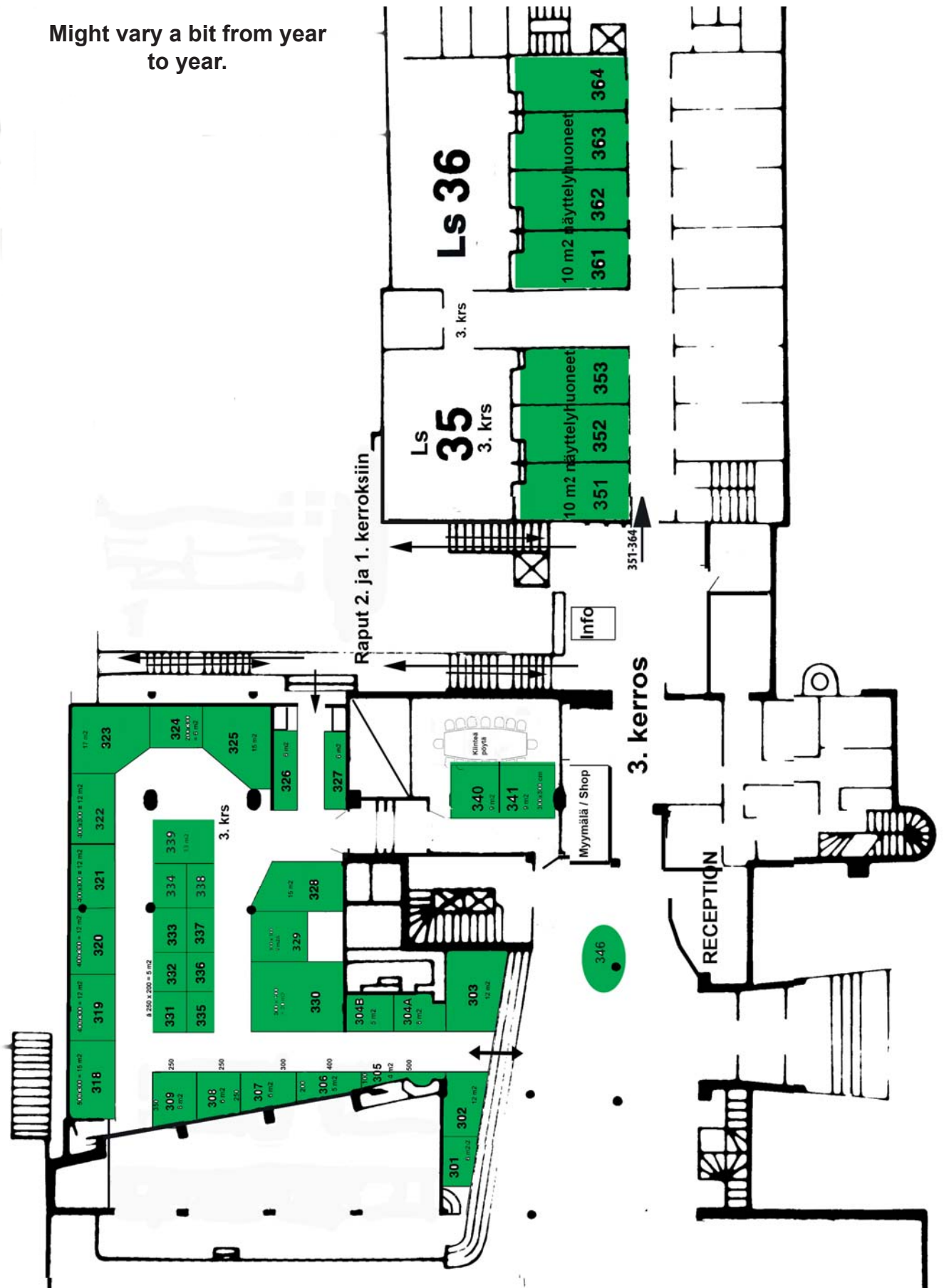
### 2. How to prepare for ITK-conference

- Come in early (preferably on Wednesday evening) and build your stand before the exhibition area will open for visitors. The exhibition area will open for visitor on Thursday morning at 9.00.
- Set clear goals for you and your team. What do you want to achieve by attending the conference?
- Choose the approach that fits your goals
- Make sure that you know your audience:  
We will send you an updated list of the conference visitors with their titles and contact information. Do your research. You can invite people over to your stand.
- Invite your exciting customers to visit your stand during the conference. The conference is an excellent opportunity to demo a new product or new features.
- Make sure that your stand is interactive and you have a clear system for saving the contact information of your potential customers. Additionally make sure that they can have your contact information.
- Coach the people who are working on your stand and make sure that they have understood the goal you set for your company
- Find out how the conference area and exhibition area looks like and how you can utilize it for your marketing purposes. Ask for more information and guidance: [itknayttely@mandat.fi](mailto:itknayttely@mandat.fi).
- Come up with a plan for after sales treatment and/ or contacting the visitors

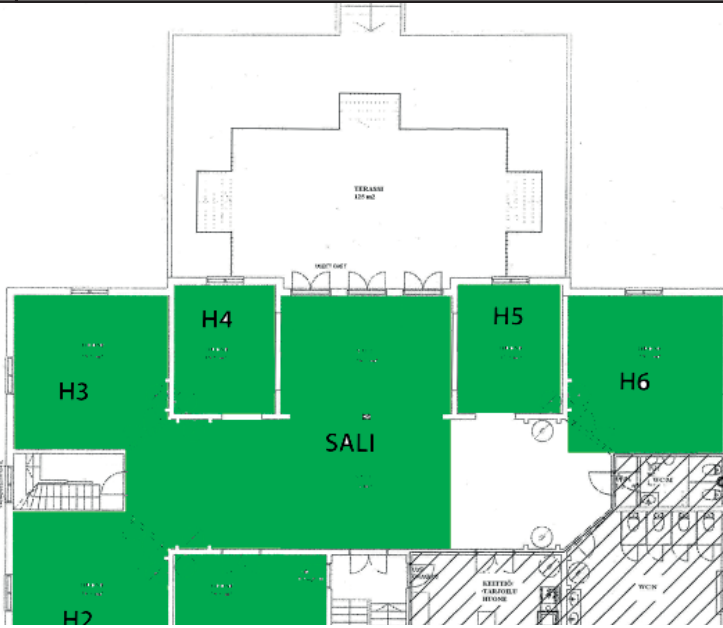
### 3. Exhibition area map

#### Hotel main building 3rd floor

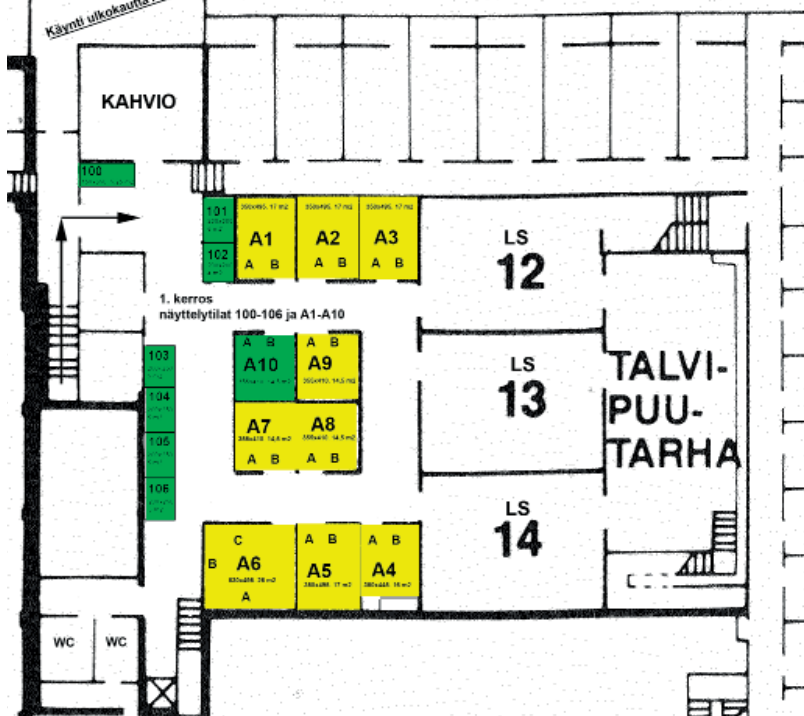
Might vary a bit from year to year.



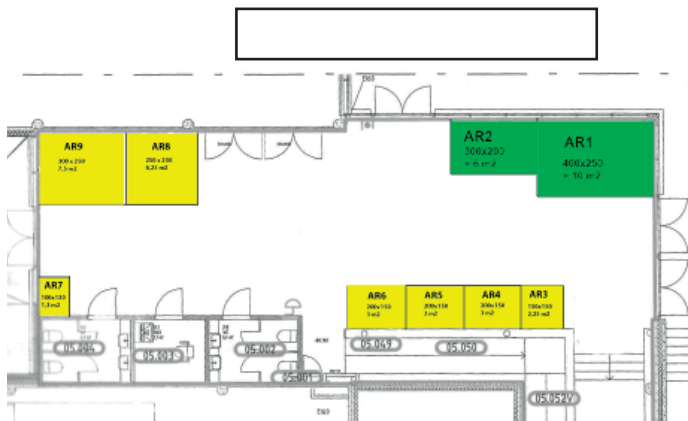
## Kavaljeeri building in frontyard



## Hotel main building 1st floor



## The lobby of Areena Hall





## Examples of stands



Stands 331 and 332 combined as a bigger exhibition department.

Stand 301

## How to reserve?

- Check out our sites for the updated information: [www.itk-nayttely.fi/en](http://www.itk-nayttely.fi/en). Fill out the
- The first floor will be busy during the conference as there are forum lectures, chat & photo-and poster presentations through out both days. In case you wish to have a small 3-6 m2 stand in somewhere on the floor, don't hesitate to contact us. We customize the floor plan based on requests.

#### **4. Marketing during the conference**

- You can download the correct ITK logo from our website in case you want to print it
- Make use of the website that is dedicated for the exhibition area
- Make use of the publicity of the conference and publish your press release, blog post, article at the same time.

#### **5. Parking during the conference**

There is no dedicated parking area for the companies. Therefore we advise you to come in early and park your car so that you can transport the material quickly to your stand

#### **6. Electricity and internet connection on location**

There is at least one outlet in every booth. There is a powerful wlan dedicated for the companies in the exhibition area.

#### **7. Restaurant services**

There are two restaurants on site offering a conference lunch options and a cafe offering coffee, refreshments and sandwiches.

#### **8. Tips for after sales treatment**

- Archive all the contact information you gathered during the conference carefully
- Make sure you sent offers and contact outreaches as soon as possible after the conference
- Send out a thank you note for all the people who visited your stand
- Post about your stand in your social media channels and thank all the people who showed interest in your products
- Go through the feedback you received and make notes for improvement for next year already

#### **9. See also mediacard**