

Guide

for organizing
promotions and
events at Ideapark



Additional information:

Ideapark Information desk, info@ideapark.fi, tel. +358 (0)2 9090 2014
Ideapark Security, tel. +358 (0)2 9090 2020

General event terms and conditions

- The promotion area is not allowed to cover up Ideapark's shops visibility in any way, and the max height for structures is 3 meters.
- The promotion area must be clean and of high-class. Ideapark can borrow tables, chairs, riot fences, barrier posts, exhibition walls, stage pieces and a sound system for music and presenting. These can come with additional costs that will be presented separately.
- Any sound system used at the event or promotion must always be agreed upon in advance with Ideapark. The use of a sound system must not be loud or disruptive to Ideapark's shops or customers.
- Helium-filled balloons are prohibited for safety reasons. Regular balloons with sticks are allowed.
- The event organizer does not have the right to distribute brochures, flyers and other advertisements outside the event area without the permission of Ideapark.
- Events must not have closed roof structures. For fire safety reasons, pop-up tents larger than one square meter without sprinklers are prohibited.
- If a roofed pop-up tent is used at the event and there are electrical devices inside, the tent must have a 6-liter liquid fire extinguisher as initial firefighting equipment. The tent must also have suitable weights.
- The event organizer is not allowed to attach tape, carpet, etc. to the floor, which may leave marks.
- If the event area is located within the map area of Central Park, the event organizer must pay special attention to ensuring that the map surface is not damaged in any way.
- If the event does not meet Ideapark's standards, does not comply with Ideapark's general event terms and conditions, or conflicts with the business operations of Ideapark's shops, Ideapark has the right to suspend the event in question.
- The event organizer may not sell promotional spots for the event to actors outside Ideapark for their own account.
- Ideapark reserves the right to make any changes regarding the organization of the event, the time, the event area and its surroundings.
- The event organizer is responsible for all organization and related responsibilities and costs.
- The organizer takes care of any event and authority permits, event insurance and first aid readiness.

Event marketing

- The event organizer must provide Ideapark with sufficient amount of event information for marketing and contribute to promoting the event as well.

Delivery of materials/goods to the event area

- Materials/goods are brought in via the loading docks behind Ideapark (loading dock 3, see map).
- Only transport carts with soft wheels can be used in Ideapark.
- If necessary, you can use the cage trolleys on the loading docks to transport goods.
- Cages, transport equipment, etc. are not allowed to be left in Central Park area or in the corridors of Ideapark.

Event set-up and tear-down

- The set-up and tear-down of the promotion must not disturb Ideapark customers. Set-up and tear-down times must be confirmed with Ideapark in advance.
- The set-up and tear-down times for the promotions are within Ideapark's opening hours: weekdays 8 am–9 pm, Saturdays 8 am–8 pm, and Sundays 10 am–7 pm.
- Any special set-up and tear-down times must be agreed with Ideapark at least two weeks before the promotion date. The promoter is responsible for any additional costs incurred (including access permits and security).

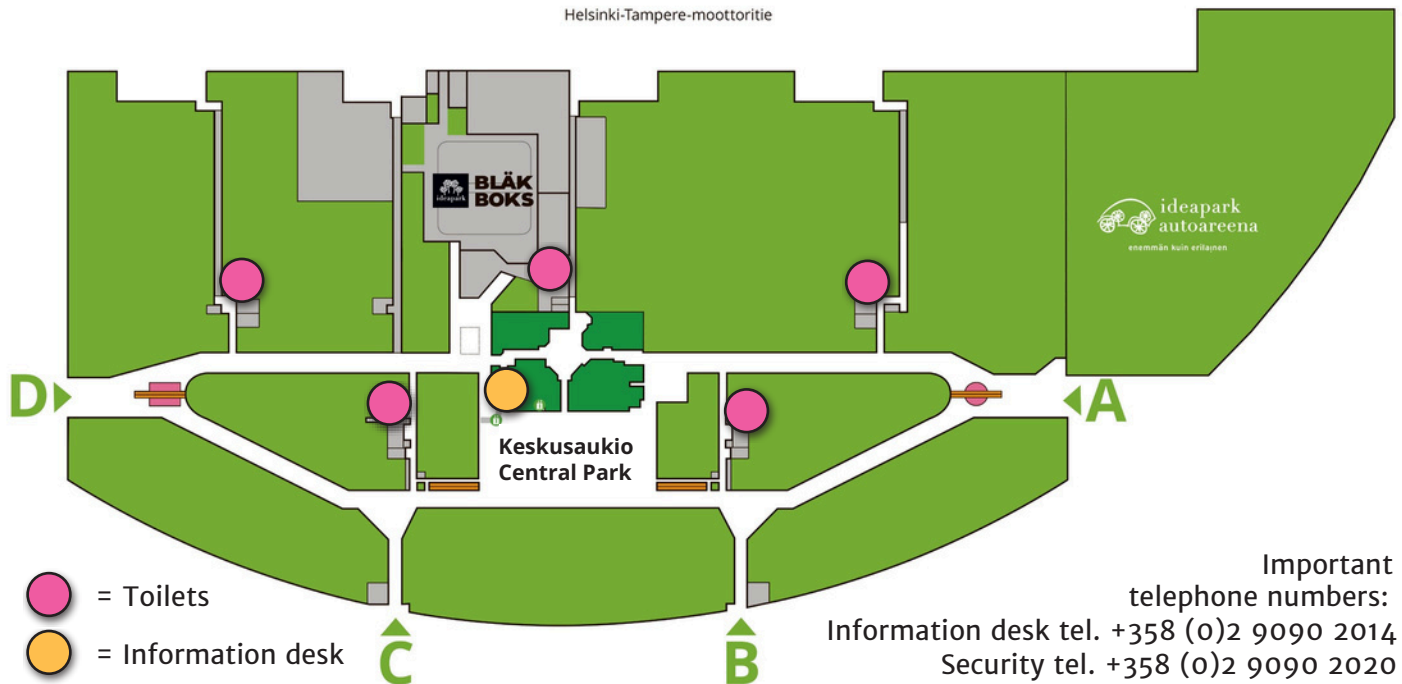
Delivery and storage of goods, security and waste management

- **Delivery of goods in advance and/or storage:** Goods can be delivered in advance to Gli Yhtiöt Oy and arrangements can be made with them to transport the goods to the event area (weekdays 7 am–6 pm and Saturdays 10 am–2 pm, tel. +358 44 717 0008). Storage can also be ordered from them.
- **Security:** There is no separate security guard in the promotion area at Ideapark. It can be ordered at the organizer's own expense from Securitas (security department, tel. +358 (0) 29090 2020). In multi-day promotions, items can be left in the promotion area at your own risk.
- **Waste management:** The event organizer will ensure that the area is kept clean. Garbage must be removed from the area. Further instructions from the information desk.

Important locations and delivery of goods

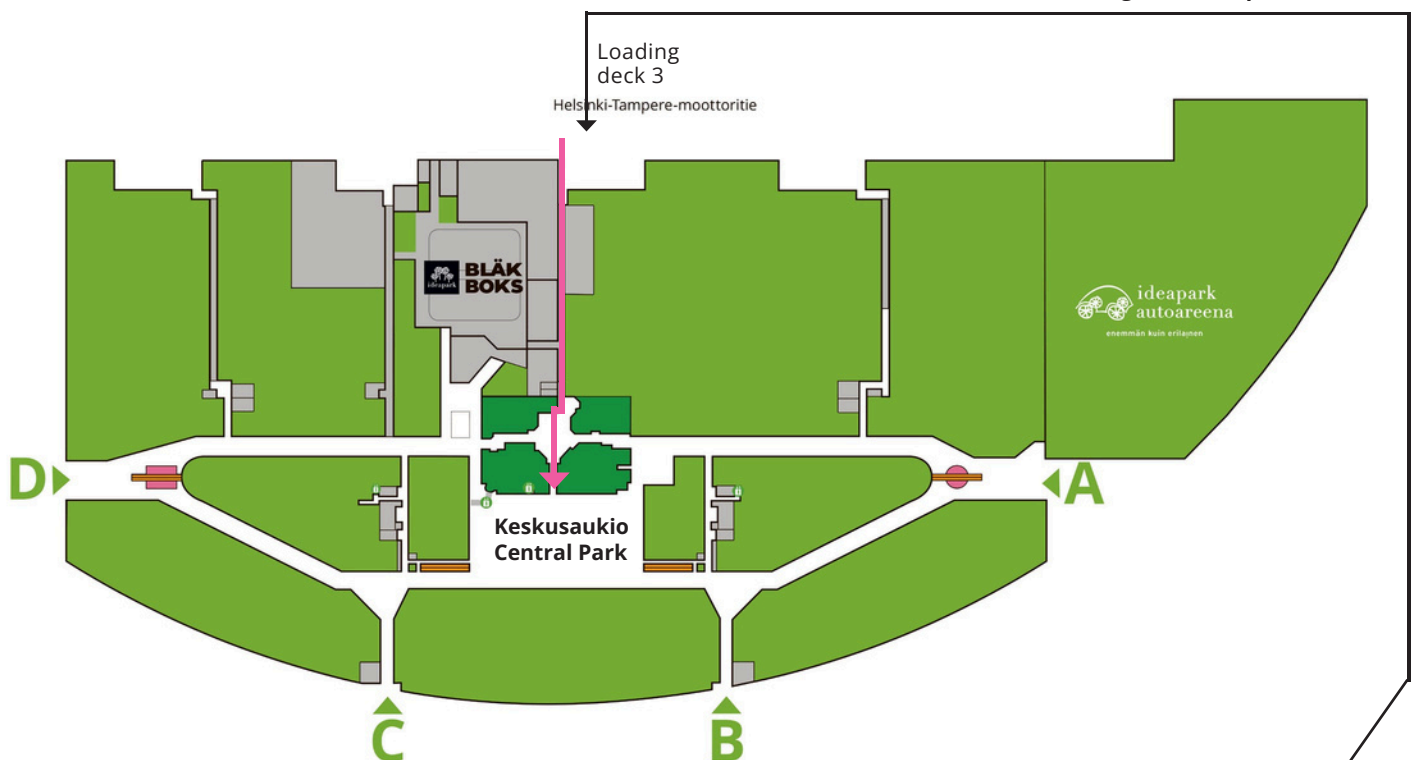


Helsinki-Tampere-moottoritie



Important telephone numbers:
Information desk tel. +358 (0)2 9090 2014
Security tel. +358 (0)2 9090 2020

« « « Direction of goods transport « « «



1. Pick up your pass from the Ideapark information desk in Central Park area.
2. Drive to loading deck 3 behind Ideapark

3. Unpack goods and transport them to the Central Park.
4. Move the car to the parking area in front of Ideapark.