

# Promotion at Ideapark!

**7**  
million  
visitors  
annually!

**Over 2000-  
square-meter  
Central  
Square**

**Lots of  
events!**

Ideapark Lempäälä has proven to be an excellent venue for various promotions and events!

The over 2,000-square-meter Central Square and spacious entrance halls provide an efficient and functional environment for product demonstrations, tastings, and even larger public events. Promotions can also be complemented with digital advertising or other visibility in Ideapark's media channels. Ideapark is in Lempäälä, at the heart of southern Finland, along the Tampere-Helsinki motorway. Tampere is only about 17 kilometers away. Ideapark welcomes approximately seven million visitors annually.

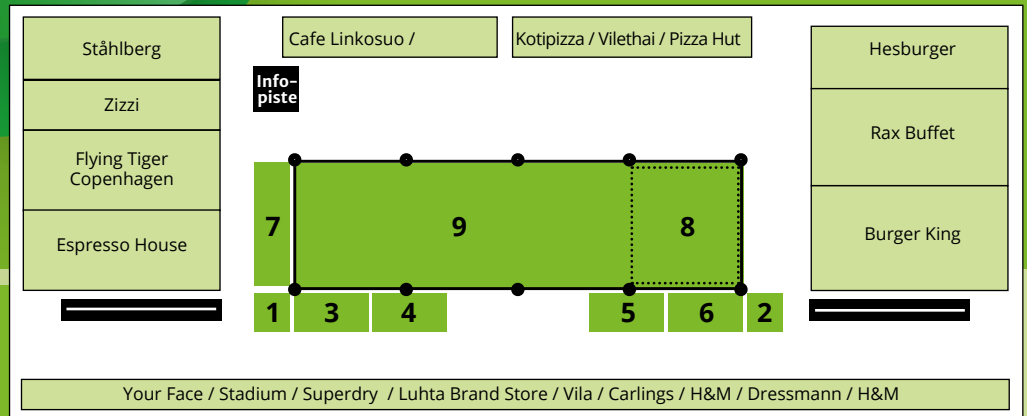
A promotion at Ideapark will get noticed!

ideapark 

# Prices & Area Map



## Location of Promotion Areas in Central Square:



### Locations 1–2:

**Size:** 3 x 3 m  
**Price:** 500 € + VAT / day  
 1500 € + VAT / week  
 2200 € + VAT / 2 weeks  
 3000 € + VAT / 3 weeks  
 3400 € + VAT / month

### Locations 3–6:

**Size:** 3 x 8 m  
**Price:** 750 € + VAT / day  
 2250 € + VAT / week  
 3300 € + VAT / 2 weeks  
 4500 € + VAT / 3 weeks  
 5100 € + VAT / month

### Location 7:

**Size:** 3 x 12 m  
**Price:** 750 € + VAT / day

### Location 8 with Digital Visibility:

**Size:** 12 x 12 m  
 Includes the use of the giant screen for the entire promotion duration.  
**Price:** 2500 € + VAT / day

### Location 9:

**Size:** 12 x 48 m  
**Price:** Pricing available upon request.

We offer a 10% discount for promotions lasting 2–3 days.

Included in Promotion Price: electricity, a table, and two chairs (must be reserved in advance).

Additional Services Available at Customer's Expense:

- Exhibition walls, flooring, stanchion posts, internet connection, or a water point.
- Reservations for additional structures must be submitted to Ideapark at least three business days before the promotion date.

## Promotional Support Opportunities

### Central Square Giant Screen, Outdoor Display, and Corridor Large Screens:

- A 45-square-meter giant screen is mounted at the edge of the Central Square. Visibility cost: 150 € + VAT/day.
- A digital outdoor display is in the northern end of Ideapark's parking area. Visibility cost: 150 € + VAT/day.
- Four large screens are in the mall's corridors. Combined visibility cost: 150 € + VAT/day.
- Reservations: [jaana.viinikka@ideapark.fi](mailto:jaana.viinikka@ideapark.fi)

### Ideapark Internal Radio:

- Coordinated by Mall Voice.
- Campaigns start at 95 € + VAT/week.
- Reservations: [jaana.laine@mallvoice.com](mailto:jaana.laine@mallvoice.com)

### Ideapark Social Media:

- Promotions can be announced in advance for free on Ideapark's Facebook page, which has over 30,000 followers.
- Send promotion details at least three business days before the event to [info@ideapark.fi](mailto:info@ideapark.fi)

### Ideapark Website:

- Promotions can be added for free to the Ideapark website's event calendar.
- Send promotion details at least three business days before the event to [riina.ala-rakkola@ideapark.fi](mailto:riina.ala-rakkola@ideapark.fi)

### Other Marketing Opportunities:

- Ideapark publishes its own newspaper four times a year. Promoters can purchase ad space in the newspaper.
- Ideapark advertises in Aamulehti (Pirkanmaa's regional newspaper) approximately once a month. Promoters can purchase ad space in these ads at Ideapark's rates.

## Reservations and Further Informations:

[anna.hyrkas@ideapark.fi](mailto:anna.hyrkas@ideapark.fi), p. +358 44 066 8100