

ARTS & CRAFTS FAIR AUTUMN 2016

11–13 NOVEMBER 2016

MESSUKESKUS HELSINKI,
EXPO AND CONVENTION CENTRE



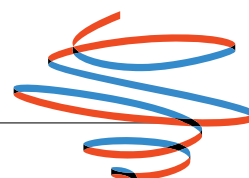
Arts&Crafts fair at the start of an active Christmas season at Messukeskus Helsinki!

Handicraft lovers and crafting enthusiasts will flock to the fair to do their Christmas shopping and to find ideas for their seasonal hobby and handicraft projects.

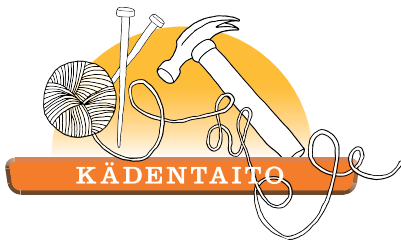
Arts&Crafts autumn is a part of the Our Weekend event totality. Arts&Crafts is organized at the same time with ELMA Helsinki, the Forest Fair, OutletExpo and Pets (Sat–Sun). Last year the event totality attracted over 43,000 visitors.

Sign up as an exhibitor for the autumn event now!

REAL ENCOUNTERS. GENUINE EXPERIENCES. A TOUCH OF THE FUTURE.



Messukeskus



ARTS & CRAFTS Autumn 2016

ARTS & CRAFTS Autumn

This event provides anyone interested in creating things with their own hands an abundance of fresh hobby ideas as well as a fantastic opportunity to purchase ready-made Finnish handicraft objects.

Time and venue 15-17 November 2016, Messukeskus Helsinki, Expo and Convention Centre

Opening hours

Fri 9:00-18:00, Sat 10:00-18:00, Sun 10:00-17:00

The Arts&Crafts Fair is organised concurrently with the Child Fair, OutletExpo, ModelExpo and PetFriends (Sat-Sun).

Visitor target groups

Visitors are consumers mostly living in the Helsinki Metropolitan Area who come to the event to spend time together. They come to the fair to get to know new products and services, to make purchases and to follow the fair program.

Product groups

- handicrafts • handicraft products • hobby products
- arts&crafts design • organisations

Space rental

Row stand €63/m²

Corner stand €70/m²

Table stand (inc. table) €197/stand

Registration fee €75 (not included in the space rental)

Valid VAT will be added to the prices. The Finnish Fair Corporation will send invoices to foreign exhibitors without value added tax, provided that the exhibitor has indicated their VAT number.

Retail sale is permitted at the fair.

Technical fair services

Messukeskus can offer you everything your exhibition stand needs: design, construction, fittings and lightning.

Accommodation services

The high-quality Holiday Inn Helsinki-hotel has direct access to Messukeskus.

Organisers

Messukeskus

Exhibition space sales:

Myyntipäällikkö Eija Kallio

eija.kallio@messukeskus.com

puh. 040 772 3782

At the same time with the same ticket:



Facts from the previous event 2015

• Visitors	42,713*
• Exhibitors	148
• Exhibition space	1 888 m ²
• Media representatives	250*

Visitor Profile*

Gender	• Female	77 %
	• Male	23 %
From	• Helsinki metropolitan area	81 %
	• Other areas in Finland	6 %

92 % of the visitors who came to Arts & Crafts Fair, were satisfied with the overall event and 89 % of them will attend also to the next fair definitely or probably.

Visitors used approximately €87 for purchases at the stands and spent approximately 3.2 hours at the fair.



(*) Aggregate number for the Child Fair (Child Fair, Arts&Crafts, PetExpo, ModelExpo, OutletExpo)

Sources: MediaAuditFinland, TNS Gallup visitor survey. Key percentages for the fair have been rounded up or down to the nearest whole number.