

GOEXPO

CYCLING

FITNESS &
EXERCISE

GOLF

BALL
SPORTS

OUTDOOR

PHOTO &
CAMERAHORSE
FAIR

PHOTOGRAPHY AND VIDEO

EDITING

PRINTING

IMAGE PRODUCTS

PHOTO EXHIBITIONS

INFORMATION TECHNOLOGY

LECTURES

KUVA & KAMERA

4-6 March 2016 Messukeskus Helsinki

Photo&Camera fair offers an excellent opportunity for trading, increasing exposure and reaching numerous customers with purchasing power. A large photography exhibition, organised in cooperation with the Central Association of Finnish Photography Organisations Finnfoto, will be held alongside the fair.

Make the most of the fair!

Photo&Camera fair offers an excellent opportunity to present and sell still and video photography, printing, image processing, and image production services, as well as the latest household electronics and technology just before the summer season. At the fair you can reach industry professionals and enthusiasts as well as the Finland's largest outdoor event's sports enthusiasts with high purchasing power.

Meet industry professionals and enthusiasts!

The fair gathered together professionals and enthusiasts of the industry to the same event. Also, you can get in touch with professionals during the professional hours. There were 8,650 visitors, who primarily visited Photo&Camera fair, so comparing to year 2014, there was a growth of 550 visitors. Finnfoto ry will hold an award ceremony on professional hours and finalists' photos can be seen at the fair.



KUVA & KAMERA

MEDIACARD
www.kuvamessut.com

Photo&Camera fair is an important place for industry professionals and enthusiasts to gather information and test the products out. The complex of concurrent fairs gives also an opportunity to attract consumers with purchasing power and interest in photography.

Visitor target group:

Enthusiasts and professionals of photography and video recording and consumers with purchasing power.

Presented at Photo&Camera fair:

- Cameras and photography equipment
- Cameras and video recording equipment
- Products and services for developing photographs
- Digital recording and distribution products and services
- Video editing programmes and systems
- Photo-editing programmes and systems
- Printing and printing devices
- Mobile imaging and distribution
- Information technology, online solutions and additional equipment
- Home theatres and event technology products and services
- Education, schools, organisations and magazines

Space rental:

€ 93/m². Upon registration, all exhibitors will be charged a registration fee of €100. Valid VAT will be added to the prices.

Opening hours

For professionals: Fri 4 March 9:00–12:00

For visitors: Fri 4 March 12:00–19:00,

Sat 5 March 10:00–18:00, Sun 6 March 10:00–17:00

Entrance by invitation or with a ticket;
all the concurrent fair events with one ticket.

Organiser

Sevent Oy in co-operation with Messukeskus Helsinki

For further information, please contact

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Facts about Photo&Camera 2015:

Fair visitors	46,060*
of which	23 % followed fair programme 25 % explored the photography exhibition
Professional visitors	830 (professional hours)
Photo&Camera visitors	22,000 (TNS Gallup visitorsurvey)
Exhibitors	48

Visitor profile*

Men	51%
Women	45 %

Place of residency

Helsinki region	68 %
Uusimaa region	6 %
Rest of Finland	25 %

Average age of visitors	38 years
Average time spent	2,9 hours

Feedback from the fair*

- 86 % of the visitors were satisfied with the overall event
- 85 % of the visitors will definitely or probably come also to the next fair in 2015
- 87 % of the exhibitors were satisfied with the event in general
- 88 % of the exhibitors thought that the visitors reflected their target audience well

Exhibitors' targets were realised well at the fair	Set goals were achieved well /very well
Marketing of products and services	100 %
Meeting current customers	100 %
Adding company image	100 %
Getting new contacts	77 %

The exhibitors tell:

" Our stand had a lot of customers and position (opposite the main stage) was good."

" There were good vibes and a positive atmosphere at the stand. Professional hours on Friday were also a success."

" We got to our targets, the fair was a better success than last year."

(*): Photo&Camera event together with Cycling, Fitness & Exercise, Golf, Outdoor & Hiking, Fishing, Hunting, BallSports and Helsinki Horse Fair.

Sources: Finnish Audit Bureau of Circulations, TNS Gallup visitor survey and Messukeskus exhibitor questionnaire. The percentages of the key figures for the fair have been rounded up.