MESSUKESKUS
The real social media

SECD-DAY

2–3 February 2027

Helsinki Expo
and Convention Centre

Welcome to the SecD-Day 2027 Exhibitor Info

Agenda

- Team introduction and contact info
- Stand visibility and stand structures
- Schedules for construction and dismantling
- Exhibitor’s guide page & eMessukeskus
- Tickets and registration
- Marketing
- Restaurant services
- EventsPro meeting app
- Day of the event

Event team contact information

- **Business Manager** - Anssi Rajala, p. +358 40 843 3936, anssi.rajala@messukeskus.com
- **Sales** - Susanna Alén, p. +358 40 503 7955, susanna.alen@messukeskus.com
- **Techical Sales** – Elina Ranta elina.ranta@messukeskus.com
- **Event Producer** - Sandra Nakornsee, p. +358 40 9119539, ext-sandra.nakornsee@messukeskus.com
- **Marketing and communications** - Aleksi Kasari, p. +358 40 610 8787, aleksi.kasari@messukeskus.com

The event is owned by the **Finnish Defence and Aerospace Industries (PIA ry),** and is produced in collaboration with the Helsinki Expo and Convention Centre.

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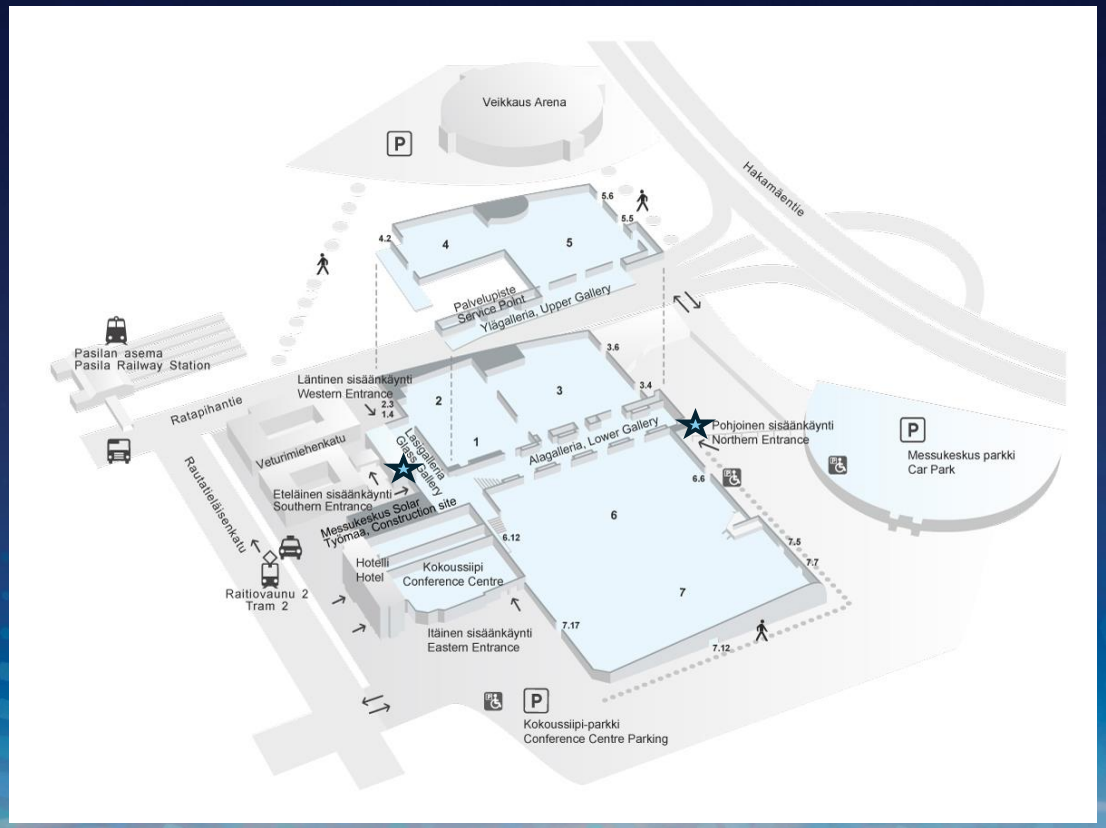
About the event

- **Date & time:** 2.-3.2.2027 (Tue 9:00 – 17:00 & Wed 9:00 – 16:00)
- **Venue:** Helsinki Expo and Convention Centre, Messuaukio 1, 00521 Helsinki
- **Entrances:** Southern & Northern entrances are in use
- **Bring:** A valid photo ID is checked by our staff before entering the event area on the event days

The public entrance is generally opened 30 minutes before the event begins and closed 30 minutes after the event ends.

Parking:
A barrier-free parking system Autopay by Europark is in use at Messukeskus. Parking charges are collected by Europark.

The entire Messukeskus area is a paid parking area, including the indoor exhibition halls. Parking is free for one hour (60 min) for loading, construction and unloading. Exhibitors who have been in the area for less than 60 minutes may drive out of the area without paying for parking. If unloading takes more than 60min, a parking fee must be paid. Please remember to drive out the same way you came in so that the boomless parking system registers your car.



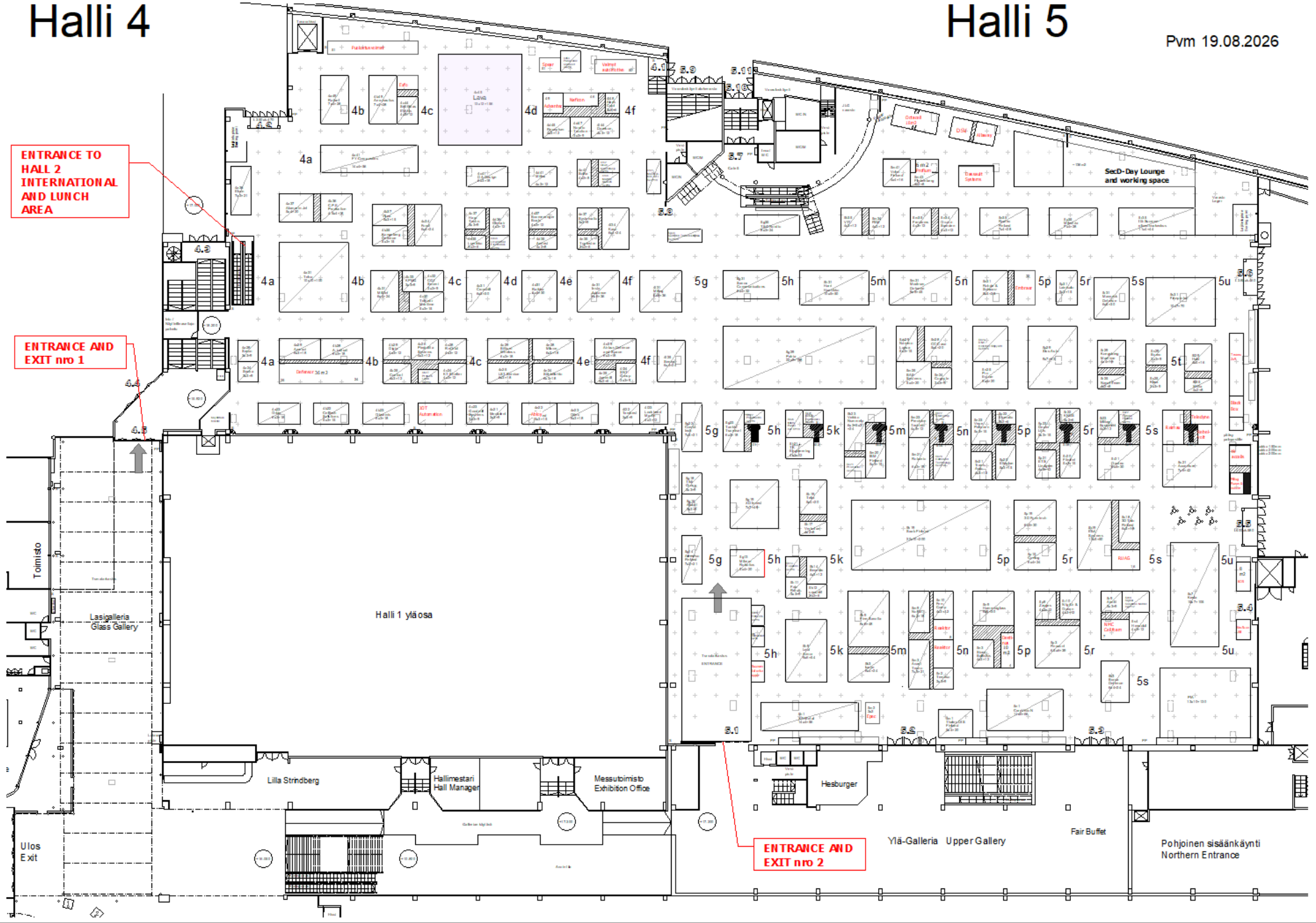


STAND PACKAGES, VISIBILITY & STRUCTURES

Halli 4

Halli 5

Pvm 19.08.2026

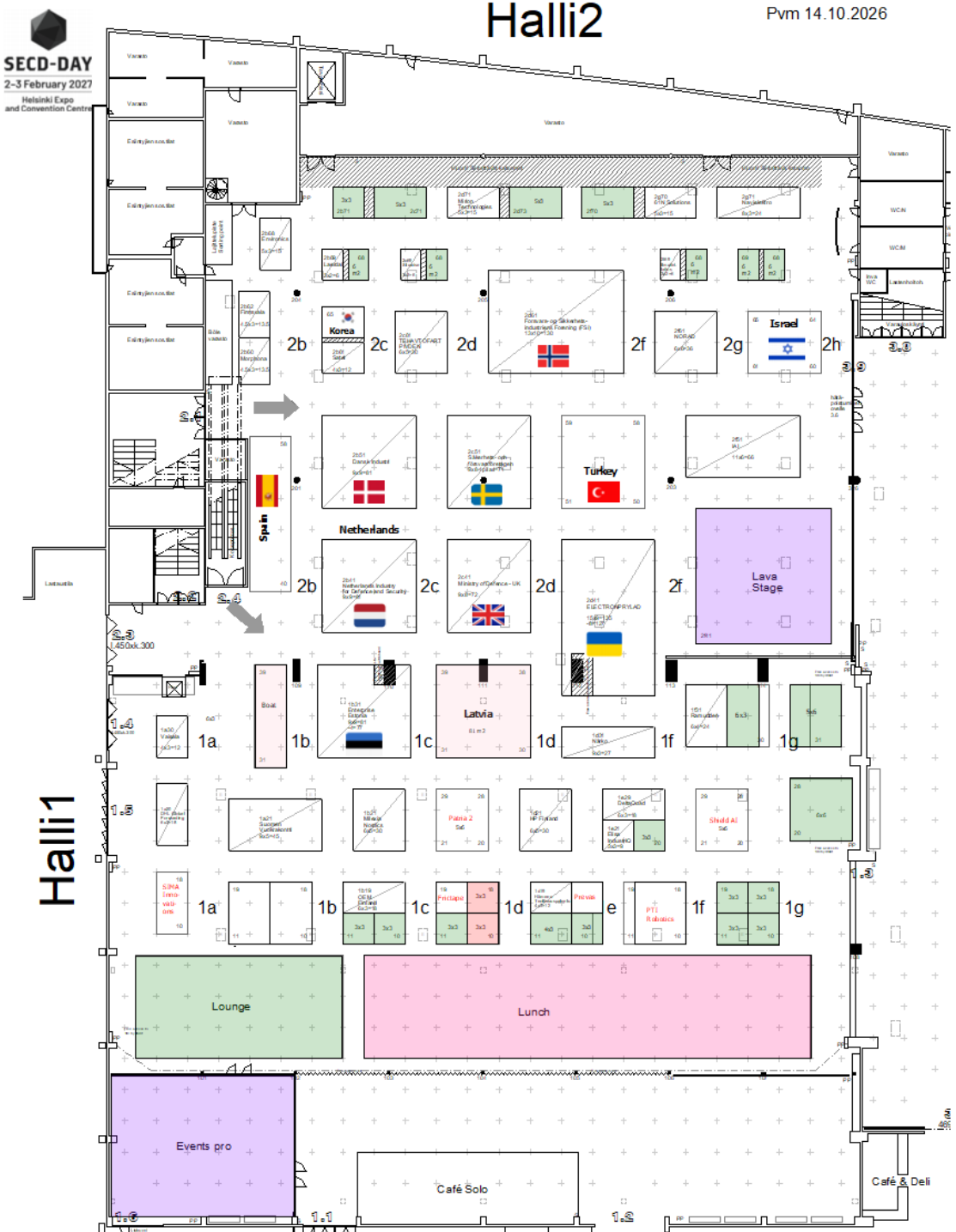


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SECD-DAY
2-3 February 2027
Helsinki Expo and Convention Centre

Halli2

Pvm 14.10.2026



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Stand Packages, Stand Planning & Furniture Orders

Exhibition stands smaller than 20 m^2 are required to purchase the event's official stand package. This requirement ensures a consistent, high-quality appearance throughout the event and helps facilitate a smooth experience for all exhibitors.

Depending on your needs, we can deliver a customised stand plan with implementation, or you may choose an option from our ready-made stand collection to suit your needs.

Explore and order stand structures.

Order your stand package:
elina.ranta@messukeskus.com
susanna.alen@messukeskus.com

Structures and furniture can be ordered through eMessukeskus under *Order products and services*.

Plan and order your stand packages and structures **by 18.12.2026** in order to acquire the products at a lower cost.

On 19.12.2026 prices will increase by 20%
On 7.1.2027 prices will increase by 50%
On 20.1.2027 prices will increase by 100%

More information of structures and furniture:
osastopalvelut@messukeskus.com

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Additional Visibility Options

Don’t go unnoticed!

Increase the visibility of your exhibition stand with a variety of advertising opportunities available to exhibitors at the event. Availability is limited and placements are allocated on a first-come, first-served basis, so we recommend securing your preferred option as soon as possible.

More detailed presentations of the visibility opportunities can be found in next exhibitors letter.

For more information, please contact:
susanna.alen@messukeskus.com

Examples of currently available visibility opportunities:

Giant advertising screens 2 pcs - Lower Gallery
2460,00 € vat 0 %
The largest digital display at the event entrance puts your brand in front of visitors.
Creative duration: 7–10 sec
Frequency: At least 40 times/hour

Opening Reception – Evening Event - 6500,00 €
(exhibitors, partners and invited guests)
Gain prominent visibility throughout the Opening Reception and its marketing. Your logo will be featured on the SecD-Day website, entrance displays, social media channels, newsletters, invitations, and event materials.
The package also includes a roll-up banner at the reception entrance, logo visibility on event screens and printed materials, a video advertisement (max. 2 minutes) shown repeatedly during the evening, and 10 event tickets.

Construction and demantling schedule

Stand construction

1 February 2027, from 11:00 to 23:00.
Custom-built stands may be decorated from 14:00 onwards.

Service doors: 4.2, 5.5, 5.6, and 3.6.
Vehicle access inside the hall ends at 18:00.

Stand maintenance

Tue 2 February 7:00 - 9:00

Wed 3 February 7:00 - 9:00

Access only through the main entrances (maintenance doors not in use)

Stand dismantling after event
3 February 2027, from 16:00 to 00:00.

Service doors: 4.2, 5.5, 5.6, and 3.6.

Please check the construction guidelines, construction and dismantling schedules, and entrance information in advance via the link below:

Detailed schedules for construction guidelines.

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EXHIBITOR GUIDE PAGE & EMESSUKESKUS

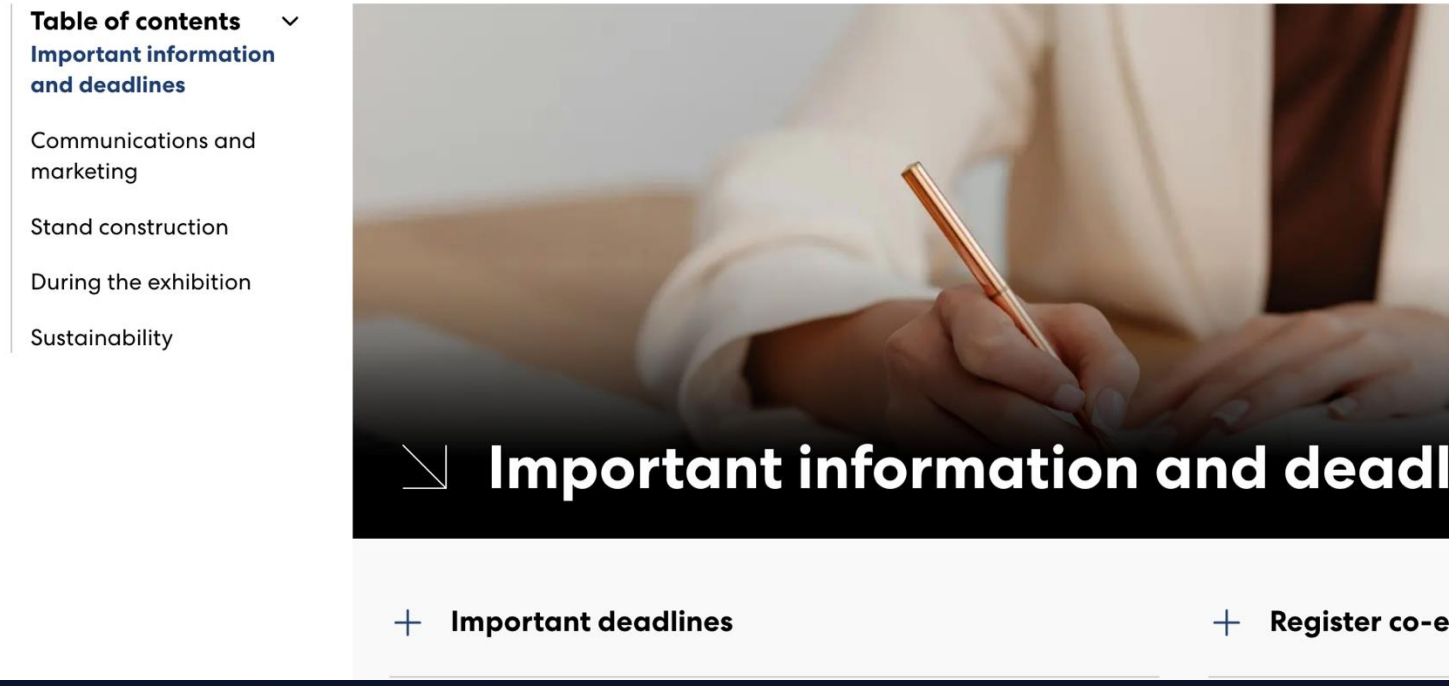
Exhibitor’s guide



The Exhibitor Guide contains all important information for exhibitors, including **key deadlines**.

Please make sure to review the guide carefully before the event.

- FIN: Exhibitor guide
- ENG: Exhibitor guide



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eMessukeskus – exhibitor online service

eMessukeskus is the Messukeskus online service portal for exhibitors.

- First, register as a user if you do not yet have an account for the service. After registering, you can log in, place orders, and manage your trade fair participation.

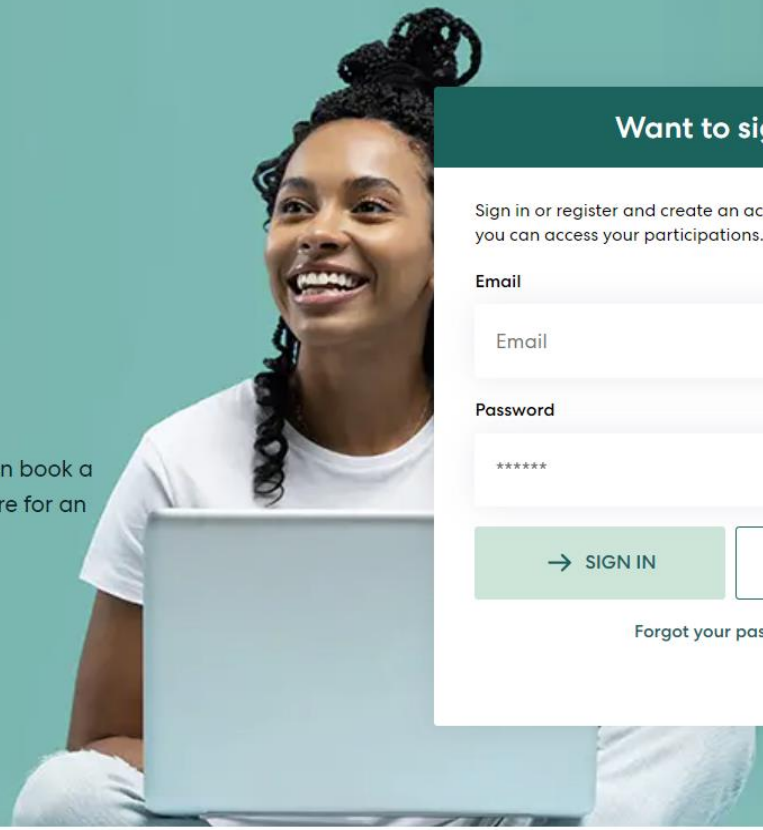
- Your username for the eMessukeskus service is your email address. You can choose your own password. If your password has been lost or forgotten, you can request a new password setup link via the “Forgot your password?” function.

What you can do: eMessukeskus (https://emessukeskus.com/)

- Send e-Invitations to your customers
- Send exhibitor passes to your stand staff
- View floor plans, schedules, and build-up instructions
- Update your company profile
- Manage all orders related to your participation

Exhibitor Service Online

Welcome to our Exhibitor Service! Here you can book a stand, order products and services and prepare for an event.



Want to sign in?

Sign in or register and create an account first. By signing-in, you can access your participations.

Email

Email

Password

******

SIGN IN

CREATE ACCOUNT

Forgot your password?

How to succeed?

To maximise your investment and make the most of your participation, plan your attendance carefully in advance.

EXHIBITOR GUIDE

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eMessukeskus – Update company profile

We have published a list of all the exhibitors on event website, so please update your company information as soon as possible.

In addition to the company name, you can easily upload your company logo, a link to your company website and any other information you would like to share with visitors (videos/photos).

Please provide all the necessary information about your company by 30 December 2026 so that visitors have enough time to get to know the companies attending the event.

Instructions to update company profile

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TICKETS & REGISTRATION

Exhibitor tickets & event staff registration

Exhibitor Pass amounts
6–10 m^2 → 5 passes
12–21 m^2 → 10 passes
24–36 m^2 → 15 passes
40–50 m^2 → 20 passes
Over 50 m^2 → 25 passes

You can create as many passes as you need. However, please note that any exhibitor passes sent beyond the included amount will incur a fee:
Price: €50 each + VAT.

The constructor pass is free of charge.

The exhibitor and construction passes can be sent to your event staff from eMessukeskus starting from **3 months prior to the event.**

https://emessukeskus.com/

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e-invitations to customers

Participation includes a certain number of free invitations and the price of an additional invitation is **€50**. Billing will take place after the event and only according those who attended the event.

Number of e-Invitations Included
6-10 m² → 10 e-invitations
12-21 m² → 20 e-invitations
24-36 m² → 30 e-invitations
40-50 m² → 40 e-invitations
Over 50 m² → 50 e-invitations

Please note: Invitations sent to international professional trade visitors will **not** be deducted from your e-invitation amount. All e-invitations are sent from eMessukeskus.

Information on Inviting Authorities

If you invite representatives of public authorities to attend the event, their registration is automatically free of charge. You do not need to use any of the e-invitations included in your package for inviting authorities. You may share the complimentary registration link to invite authority representatives.

- e-Invite instructions: here.
- To eMessukeskus: here.

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SecD-Day Official Reception

Exhibitors who have purchased a stand area for SecD-Day will receive one free ticket to the evening party. Companies can pick up one free ticket with a badge on the day of construction or on the day of the event at the SecD-Day exhibition office, located at the information desk in Hall 4.

Date & Time: 2 February 2027, starting at 4:30 PM
Location: Messukeskus Conference Wing (Valo), Messuaukio 1, 00520 Helsinki
Dress Code: Business attire
Ticket price: €180 + VAT

Register for the Official Reception



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MARKETING

Marketing materials

Use our ready-made marketing materials:

- You can find the marketing materials in the Exhibitor Guide page under Communications and Marketing.
- Our joint communications help reach a wider audience and increase the visibility of the event's offerings.

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Marketing tips for a successful event

1. Promote Your Participation

Communicate your participation through your own channels before and during the event: social media, newsletters, websites, other marketing activities, and communications such as media advertising and press releases. Make use of the SecD-Day marketing materials: **Banners and logos** → secd-day.fi → For Companies → Marketing Materials

2. Before the Event – Remember to:

Inform your stakeholders that you will be participating in the event. Invite your stakeholders to attend and send them eInvitations.

3. During the Event – Remember to:

Continue reminding your stakeholders that you are exhibiting at the event. Share photos of your stand and visitor interactions. Highlight successes and capture the atmosphere of the event. Continue sending eInvitations.

A positive atmosphere is contagious!

On Social Media – Remember Tags, Hashtags and Reposts

On LinkedIn: tag **@secd-day** and use **#SecDDay**.

Communications

Media at the Event

- Members of the media register via **www.secd-day.fi**.
- Journalists can be identified by their **PRESS badge**.

Feel free to make use of our materials:

- Click **"For Media" → Press Releases**.
- Our photographer will capture the exhibition stands, program sessions, networking opportunities, and overall event atmosphere. These images may be freely used in your own communications: Messukeskus Media Bank → **SecD-Day folder**.

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RESTAURANT SERVICES &
ORDERS

Restaurant services for exhibitors

**Noho Partners is responsible for the Messukeskus catering services,
which are provided by Messukeskus Restaurants & Event Catering (Urban Expo Oy)**

Orders for snack, drink, lunch and stand tickets are placed via the Restaurant Services online shop. If you do not already have one, please create a business account in the online shop. You will then be able to select the products you want.

You can order product vouchers with QR codes for the amount of your choice and distribute them by email to users. The QR code on the ticket will serve as a payment method at the checkout of the restaurants. The tickets will be charged according to usage. An invoicing fee of **€15.00** applies.

You can reach the NoHo Exhibition Centre Restaurants & Event Catering team here:
by email messukeskus@noho.fi and by phone 041 732 3712, open Mon-Fri 9am-4pm.

For more information about exhibitor services, please visit: Exhibitor Services
For more information about digital product vouchers, please visit: Digital Product Vouchers

Restaurant service: web shop

For all orders, please visit: https://shop.noho.fi/messukeskus

Step 1:

Create a corporate customer account. Corporate customer status can be granted to companies registered in Finland. Please complete the corporate customer account application here: Apply for a Corporate Customer Account.

If you would like to order catering services for your exhibition stand without a corporate account, or if your company does not have a Finnish Business ID (Y-tunnus), please contact us at: **messukeskus@noho.fi**.

Ordering will be available three months before event.

Food and beverage vouchers

You can order digital food and beverage vouchers for any amount you choose, or assign them to a specific product.

Individual vouchers for multiple recipients

- Select a product voucher, for example **1 coffee voucher**.
- Enter the number of vouchers you would like to order.
- Each recipient will receive **one coffee voucher**.

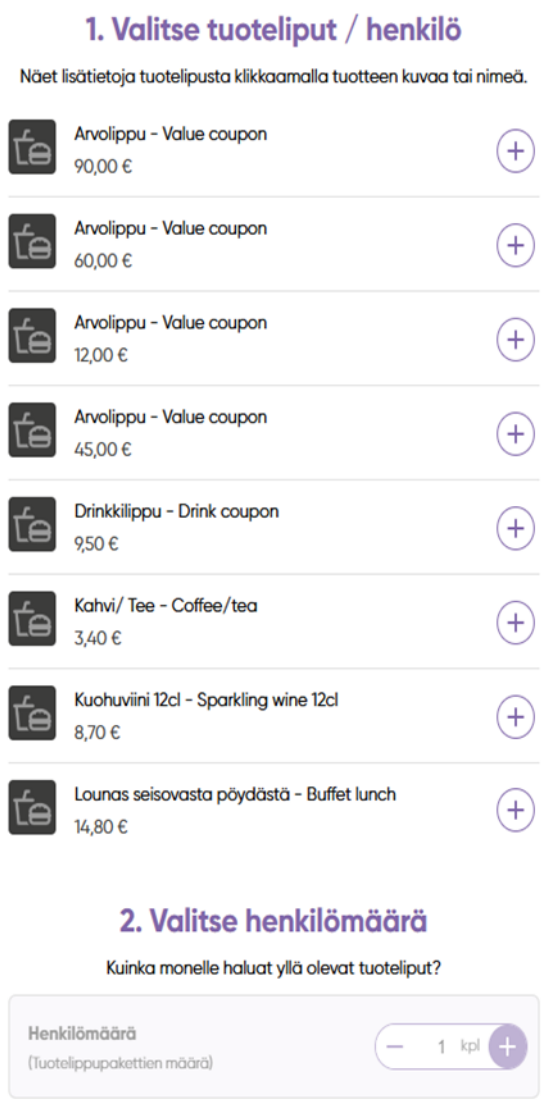
Voucher package for multiple recipients

- Select, for example, **2 coffee vouchers and 2 lunch vouchers**.
- Choose how many recipients should receive this voucher package.
- Each recipient will receive **2 coffee vouchers and 2 lunch vouchers**.

Voucher packages with varying contents

- Complete the order for one voucher package first.
- Then create a new order for additional voucher packages with different contents.

Please note: Voucher packages cannot be modified after the order has been confirmed.



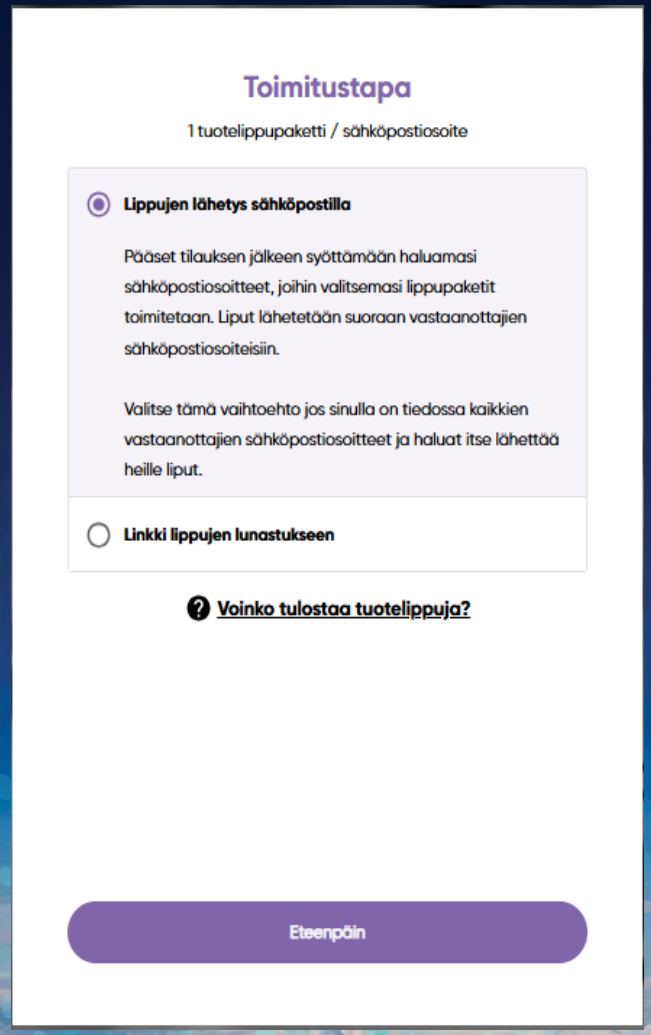
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Voucher delivery

- Tickets are delivered digitally by sending them directly to email addresses of recipients or sending ticket redemption link to the recipients email. The recipient of the ticket, accepts our terms of delivery and reserves the ticket for use.
- Tickets can also be printed.
- The tickets are sent by NoHo Shop noreply@noho.fi

  The lunch ticket is valid in designated restaurants, other tickets at all our NoHo restaurants.

Ticket order information and tracking
As a business customer, you can track the amount of tickets used by logging into the service and selecting from the upper right corner "My account".



Stand catering orders

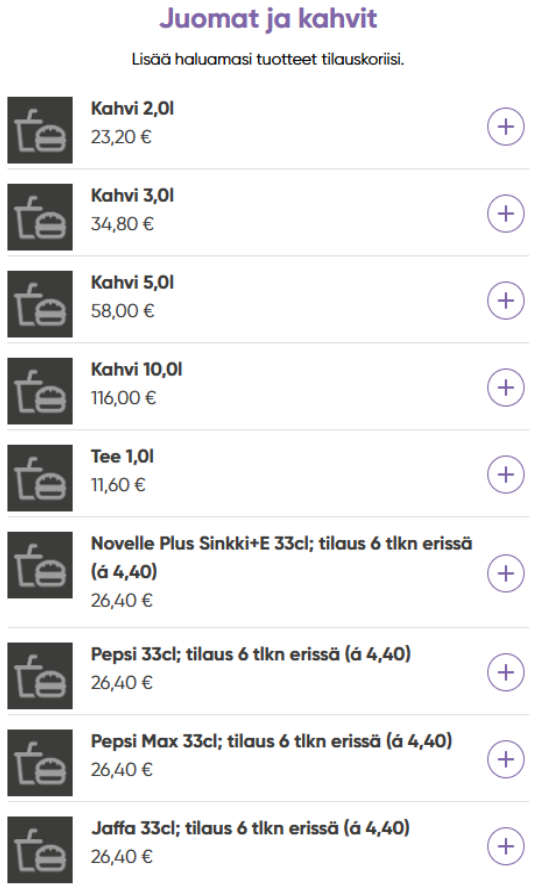
Corporate customers can pre-order catering for their exhibition stand through the online store while logged into their account.

Catering orders will be delivered at the selected time.

Any special requests regarding catering can be entered in the “Special Dietary Requirements and Additional Information” field.

Stand catering orders must always be placed separately for each event day. An existing order can be copied to the following day; however, any additional information or special requests must be entered separately for each day.

Pre-ordered catering services are invoiced on an event-by-event basis according to the orders placed.



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EVENTSPRO MEETING APP

EventsPro meeting app: how to use

1. Explore attendee profiles and schedule meetings in advance
2. Easily scan and collect leads at your stand
3. EventsPro is available for use either with downloading the app (recommendation) or online via a web browser

- EventsPRO powered by Brella. For help, please contact: support@brella.io
- EventsPRO helps attendees and exhibitors connect efficiently and meaningfully – based on shared interests and goals.

Download – Apple store

Download – Google Play

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Step-by-Step instructions to get started

Download and Install App

Users begin by downloading the EventsPRO app from their mobile device's app store for proper installation.

Join Event with Invitation

Users join the event using an email invitation containing a login link or unique access code.

Create User Profile

Users create and personalize their profiles inside the app to enable networking and personalized features.

Scan QR Codes to Exchange Contacts

Select the QR Code option and scan participant badges or devices to exchange and save contacts seamlessly.

Manage Contacts via Company Portal

All scanned contacts are saved and accessible through the company portal for export and follow-up.

EventsPro access timeline



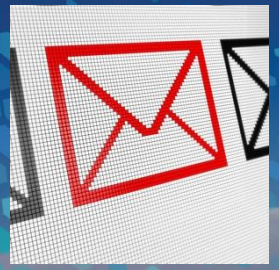
Exhibitor Early Access

Exhibitors receive platform access about **6 weeks before** the event to prepare and network effectively.



Visitor Access Timing

Visitors gain access about **4 weeks prior**, allowing time to explore event offerings.



Invitation Email Delivery

Invitation emails with login details and event codes are sent 6 to 4 weeks before or after pass purchase.

EventsPro Q&A

Q: **Why can't I see the visitor's email address even though I scanned their QR code?**
A: Joining the event app is entirely optional for attendees, as it is for exhibitors. If an attendee hasn’t downloaded the app, the QR code will only display their name. In such cases, it’s recommended to manually add the attendee’s email address to the app for any necessary follow-up.

Q: **Is the application available on desktop as well as mobile?**
A: Yes, the application is also available via browser. However, please note that lead scanning is only supported on mobile devices.

Q: **Can I schedule meetings with other exhibitors, or only with attendees?**
A: You can schedule meetings not only with attendees but also with fellow exhibitors.

Q: **Can Messukeskus or Brella see what customer data an exhibitor or attendee has entered into the app?**
A: Yes, they can technically access the data. However, using or analysing this information is strictly prohibited. Moreover, neither Messukeskus nor Brella has any interest in reviewing individual user data.
Brella’s servers are located in Europe, meaning all data remains within the EU.
Access to the platform by Messukeskus and Brella is necessary solely for maintenance and support purposes. Only a limited number of administrators have access rights, and these are strictly controlled.

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THE EVENT DAY

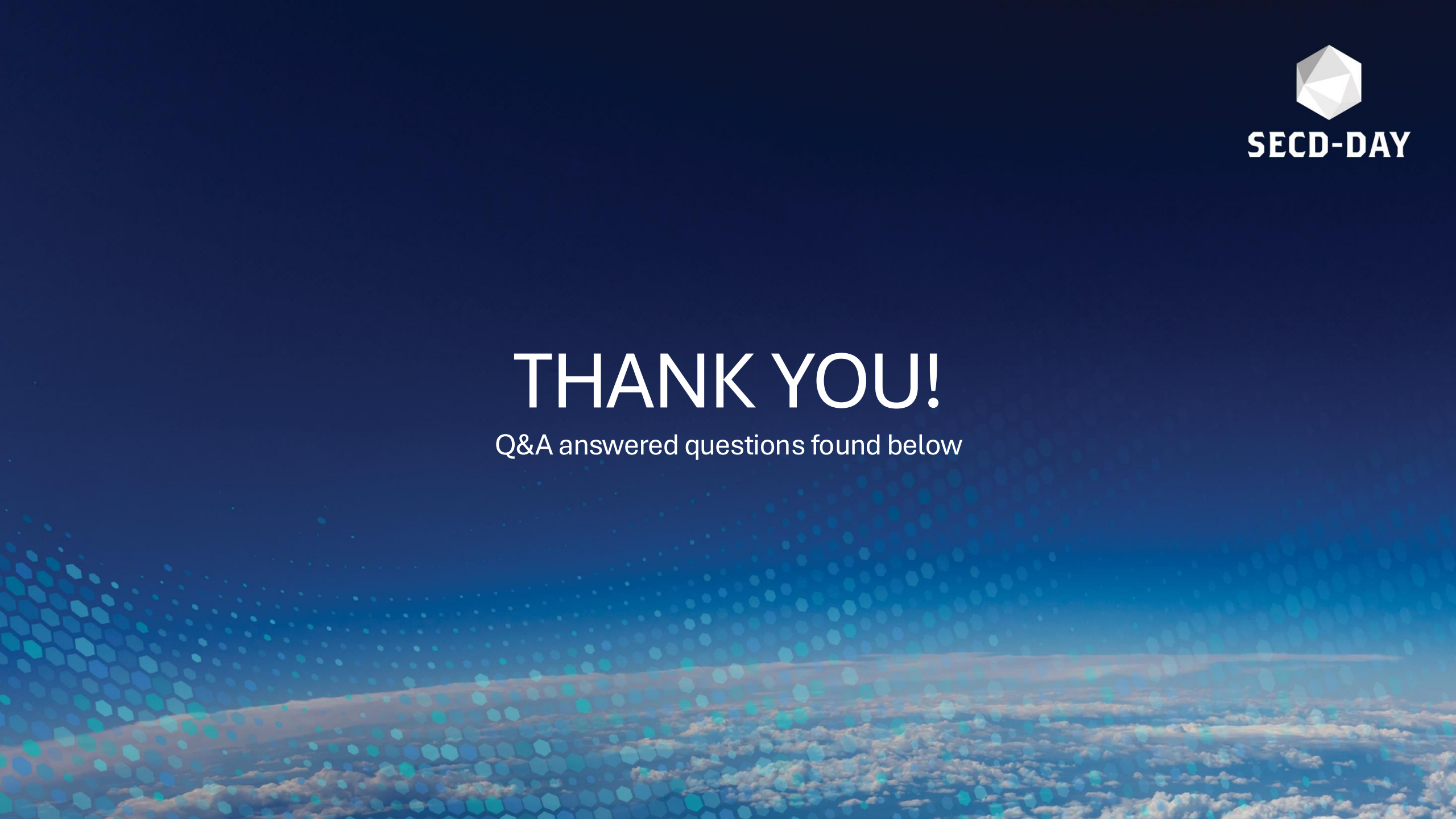
Arrival on event day

Arrival and Exhibitor Access Pass During the Event
Please arrive at the venue well before the exhibition opens to visitors to ensure smooth access to your stand. After entering the venue, follow the signage to the access pass registration desk before proceeding to the security screening area. At the registration desk using the QR code on your phone, you can print your access pass and attach it to a lanyard provided at the venue.

Security screening
Once your access pass is visible around your neck, proceed to the security screening queue. The security screening before entering the exhibition area includes, among other things, X-ray screening and bag inspection. Our staff will check a valid photo ID from all attendees, so please have your identification ready while queuing to help speed up the process.

Fast Track: If you are not carrying any items requiring inspection, such as bags, backpacks, or materials for your stand, you may use the **Fast Track** security lane for quicker access to the event area.

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THANK YOU!
Q&A answered questions found below

Q&A

Q: Will the presentation materials from the information session be available afterwards?
A: The presentation materials will be published in eMessukeskus and made available to exhibitors on the workspace homepage. Unfortunately, no recording will be available, but another information session will be organized in December. The exact date will be announced later.

Q: How are co-exhibitors registered, and how many exhibitor passes and e-invitations do they receive?
A: Co-exhibitors are registered through eMessukeskus. Each co-exhibitor receives **two exhibitor passes**, but **no e-invitations** are included.

Q: Is it possible to bring goods to the stand on the previous day without going through a security check?
A: Yes. Goods can be brought in through the construction entrances on the day before the event.

Q: What is the large-format print, and what is printed on it?
A: The large-format print refers to the stand's printed backdrop wall. Exhibitors can decide themselves what content to display. Detailed artwork specifications will be provided later, and the material submission deadline is **30 days prior to the event**.

Q: If we need additional build-up time, should we contact the construction services team?
A: Yes. Additional build-up time must be arranged with the construction services team and is subject to an additional fee.
Contact: osastopalvelut@messukeskus.com

Q&A

Q: Is the price for the Logo Wall Visibility Add-on (next to the stages) already known?
A: Yes. The price is **€1,200 (VAT 0%)**, including visibility at both stages.

Q: Is it possible to drive heavy equipment into the hall and unload directly at the stand? Which entrance should be used?
A: Yes. Heavy equipment can be brought directly into the hall. It is recommended to schedule deliveries well in advance so that stand construction can be carried out as planned. Detailed arrangements should be agreed with the Event Services team.

Q: NDIS overlaps with SecD-Day for one day. Has this been taken into account?
A: NDIS takes place partly at the same time as SecD-Day, but arrangements are being made to ensure smooth movement between the two events. NDIS participants will also be able to visit SecD-Day.

Q: Can e-invitations be used for our own staff if we want to have more personnel at the stand than included in the stand package?
A: Yes. Please note that visitor passes allow access to the event area **only during visitor opening hours**.

Q: Are employees of the Ministry of Defence classified as authorities?
A: Yes, they are classified as authorities.

Q&A

Q: Will there be more detailed instructions regarding the stand screens? What input options are available, and is it possible to upgrade to a touchscreen?
A: More detailed instructions will be provided later. The possibility of upgrading to a touchscreen is currently being investigated. The screens include built-in speakers and support the following connections: HDMI, DisplayPort, DVI-D, Component, VGA
The screens do not include USB ports. Content playback requires a separate media player or computer. If you bring your own computer, the necessary adapter cable is included in the screen rental.

Q: Can anyone attend the exhibition, and what is the admission fee?
A: The event is targeted at a specific professional audience, and all registrations are reviewed in advance. Standard admission is **€250**, with an **Early Bird rate of €200**.

Q: How has the risk of sabotage been addressed in the event's security arrangements?
A: The event will include security screening. In addition, security measures are implemented in cooperation with professional security partners. Participant information is verified before registrations are approved.

Q: EventsPro sounds like a useful tool, but what if our organization's internal policies prevent us from downloading the application?
A: EventsPro can also be accessed through a web browser, meaning no separate software installation is required. We still do recommend the mobile app version.

Q&A

Q: Is it possible to bring goods to the stand on the previous day without going through a security check?
A: Yes. Goods can be brought in through the construction entrances on the previous day. Photo identification is only required on official event days, when security screening is also in place.

Q: Is stand cleaning included in the ready-made stand packages?
A: Detailed information can be found through Exhibitor Services and in the exhibitor guidelines.

Q: Are there any official delegations that exhibitors should be aware of?
A: Information about any official delegations will be communicated separately if necessary.

Q: Do name badges and access passes have color coding, and may they appear in photographs?
A: The passes are color-coded. Photographs showing the passes may not be published before the event or during the event.

For us, sustainability is about taking action together



We encourage our stakeholders and participating companies to act with sustainability in mind.

- Before attending, consider your supply chain and the solutions you use during the event for booth design and logistics.
- Plan resources and procurement quantities to minimize waste.
- Think ahead about the possibilities for reusing materials and structures.
- **The contact person at the Helsinki Expo and Convention Centre is happy to assist with implementing sustainable participation solutions. Ask for more details!**

MESSUKESKUS

For us, sustainability is about taking action together – how we do it



Returning Your Stand Space & Waste Management After the Event

- Please leave your stand space in the same condition as when you arrived.
- If you rented stand structures, furniture, or carpets from Messukeskus, we'll handle both setup and proper recycling after the event.

- If you only rented floor space, the area must be completely empty afterwards, with no tape or adhesive residue. Large waste items like stand structures, carpets, or decorations must be removed by you.
- Alternatively, you may leave them on-site — in which case we'll charge for sorting and logistics according to our price list. Please agree on this in advance with your contact person.

Each hall has recycling points for small waste generated during the event, such as cardboard and shrink wrap.

Our staff and the on-site environmental advisor are happy to help with any recycling-related questions!

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