

Attractive Rail Traffic

MAIN PARTNERSHIPS



RATA 20
25

Tampere-talo 11.-12.2.2025

RATA 2025

- Date and location: 11-12 February 2025, at Tampere Hall, Tampere, Finland
- Rata 2025 is targeted to rail transport professionals, those interested in railways, and students.
- Two-day seminar event includes an opening seminar common to everyone, a large number of parallel themed seminars in Finnish and English, as well as a large exhibition and an evening gathering.
- Rata event has become a popular meeting and networking event for the entire rail industry, where 1000-1200 participants and 70 exhibitors are expected.
- Rata 2025 is organized by an event management agency Tapahtumantekijät Oy.

Welcome as a main partner!

- In addition to exhibitor solutions, we offer a few customized partnerships for the event, through which the partner gets targeted brand visibility and hosting during networking and catering breaks.
- The partnerships are the **main partnerships of the event**, which guarantees an excellent brand visibility for the partner throughout the event.
- The partners will also have brand visibility on the event's social media channels, at the opening ceremony, as well as on the big screen of the exhibition space and on the screens of the seminar halls.
- A limited number of partnerships are available.

Main partnerships

Main partnerships available:

Partnership	Availability
Lunch break partnership, Tue 11 February 2025	1
Coffee break partnership, Tue 11 February 2025	1
Evening gathering partnership, Tue 11 February 2025	1
Lunch break partnership, Wed 12 February 2025	1

The contents of the partnerships are described more detailed on the following pages.

Lunch break partnership, 11 Feb 2025

The partner hosts exclusively the lunch break on 11 Feb 2025 (1,5 h)

- Visibility in all program information: "Lunch is hosted and sponsored by X" (all channels, digital and printed materials)
- Public announcement of the main partnership before the lunch break starts.
- Possibility for a short speech or welcome words at the beginning of the lunch break (5 min)
- Exclusive brand visibility during the lunch break
 - Logo visibility in menus
 - Logo or other brand visibility (e.g. video) on the big screen of the exhibition and catering area.
- Logo visibility at the opening ceremony with other main partners.
- Logo visibility on the screens of the seminar halls with other main partners.
- Visibility of the main partner's logo on the front page of the event website.
- Logo visibility in the invitation messages of the event.
- One (1) visibility in the event's newsletter (500 words).
- Three (3) visibility on the event's social media channels (logo/image + text).
- Two (2) seminar tickets entitling to enter the event, including all catering services and the evening gathering.

Coffee break partnership, 11 Feb 2025

The partner hosts exclusively the coffee break on 11 Feb 2025 (50 min)

- Visibility in all program information: "Coffee break is hosted and sponsored by X" (all channels, digital and printed materials)
- Public announcement of the main partnership before the coffee break starts.
- Possibility for a short speech or welcome words at the beginning of the coffee break (3 min)
- Exclusive brand visibility during the coffee break
 - Logo visibility in menus
 - Logo or other brand visibility (e.g. video) on the big screen of the exhibition and catering area.
- Logo visibility at the opening ceremony with other main partners.
- Logo visibility on the screens of the seminar halls with other main partners.
- Visibility of the main partner's logo on the front page of the event website.
- Logo visibility in the invitation messages of the event.
- One (1) visibility in the event's newsletter (500 words).
- Two (2) visibility on the event's social media channels (logo/image + text).
- Two (2) seminar tickets entitling to enter the event, including all catering services and the evening gathering.

Evening gathering partnership, 11 Feb 2025

The partner hosts exclusively the evening gathering on 11 Feb 2025 (2 h)

- Visibility in all program information: "Evening gathering is hosted and sponsored by X" (all channels, digital and printed materials)
- Public announcement of the main partnership before the evening gathering starts.
- Possibility for a short speech or welcome words at the beginning of the evening gathering (5 min)
- Exclusive brand visibility during the evening gathering
 - Logo visibility in menus
 - Logo or other brand visibility (e.g. video) on the big screen of the exhibition and catering area.
- Logo visibility at the opening ceremony with other main partners.
- Logo visibility on the screens of the seminar halls with other main partners.
- Visibility of the main partner's logo on the front page of the event website.
- Logo visibility in the invitation messages of the event.
- One (1) visibility in the event's newsletter (500 words).
- Three (3) visibility on the event's social media channels (logo/image + text).
- Two (2) seminar tickets entitling to enter the event, including all catering services and the evening gathering.

Lunch break partnership, 12 Feb 2025

The partner hosts exclusively the lunch break on 12 Feb 2025 (1 h)

- Visibility in all program information: "Lunch is hosted and sponsored by X" (all channels, digital and printed materials)
- Public announcement of the main partnership before the lunch break starts.
- Possibility for a short speech or welcome words at the beginning of the lunch break (5 min)
- Exclusive brand visibility during the lunch break
 - Logo visibility in menus
 - Logo or other brand visibility (e.g. video) on the big screen of the exhibition and catering area.
- Logo visibility at the opening ceremony with other main partners.
- Logo visibility on the screens of the seminar halls with other main partners.
- Visibility of the main partner's logo on the front page of the event website.
- Logo visibility in the invitation messages of the event.
- One (1) visibility in the event's newsletter (500 words).
- Three (3) visibility on the event's social media channels (logo/image + text).
- Two (2) seminar tickets entitling to enter the event, including all catering services and the evening gathering.

How to become a main partner

Interested in the main partnership? Get in touch and let's discuss more.

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