



## **Sibelius Hall, Lahti**

**12 - 13 June 2010**

The anime and manga convention Desucon will be held over the summer of 2010, now for the second time at the congress & concert centre Sibelius Hall in Lahti, Finland. Given the 1643 visitors at the event in 2009, we are expecting the number to rise to around 2500 guests in 2010.\*

The first Desucon, organized in 2009, was praised by the visitors as an all-around success and an event that would be difficult to surpass. The various exhibitors at the event were also pleased with the fluent arrangements. However, this year our goals have been set even higher than before, since due to the completion of the construction work at the Sibelius Hall, this time we will have noticeably more space at our disposal.

The event's lineup includes lectures, panels, workshops and contests, as well as naturally a cosplay contest, rhythm games, anime viewings and anime music videos. As our speciality, we will also be bringing a piece of genuine Akihabara spirit to the convention in the form of a real maid café and the concert of pop idol Haruko Momoi. Unlike other anime conventions in Finland, our premises are open throughout the entire convention.

We offer commercial parties several sponsorship alternatives, of which it is possible to choose either separately or in the form of collaborative deals. Payment is possible either via bank transfer or PayPal.

**Petteri Uusitalo, Sponsor Manager**

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**<http://desucon.fi>**



Desucon is organized by the NPOs Kehittyvien conien Suomi ry, Yliopiston anime ja manga Yama and Lahden Otakuliitto Bakanat.

\* Finnish anime conventions held between 2003 and 2009 have grown with a yearly pace of 800-1000 visitors.



## Dealers' Room

All commercial dealer stands at Desucon are located in a single space. A 900m<sup>2</sup> hall called Puusepän Sali will serve as the general Dealers' Room, capable of taking around 100 tables. The hall will be open on **Saturday from 10 to 18** (10 am to 6 pm) and on **Sunday 10 to 16** (10 am to 4 pm); at other times it will be locked. As the construction work at the Sibelius Hall has finished, this year we will also have a separate loading door at our disposal in addition to the cargo lift.

**The dealers' tables are 125 x 70 centimeters (49 x 27,5 inches) in size.**

Contrary to the previous year, we will only be selling individual tables and not table sets of two. The tables are separated in two price ranges: **border booths** located alongside the walls, behind which there is a regular amount of space, and **central booths** set in the formation of an island, located in the middle of the hall, and behind which there is more room. It is possible to reserve only a central OR a border booth.

Pricing for the tables is progressive. They go as follows:

Amount of tables	Border booth	Central booth
First table	100 euros	130 euros
Second table	100 euros	130 euros
Extra tables	150 euros	180 euros

We reserve the rights to change our pricing in case we run out of either of the two booth types. For reservations made prior to any changes, we will charge the price that was applicable during the time of the reservation. An up-to-date list of prices can be found at our website at <http://desucon.fi/en>.

A reserved table place automatically includes internet access as well as two chairs; more can be arranged as per required at the premises. There are a number of wireless networks available at the location; a wired network access can be arranged for an additional fee. There are no freely usable screens at the Sibelius Hall, but there is a curtain behind certain booth places on which light items such as t-shirts and banderols can be hung. In case you are specifically interested in these places, do remember to mention it in your contact.

## Slideshow ad

A slide ad includes space for **two separate advertising images**, which will be shown as rotating adverts on all info screens of the Sibelius Hall, as well as in the daytime slideshow on the large screens of the main lobby stage and the Dealers' Room. The slideshow in question will also feature information on programme schedules, in addition to any changes or other important notifications, so what better chance to share your convention bargains with the visitors than this!

Sibelius Hall's info screens are currently being replaced with more modern ones, and therefore the technical specifications will be clarified on the course of spring 2010.

A slide advertisement costs **100 euros**.

### File formats

The acceptable file formats for the slide adverts are .png, .jpg, .tiff and .gif. The use of animated ads can be discussed, but they may not include sound.



# Program book

The Desucon program book is a handout freely distributed to all visitors, and many tend to save their own as a memento of the event. In addition to program schedules, maps and floor plans, it will include a lot of important information about the convention for the guests. Advertising on the handout is the most effective way to increase the visitors' awareness of the existence of your dealer's table, and therefore to increase sales!



The program book is A5 in size and entirely in colour. A total of 2500 copies will be printed. **Reservations before April 1st 2010.**

Adverts for the program book will be sold as follows:

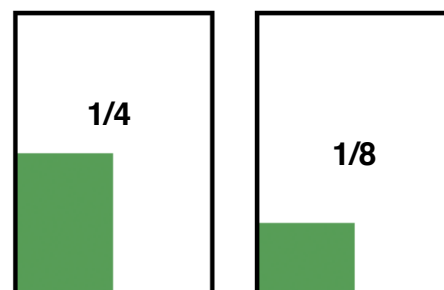
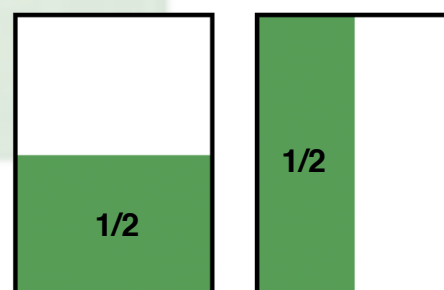
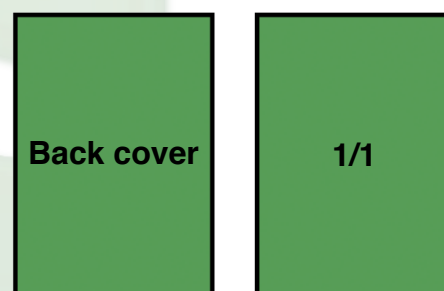
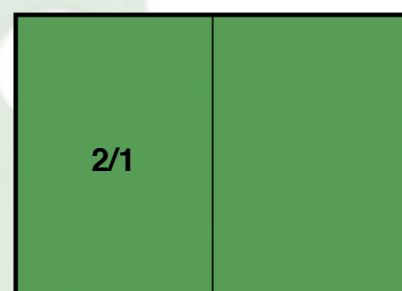
Advert type	Mm (horiz. x vertic.)	Price
Back cover	152 x 214	700 euros
2/1 pages (spread)	300 x 214	700 euros
1/1 page	152 x 214	400 euros
1/2 of a page	152 x 109 78 x 214	300 euros
1/4 of a page	78 x 109	200 euros
1/8 of a page	78 x 57	100 euros

All sizes include a two millimeter bleed in every direction.

## File formats

The acceptable file formats for the adverts in the program book are .pdf, .tiff, .psd, .ai and .eps. We recommend saving the image initially in the CMYK colour profile, as well as using a resolution of at least 400 dpi when dealing with bitmap images.

.Jpg, .gif and .png are also possible, but we do not recommend using them for image quality reasons.



## Web banners

In all probability, each con-goer will visit the Desucon.fi website several times before and after the convention. For example, between June and September 2009 the site has been visited by over 9800 unique visitors, who've made over 69 000 pageviews. Web banners are the most efficient way to increase hits on your own site!

All of our advertising banners are of the same size and value at **140 x 150 pixels** and **300 euros** each.

The banners work on randomized rotation, so every advertiser gets an equal amount of turns at being featured on the top corner of the front page. In other words, each individual banner is on equal standing regardless of when it has been purchased. Changing the outlook of the website also prevents so called advertisement blindness, so that visitors will not get too used to (and thus ignore) the ads, which can often be a problem with stagnant advertisement placing.

A contract made now will provide an advertisement place for the duration of **January 1st 2010 - December 31st 2010**. Once this limit expires, the advertisements for next year will become effective.

### File formats

Acceptable file formats for the banner ads are .png, .jpg, .tiff, .pdf, .gif and Flash. The use of animated ads can be discussed, but they may not include sound.

The screenshot shows the Desucon website homepage. At the top, there is a navigation bar with 'Kirjautu' and 'Hae' buttons, and language options for English and Japanese. The main header features the 'DESUCON' logo and the dates 'LAHDESSA 12-13.6.2010'. A large illustration of a character in a green outfit is on the right. Below the header, there is a section titled 'ETUSIVU HÄVIJÄLLE TAPAHTUMA OHJELMA YHTEYSTIEDOT BLOGI'. The main content area includes a banner for Haruko Momoi with the text 'Osta lippu ennakkoon, välttä jonotus!' and 'Haruko Momoi @ DESUCON'. To the right, there is a section titled 'Tervetuloa Desuconiin!' with information about the Sibeliusstalo in Lahti for the dates 12.-13.6.2010. Below this, there are sections for 'Uusimmat uutiset' and 'Blogissa'. On the right side of the page, there are several smaller banners for 'Suomen Tanssipelaajat ry', 'FANTASTAPELIT', 'Anime- ja manga oheistuotteesi Japanista.' (URUMI), 'IPPAI ANIME MANGA COSPLAY', and 'Genrewear.fi T-paitoja mm. manga \* anime \* nörtit \* roolipelit online-pelit \* airosoft sekä muista aiheista'.

## Collaborative deals

We sell three types of collaborative deals for the 2010 event. Prices for all deals can be negotiated over, in case you have an alternative cooperative suggestions to offer. Prices for extra tables and other desired services will be set on top of the regular deal based on the listings. Changing the table types of cheaper deals into central tables can be negotiated separately.

### Main sponsorship package: 1000 euros

- Your logo on the event opening video, poster and other promotional material
- A banner on the website
- A full page ad on the program book
- A booth of 5 tables (6,55 meters; either booth type is possible)
- A slideshow ad

The value of the above deal is 1620 euros in total; you save 620 euros.

### Normal sponsorship package: 700 euros

- A banner on the website
- A half page ad on the program book
- A slideshow ad
- A booth of 2 tables (2,5 meters; border booth)

The value of the above deal is 920 euros in total; you save 220 euros.

### Light sponsorship package:

300 euros

- A banner on the website
- A slideshow ad
- A single table booth (1,25 meters; border booth)

The value of the above deal is 500 euros in total; you save 200 euros.

