

TAMPERE POLYTECHNIC
Environmental engineering

Final thesis

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DT Exhibition – organiser's guide

Supervisor: principal lecturer Marjukka Dyer
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Abstract

DT2006 Conference was held in TAMK in 16-19.8.2007. The DT2006 promoted the use of dry sanitation. Along with the conference was held the DT2006 exhibition. The exhibition displayed the products of 16 exhibitors from the dry toilet field both from Finland and abroad. The DT conference was organised by TAMK, Global Dry Toilet Club of Finland and TUT. This thesis is the guide for the organising of the exhibition made based on the experiences from the organising process of DT2006 along with reference literature. It serves the needs of the next organisers of DT Exhibition.

These kinds of events are event marketing. The organisations responsible use events to promote their cause and/or products. Events are important places for meeting the possible customers and creating the public image of the organisers. This why the organising of e.g. DT exhibition is important; if the things run smoothly at the event and the visitors and conference guests are pleased, this helps to build a better image of the organisers.

This thesis presents the important phases of event organising, such as timetable, safety, program, marketing, budget and feedback. One of the most important features in organising exhibitions is the interaction with the exhibitors, this including invitation, info package and one on one communication. The basis for smooth organising comes from the organising crew which should be experienced. All these issues are presented in depth in the thesis. Appendices include for example the invitation letter of the exhibitors and the info package, which can be used as reference material for the future organisers.

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Tiivistelmä

DT2006 konferenssi järjestettiin TAMK:ssa 16–19.8.2006. Konferenssin tarkoituksena oli edistää kuivasanitaation käyttöä. Konferenssin kanssa yhteydessä järjestettiin DT2006 kuivakäymälänäyttely. Näyttelyssä oli 16 näytteilleasettajaa esittelemässä tuotteitaan sekä Suomesta että ulkomailta. Konferenssin järjestäjinä toimivat Käymäläseura Huussi ry, TAMK sekä Tampereen teknillinen yliopisto. Tämä lopputyö on tehty ohjeeksi tuleville DT näyttelyn järjestäjille DT2006-kokemusten sekä lähdekirjallisuuden perusteella.

Tämän tyylliset tapahtumat ovat tapahtuma markkinointia. Tarkoituksena on edistää järjestävien organisaatioiden sanomaa ja tuotteita. Tapahtumat ovat tärkeitä tilaisuuksia tavata mahdollisia asiakkaita sekä luoda organisaation julkista kuvaa. Näyttelyn tärkeys onkin siinä, jos asiat sujuvat hyvin tapahtumassa ja kävijät sekä konferenssivieraat ovat tyytyväisiä, tämä auttaa rakentamaan parempaa kuvaa järjestäjäorganisaatioista.

Tämä lopputyö esittelee tapahtumajärjestämisen tärkeitä kohtia, kuten aikataulu, turvallisuus, ohjelma, markkinointi, budjetti sekä palaute. Yksi tärkeimmistä osa-alueista näyttelyä järjestettäessä on näytteilleasettajien kanssa kommunikointi, joka sisältää kutsut, infokirjeen sekä kahden keskistä kommunikointia. Pohjan hyvin sujuville järjestelyille luo osaava järjestelytiimi. Kaikkia näitä tapahtumajärjestämiseen liittyviä asioita käsitellään tarkemmin tässä lopputyöraportissa. Avustavina liitteinä ovat muun muassa näytteilleasettajakutsu sekä infokirje, joita voidaan käyttää myös referenssinä tulevilla järjestelyillä.

Foreword

One might say that the Finnish saying “*lopussa kiitos seisoo*” applies to the DT2006 process. All the participants in the process had their rough patches and sometimes everything just seemed impossible, but then came the actual event, and everything was just perfect. I hope that everyone that participated in the event also feels so. At least we had the time of our lives!

There are so many people that deserve GIGANTIC thanks for making the DT2006 exhibition possible!

Firstly we'd like to express our gratitude for our exhibitors who made the event!

The greatest thanks go to the hard-working duo of Sisli and Maria, without whom there wouldn't have been DT2006 at all!

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Elena & Leena

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I Exhibitors' invitation letter

II An example of exhibitor's contact

III Safety and waste report

IV Feedback form for exhibitor

V Exhibitor's info

1. Introduction

The second international dry toilet conference, DT2006, was held in TAMK (Tampere Polytechnic University of Applied Sciences) in August 17-19, 2006. Along with the conference the DT2006 exhibition was organised. The goal of these events was to promote the use and development of dry sanitation by organising a conference and exhibition. The first conference and exhibition were already held in 2003. The DT2006 conference had several speakers telling about their research and experiences in the field of dry sanitation, whilst the exhibition had 16 exhibitors showing their products of dry sanitation. The exhibition was open for the conference guests and the public.

This report consists of the guidelines of organising DT exhibitions. The report is made based on the experiences of DT2006 exhibition that we were along organising and theory from various sources. The aim was to create a detailed guide that would make the organising next time to run smoother. Still, these are just instructions based on experience and all organisers can adapt these according to their own opinions. This report can also be revised after the next conference and exhibition. The report is based on the assumption that the exhibition is organised along the DT Conference also in the future, but can be used as a tool also in a case of an independent exhibition.

The importance of DT exhibition is quite large: at the moment being the only one gathering together all the important players in the dry toilet field in Finland, along with some international guests. The exhibition promotes sustainable development by promoting the environmentally friendly products of the exhibitors and presenting them to visitors. DT conference is also an important forum for the distribution of DT information, sharing experiences and creating precious relationships that help to develop this field.

Since the DT conference and exhibition are important, it is to be made sure that the events run smoothly. This report will give out information about the contacting of exhibitors, timetables, budget, etc. It is made to help the DT exhibition become even better every time, and save effort and energy of the organisers.

The appendices of this report include the contact list of the exhibitors, security and waste plan, invitation letter, feed back form, exhibitor's info package and exhibition brochure along with the example of an exhibitor contract. DT2006 related material can be found also from TAMK's files Argon-Teaching material-Tutkimus ja kehitys-DT2006.

2. Dry toilet technology

Water is the one of the necessities of life. The lacking of clean drinking water and proper sanitation is unfortunately very common in the world. At the moment there are approximately 2.6 billion people who lack basic sanitation and 1.1 billion people having no access to potable water. Due to lack of proper sanitation millions of people die every year. Only diarrhoea itself kills over 2 million people yearly. 5,7 % of all infectious diseases result from contaminated water and poor sanitation. (2,5)

At the same moment the industrialized countries use clean water for flushing their toilets; with one flush down goes the amount of water that the third world people have access to in a day. The daily recommended need of water per person per day is 50 litres, but obviously in the third world this is not reached. In Finland one person uses daily from 130 litres up to 180 litres of clean water, from which one fourth goes for the toilet flushing. The problems in sanitation cannot be solved with water sanitation; dry sanitation on the other hand can be the solution for the sanitation of the entire world. (2)

Dry sanitation can be defined as “*on-site disposal of human urine and faeces without the use of water as a carrier*”. The urine and faeces are processed on site and the end product can be used as fertilizer. Dry sanitation diminishes contamination of the environment and keeps it clean and safe. In this natural cycle no waste is produced and the human excrement has high nutritional values. Dry sanitation also saves scarce clean water reserves for more important uses such as drinking water. (2)

In the field of dry sanitation, the issue is not just technical, but also cultural and traditional. Dry toilets are usually considered only as alternatives in places where water sanitation is not possible, although now the goal is to make dry sanitation a true alternative for water sanitation. The field of dry sanitation is truly an area that needs discussion and joint venture to help to improve the sanitation situation of the world. The DT-conferences of years 2003 and 2006 have provided a forum for this discussion. (5)

3. DT Conferences

The first international DT-conference was held in 2003 in Tampere University. The conference had 160 participants from 30 countries. An exhibition of the manufacturers and sellers of dry toilets was organised alongside. There were 13 exhibitors, also from abroad. The second international DT-conference was held in 2006 at TAMK (Tampere Polytechnic University of Applied Sciences.) The conference organisers were TAMK, Global Dry Toilet Club of Finland and Tampere University of Technology. This conference had 147 participants from 34 countries. Also, DT2006 Exhibition was held during the conference. The exhibition had 16 exhibitors, exhibiting a wide range of the available dry toilet technology. (8,11)

3.1. The organising parties

3.1.1. The Global Dry Toilet Club of Finland

The Global Dry Toilet Club of Finland is a non-governmental organisation that aims to promote dry toilet technology in order to advance sustainable development and water protection along with promoting the natural nutrition cycle. Their work includes the collection and publication of dry toilet information and spreading the dry toilet culture by participating and organising fairs, conferences, and exhibitions. They also carry out projects in both Finland and abroad. The association was established in 2002. They have been along organising the DT conferences of 2003 and 2006. (9)

3.1.2. Tampere Polytechnic University of Applied Sciences (TAMK)

TAMK is a university of applied sciences, which provides bachelor degrees in Art and Media, Business and Technology. They have over 5000 student with personnel of almost 1000. The Research and Development department of TAMK gives its partners international connections of top knowledge concentrating on its strengths. The R&D projects have good basis due to the multidisciplinary form of TAMK, and the projects aim to the development of new products and improvement of business operations. These projects adapt know-how to practice and give the students of TAMK possibility for co-operation with companies.(10, 11)

3.1.3. Tampere University of Technology

Tampere University of Technology is a university specialized in the education and research of technology and architecture. TUT gives undergraduate, postgraduate and continuing education. In the research field TUT concentrates on new technological knowledge and new innovations, collaborating with the business world also. (11)

4. Organising exhibitions and fairs

The personal contact between human beings cannot be replaced with electronic communications. This is why it is important to organise venues that fulfil the need for encounters. Congresses along with exhibitions and fairs serve as means of this need. Conferences gather together the professionals of the field to share their experiences and research and create important relations; exhibitions gather together the professional companies to display their latest innovations and products and create important customer and business relationships. The job of the organisers of these sorts of events is to provide the perfect settings. (1)

4.1. Event marketing

Vallo and Häyrynen describe the term event marketing as the marketing of an organisation's products, ideologies or ideas in the form of events. This can include the organising of events, participating fairs or events or sponsoring them. In the world of ever increasing amount of information, event marketing is the key to reach the target market directly. (3)

Event marketing gives several advantages to the organising party: connection between the participants and the organiser, the controllability of the event, target setting, the possibility to differ you from the others, producing experiences and leaving a memory mark. The target for an organisation organising an event is to present the activities of the organisation and bring out their cause and importance. Mass marketing of the organisation's goal is not as personal as is the contact made in an event. Events that went well are always remembered and talked about. (3)

The image of the organisation is built when it meets with its interest groups. The interest groups make observations and these build into a reputation. Events like exhibitions and conferences are those meeting situations with the interest groups that affect the image the most. A negative event will reflect on the whole organisation and its message. (3)

The exhibitions or fairs organised along with conferences and congresses are important for all the parties. The exhibition might give a basis for the financing of the conference. It also exhibits the latest innovations and products for the conference guests, giving important contacts both for the exhibitors and the conference visitors. Large exhibitions in the congresses are usually financially massive, while the smaller exhibitions are usually organised in the lobby areas of the conference venue. (6)

4.1.1. DT exhibition as event marketing

The DT exhibition is usually organised together with the DT conference. It provides a venue for the companies and organisations of the dry toilet field to present their products and ideas. The DT exhibition can be considered two fold event marketing. The organisers use this event to promote their cause, whilst providing the exhibitors a chance to market their own products. As Vallo and Häyrynen state, this is a good way to reach the target market and audience. The goal of DT exhibition is clear: to promote the use of dry toilet technology. And when approaching this goal it is important to remember that a positive event creates a positive image about the organisers. (3)

4.2. Fairs and exhibitions

Fairs and exhibitions can be divided into professional and public. Professional fairs are open only for the professionals of the field. Public fairs are open to all visitors. Some fairs tend to be both, with a few days in the beginning being open only for professionals, and then opening to the public; giving the chance for them to explore the offered services and products. The DT exhibition is basically a mixture of these both. It is professional in the sense that the conference guests visit the exhibition as professionals and public since it is open to public also. (3)

Fairs at best are excellent places for encounters of the customers and the companies. It is to be remembered that all the fair and exhibition visitors are there willingly: meaning that they are actually looking for solutions and new products and services; being potential clients for the exhibitors. Thus the visitors are to be treated with the necessary care and respect. In DT exhibition this means that the exhibition doesn't only serve the needs of the conference guests, if it is decided to keep it open to the public also. (3)

4.3. Realization of the event

Organising an event is work. A well planned and well executed event is done with commitment and feeling. The skill for the event organising arises from experiencing events, absorbing all the knowledge from them. Some basic issues are to be known by all the event organisers, and source literature can be referred to. The last touch is there when the hard work of the organisers and the participants interact. It is necessary for the event guests to feel themselves welcome and entertained. As an event organiser one is responsible for the whole event and even the smallest details are to be confirmed. (3)

4.4. Organising crew

The job begins early with deciding about the event and starting to spread out the word. One should think what kind of an event would be most suitable for the organisers. In this case it is obviously an exhibition, but how it is built is a different issue. This all begins from a clear and good organising crew. These people should know their job and the communication in this team should be well maintained. If this basis is in order, then the event is more prone to succeed. From the experiences of DT2006 it can be fairly said that although the outcome was good, it could have been even better (or at least the process would have been smoother) if the organising team wouldn't have been so spread out and the communication would have worked. (3)

The first thing to decide is whether one wants to carry on this organising self or rely on outside professionals. Both have their assets and it depends entirely on the situation whether the organising party has the expertise to carry on this kind of an event on their own. Like Vallo and Häyrynen state in their book *Tapahtuma on tilaisuus*, if it is chosen to build the event on one's own, the time and the effort needed is multifold compared to a bought event. Organising an event is a hard and time-consuming job, to which one has to be committed to. Of course self-built saves money in tight budgets and perhaps gives the event an image more like the organisers want it to be. (3)

The use of e.g. conference bureaus in the execution of an event could bring the extra something. These professionals have a solid touch to the event, possess creativity, tend to see the small details etc. Especially these people are professional on the field, having executed several events and have the needed experience basis. (3)

5. Timetable

Successful congress and exhibition is possible when timetable is well organized. Precise working schedule should be formulated. All known information and tasks should be listed. It is advantageous to look back to the events been organized earlier, so that needed time for each event can be estimated accurately. Creating a calendar of events helps to stay in planned schedule. The timetable for DT2006 is presented later. The timetable is gathered from the DT2006 organizing committee memos. (6)

Event scheduling should be started roughly one year before the actual event. In first meetings program planning and budget sketching are the most important issues. It is important to draw up the budget, so that all needed expenses can be predicted. Also the budget should be checked regularly during meetings to avoid unexpected situations. When rough timetable is introduced it should be decided who is going to do what work. Thus tasks are divided between all parties that are/will be involved in the project. (6)

Program planning is important because when exhibition and conference are held in the same area it is important to preserve unity of both by arranging small events and happenings. Conference and exhibition schedule are to be planned so that events that are happening during conference are not interfering exhibition. All the events and things to be done have to be decided in meetings. Introductory calendar of events has to be made and preliminary program placed in official homepages about ten months before the actual event. The sooner the preliminary program and information are available in Internet the better are the possibilities that there will be more public participating. Homepages have to be updated as new changes in program are made. (6)

During planning invitations possible exhibitors and conference participants have to be searched. This should take place also as soon as possible, thus there will be no urgency to mail the information to the companies. Invitation ought to be sent about eight months before the exhibition including information about the event. Address directory can be taken from previous similar events and some new companies that possibly have been emerged lately have to be added. Also information about the upcoming event could be sent at the same time to related quarters e.g. universities, environmental centres around the country and etc. (6)

Exhibitors or companies could want to sponsor the event. Therefore all information and application forms for that purpose should be sent as early as the intention and theme of the exhibition is decided. When proper information is sent in time, and if there are companies that will sponsor the event, there is an extra capital for further planning. This should be done not later than eight months before the event. Also, the budgets of the possible exhibitor companies are drawn before the New Year, so the initial invitation should be sent prior to that. At the same time bank account for monetary transactions has to be opened, so that exhibitors can pay their registration fees. (6)

Security and waste issues are to be planned very well, thus these are very important in any kind of event. Security and waste plan has to be made about seven months before the exhibition and to be presented to the body in charge of the whole event and to whom it may concern. (6)

Volunteers are very important, therefore they should be asked for help. Contacting the volunteers should be started about six months before the event and the main issues and whole idea of the event have to be delivered not later than four months before the exhibition to be held. Also compensation for their contribution should be announced while asking for help.

Exhibitors should be informed about deadline of returning registration forms where they bind themselves to participate in the exhibition. Some deposit may be required from exhibitors to hold the date. The deposit can be half of the participation fee, which should be paid along when returning the enrolment form. The date for paying the rest of participation fee can be set about two months before the exhibition. When the exact amount of exhibitionists is confirmed, the budget can be updated. The deadline for enrolment should be set about two months before the exhibition.

Info packages for exhibitors ought to be sent about two months before the exhibition. Exhibition brochures have to be started to make about two or three months before the happening, so that all the necessary information can be gathered in time.

5.1. Timetable of DT2006 exhibition

Following table is presenting the tasks and decisions made in the meetings concerning “DT2006”-exhibition.

TIMETABLE/MEETINGS	
Time/months	Decisions made, achievements
24.5.2005	Preliminary timetable
	Starting to draw up a budget, introductory budget by next meeting
	Homepage outlook decision
	Designing logo of the event
15.8.2005	Budget is only sketched
	Budget needs to be translated in English as soon as possible
	Deciding tasks for committees
	Exhibition participants' fees in different categories ("members" and "non-members" - categories)
	Volunteers are invited
	Bank account is opened
	Publication request about the event to special journals
5.10.2005	Get-together program planning
	Homepages are updated
	Brochures are needed to be sent to different quarters, such as e.g. universities, environmental centres
	Attached letter for important contacts should be done as soon as possible
29.11.2005	Changes in participation fees decided in meeting held 15.8.2005, prices to be updated in homepage
	Local organizing committee is deciding about external program
	Preliminary program to homepage
	Exhibition organisation issues, prices, company and sponsoring possibilities information to be send in the beginning of January
10.1.2006	Exhibitor's registration issues
	Registration and hotel reservation form to the homepage as well as paper version in invitation
	Bank account for "DT2006"-event
	Programme for accompanying persons, perhaps field trip
	Rents for exhibition spaces and preliminary priced
	Exhibition invitation for companies ready during January
	Address register research from internet, domestic and foreign manufacturers
	All the texts to be ready by 31.1.2006
31.1.2006	Bank account for foreign monetary transaction is opened
	Mailing to manufacturers, abstracts, universities and polytechnics, TAMK kv-companions...
	Budget is updated, incomes are not in deficit
1.2.2006	Invitation sent to the companies
	Telephone calls will be made to the exhibitors in mid-February
30.3.2006	Invitation sent to the foreign exhibitors
7.4.2006	Volunteers' role in DT2006 arrangements

TIMETABLE/MEETINGS	
Time/months	Decisions made, achievements
7.4.2006	Sponsors for exhibition issues
	Public relation plan
11.4.2006	First volunteer meeting
27.4.2006	Space issues, conference and exhibition unity
	Erection, demolition and transportation of stands discussion
8.5.2006	Choosing supervisor student for exhibition
	Erection and demolition of stands dates
	Equipments for exhibitors issues
	Feedback forms for exhibitors
10.5.2006	List of possible companies participating either in exhibition or as sponsors, preparation of info packages to these
	Date and arrangement timetable for "DT2006" decided
	Volunteers' tasks divided
	Organising and scientific committee assembly
	Arraigning responsibility: contract concerning space and manpower
	New event logo design
26.5.2006	Task dividing between volunteers
	Missing and got equipments issues
	Info packages to the exhibitors
13.6.2006	Budget checked, in surplus
	Logo of the event chosen
28.6.2006	Ad request for the exhibitors sent
14.7.2006	Dead line for the ads, preparation of the brochure
7.8.2006	Registration situation, name tags for participants
	Exhibition brochure is in printing phase
	Posters are to be shared around Tampere as well as driving instructions
	Exhibition brochures are to be mailed as soon as they arrived from printing
	Volunteers issues: divided into groups
	Registration desk place is decided
8.8.2006	The situation concerning registration and the program is good

Table 1. Timetable of the DT2006 exhibition organising

6. Meetings

In order to follow the process of project it is useful to organize meetings regularly. Essential purpose of the meetings is that all problems occurring are easy to prevent and repair in early stage. Also information exchange is important in the meetings so that if there are many committees working on the projects, information is passing freely to everybody. E-mails or letters are not as reliable as meetings. All questions that are raised can be discussed in the meetings. Personnel presence assures that everything new is went through. (4)

Meetings should be prepared carefully since ineffective meetings are simply not beneficial. It is important for right persons to participate. The timetable of the meetings should always be on time; therefore it is good to reserve more time than less, in order to go all necessary issues through. (4)

Space for gathering should be decided before having a meeting and everybody should be informed about place and time the meeting supposed to be held. In case of sudden changes in timetable or room reservation, it should be announced to everybody it concerns as soon as possible.

Meetings have to be held as often as possible, thus problems that are occurring or might occur are to be solved quickly. Meetings are helping people to interact and exchange ideas about the event. Before starting discussing the issues, everybody present should introduce her/himself to others. (4)

It is not necessary that every person and company involved in project is present in every single meeting. Usually companies are choosing one or two delegates that are attending meetings they find important to them. Meeting participants are taking care of their own topics they want to talk about. They might send their proposition to the chairperson, which is bringing the issues to be discussed in the next meeting. (4)

Every meeting should have one chairperson and at least one secretary. It is also convenient to choose vice- chairperson and secretary, in case if persons were chosen for main duties are absent or not able to participate. Chairperson is responsible of meeting's timetable and proceeding of it. In deadlocks chairman tries to solve the problem or to find the compromise, so that everybody are satisfied. He/she has to direct the discussion so that nothing is left behind. (4)

Secretary in other hand has to write everything down, or at least the most important issues have to be mentioned. Always after the meeting a memo of discussed topics and decisions made is sent by e-mail to every party that is responsible for the project. (4)

If there is something left omit, it is possible to decide what certain things have to be mentioned in the next meeting along with time and place. If there are some minor things left out, it is a good idea to have a small meeting where these issues can be examined closer. Time and place of these small meetings is decided between parties that are surely going to attend.

It is a good idea to create few committees that are responsible for different tasks. Selection of chairperson and secretary was decided in the very first meeting and it was decided unanimously. Also two committees were created to organize DT2006 event: local organising committee and scientific committee. Local organising committee was responsible for the entire event in general and some of the tasks were: list updating, mailing, exhibition and trip organising and etc. Scientific committee was in charge of the scientific side of the conference, for example deciding the speakers.

7. Personnel

Usually there are two types of personnel: volunteers and employees. Employees are selling the product and motivation rising factor is salary. Volunteers are on other hand are working without getting any monetary payment, but still in order to motivate them to work properly compensation should be promised. Compensation may include coffees, lunches, if they are working for school-credits and etc.

It is important that the right amount of personnel is in the right place at the right time. If there is not enough staff available work accumulates and people handling other obligations are forced to take care of tasks they are not supposed to. In worse case extra costs have to be spent.

As well as importance of amount, the education of personnel involved in public event is as important. In staff education it is not necessary to acknowledge every single person about everything, but is important to know where missing information can be inquired. Team should understand that visitors coming to the event are having different kind of needs, and that everybody should be served equally, regardless of visitor's mood. Also different type of public should be taken in consideration, e.g. disabled, pensioner, children and etc. It is vital to make an impact on public in positive way. When working in public the mood of personnel is giving the impression about whole event. All of theses requirements have to be included in staff training. (4)

7.1. Personnel involved in DT2006 exhibition

Personnel involved in DT2006 event were volunteers and trainees from TAMK, personnel of Global Dry Toilet Club of Finland and different professional participating in the committees.

There were four students from TAMK working with project from the very beginning: Maria Vuorinen, Sisli Piisilä, Leena Vedenpää and Elena Haapanen. The two former were hired trainees for the R&D-department. Maria Vuorinen was in charge of the DT2006 printed material, such as editing the brochure and the 2nd call. Sisli Piisilä was involved in all the running issues of the organizing of DT2006, along with making e.g. the info package for the exhibitors and the exhibition poster. We were named as exhibition supervisors and task that were included in our work are described below.

7.1.1 Exhibition supervisors' tasks before the exhibition

Our first unofficial meeting with “Global Dry Toilet Club of Finland”-speaker Asta Rajala was in September 2005. It mainly included information about event and what kind of duties we will have. After that we had a bit better view what kind of work was to be done and when.

First of all, potential exhibitors were to be searched from every possible sources, also a list of addresses from previous year was in use. So, basically, the list with Finnish and foreign companies and manufacturers had to be updated. In addition to exhibitors also all other possible companies and quarters that had any connection to the sanitation were searched.

During the end of 2006, we were involved in creating the invitation. In the beginning of January 2006, invitation letter in Finnish was done and our job was to translate it in English, so that it can be sent also to the foreign countries. Invitation sending issues was our duty, such as all letter sorting and printings, sealing the envelopes and sending them. We also attended the organizing committee meetings on regular basis.

In the end of January there was a meeting with volunteers' delegates, which were also our responsibility. The main information about "DT2006" was delivered to them and main tasks explained. List of all volunteers committed to the project was done. In the end of February security and waste related issues of the event arose and therefore security plan had to be done. Better description of the plan is in the section Security and waste.

In the beginning of March 2006, invitations for foreign manufacturers, thus potential exhibitors, were ready. Invitations had to be printed, sorted and also mailed. The same thing concerned 2nd call mailing which was done at the same time. Basically, at this period of time the main tasks for us was to find right addresses of domestic/foreign manufacturers and issue related companies, sort the printed material into the envelopes and mail them. We were also involved in making the information package, which was compiled by Sisli Piisilä.

From June on we were personally in contact with the exhibitors, distributing the necessary information and answering questions. In the end of June we sent out the ad request for the brochure, and collected all the ads before sending them to the responsible of the brochure. We also coordinated the volunteers.

7.1.2. Exhibition supervisors' tasks during the exhibition

During exhibition there were a lot of small things to be handled, as we were exhibition supervisors. Since the location for exhibition was TAMK halls and corridors, parts which were used for exhibition had to be removed from furniture usually located there. Volunteers were helping to move them to the storage room. It is good also to photograph the area prior to moving the furniture so that they can be put in the same place after the exhibition also.

We were there helping the exhibitors when they arrived: showed their spots, helped in searching their packages lost in mail, and sorted out problems. The exhibition supervisor should have all the contact information of the exhibitors in case they do not show up, and this person should be attainable all the time during the conference, making it impossible to attend the sessions.

It was important to coordinate and communicate with volunteers, thus to make sure that everybody are doing what they were supposed to. Coordination usually was done during morning meetings, were all important issues of the day went through. Then all needed preparations for following day had to be done before exhibition area opens, for example on a first exhibition day we were helping, along with volunteers, exhibitionists to set their stands and clean the area from the garbage left from stand wrappings. Also keeping area clean during the whole exhibition was our duty.

If there were any problems or questions, we had to solve them as quickly as possible and at the same time preserve friendly appearance in any situation. Fortunately, there were no difficult situations that were not able to solve. Every day after exhibition area was closed for the night, we had to make sure that everything is on appropriate places and the area is cleaned.

On final exhibition day, exhibitionists were unpacking their stands, and help was provided to them. We also distributed them the feedback forms. After the stands were taken out the location had to be cleaned and furniture returned back where it was before the exhibition.

7.2. Training the volunteers

Volunteers had to be trained to work with exhibitors, guests and visitors. The training included primarily customer service, how to provide all needed information in case someone asks. Volunteers have to be aware of the image they present to the customer. In case of difficult question asked, volunteers have to be structured to find the person who can help with the problem occurred, in case they are not able to offer own help. For that purpose list of volunteers and other important persons with mobile numbers was handed to those who were responsible for cloakroom at the moment.

Every morning before starting to work, volunteers and exhibition supervisors gathered and events scheduled to that particular day went through. Also some aspects which were supposed to be done before next day were discussed. Meetings with volunteers were not very long, only important issues of the day were announced.

Volunteers and others working strictly in conference and exhibition organizing, have to stand out the crowd, so that participants and visitors can easy recognize them in case of troubles. Therefore in “DT2006” – event, blue T-shirts with exhibition and conference logo, were shared. These T-shirts had to be worn during exhibition opening times.

7.3. Volunteers involved

Firstly volunteer request was sent to all the students of Environmental Engineering, where extra help was asked for some compensation. 14 volunteers were registered and involved in the project. The task that volunteers were supposed to do were decided in meetings as well as what they should get in order to motivate them. First meeting with volunteers was held 11.4.2006 and main things about “DT2006” event was delivered to them. Also training dates were preliminary set.

7.4. Volunteer tasks

Volunteers were divided according to the tasks and also to their own schedule, since some of the volunteers were not able to participate fulltime. In DT2006 there were about 13 volunteers in addition to exhibition supervisors present all the time. Volunteers were working in shifts or as much as they could. As well as helping with exhibition they were also participating in conference related issues. For example: helping at registration and information desks, assisting lecturers in sessions, guiding people to the coffee areas during the breaks between lectures. Also keeping the area clean was one of the volunteers' tasks.

7.5. Volunteer compensation

According to the participation in the volunteering work, students to be rewarded for the work they were doing. Because of the fact that volunteers were not working for the money, they were offered credits, which were commensurate to their contribution. The credits given to the volunteers working during "DT2006" were from 1 to 3cus. Also free lunch and coffee coupons were provided to the volunteers according to the days they were participating.

Volunteers were working very efficiently and gave their best to make a successful exhibition and conference. Even though some of them were working long days, enthusiasm always remained. All the exhibitors gave positive feedback concerning volunteers' work as well as organizers. There is nothing negative to tell about.

7.6. Other important personnel

There is always a need for more people as the event planning starts. It is impossible to do everything when there are not enough resources and personnel. First of all when there is not enough staff tasks are stressed on one person and second of all everything will accumulate and eventually the event will be in danger to delay. To avoid that sort of situations, after the event majority is evaluated, it is possible to evaluate what kind of personnel is needed and how much.

In DT2006 there were pretty much people doing all kind of work: answering the phone, printing the material, event appearance design, program planning, and etc. Basically all this personnel was in volunteer or other basis, only one secretary and two trainees were hired for the occasion.

8. Contacting the exhibitors

Contacting the exhibitors is probably one of the most important features of the exhibition organising, since if you do not get exhibitors, there is no event. Following is gathered important aspects of the contacting. These views are based on the experiences, both good and bad of the DT2006. The actions of the DT2006 have been revised and suggestions are made based on them.

8.1. Invitation to exhibitors

The first invitation for the exhibitors should be sent by the end of the previous year of the exhibition. Additionally an information letter could be sent earlier in the autumn, in order to make the companies to have some knowledge about the coming. The importance of the sending of the invitations in time lies in the creation of the budgets of companies before the New Year. This way, reservations for the exhibition costs can be made in the budgets already. More detailed timetables can be found from the chapter of timetables.

The initial invitation ought to be appealing, selling the event to the company. Recommended by Sari Kamula from TAVI Congress bureau the initial letter should be in paper, since the amount of e-mail in these days is so big. Choosing the target group of the invitation has to be well considered. The invitation should explain in depth what the event actually is. As Vallo and Häyrynen say about searching for sponsors and exhibitors, it is important to understand that why would the companies participate this event. This should be explained also in the initial invitation. It is also essential to mention that media is also involved in the event.

(3)

According to Sari Kamula, it is necessary to have all the important information ready already before sending the invitation. The invitation should contain the following information: place, date, contact information, prices and what they include, registration... The attachments for the invitation have to be the map of the exhibition area along with additional information about the exhibition area, e.g. if electricity and internet can be organised. Information about the enrolment for the event needs to be given, along with enrolment forms or the information needed for the enrolment could be listed, and the enrolment done electronically. The paying instruction should also be clearly in the invitation. The invitation of the DT2006 in Finnish is attached to this thesis. (12)

8.2. Registration and payment

In DT2006, after the companies had enrolled as exhibitors, they signed contracts that vouched for their appearance to the exhibition. This practice is not used by the TAVI congress bureau that was interviewed about their practices concerning exhibition organising. Instead, the signed registration forms are enough. These forms should also include all the needed contact information.

The payment details in the invitation letter should be clear enough that the exhibitors can easily do the payment. Half of the payment could be done just after the registration, the other half somewhat later, like 30 days prior to the exhibition. Sari Kamula also suggested that the entire payment could be done also in one piece 30 days prior to the event. (12)

Also, it should be made clear in the invitation what is included in the exhibition stand price. In DT2006 the exhibitors got free access to the conference, smaller companies had 1 representative, bigger could also have up to 5 representatives. It is to make sure that the places are for company personnel only, not to be given to clients. The registration instructions for the conference need to be clear in the invitation or in the info package, since also the exhibitors have to enrol to the conference separately. Also it is necessary to distribute the list of the exhibitors to the one that takes care of the registration, so that they can say which ones do not need to be billed. The invitation could also include brochure of some exhibition stand builder company, so that all the exhibitors needing this service would use the same one.

8.3. Information package

After the companies have registered, the information package is sent. This information should include basically all the information needed, so excessive e-mail sending can be avoided. The information package should include the important facts for the exhibitors, including details about the building and dismantlement of the stands, cargo contractors and need of ads for the possible brochure. It is not necessary to include the information that can be found about the conference in e.g. the 2nd call that can be sent along. Excess information should be avoided, so that the info package would be also read properly through. Remember also to state that the organisers are not responsible for any loss or damage of property in the exhibition. The info package of the DT2006 exhibition can be found as an appendix.

8.4. Communication with exhibitors after invitations

It is to be expected that a lot of one-on-one marketing has to be done. Not all companies respond to the marketing material; sometimes it might not even reach the hands of the right person. This is why it is important to contact again the companies, if they do not react anyhow to the invitation. Also according to Sari Kamula, it is important to be in constant communication with the possible exhibitors. (12)

The right addresses and contact persons are essential especially when contacting larger companies. Also, it is good to keep the conference web pages updated and they should have all the information that is needed by the exhibitors, including invitation letters, registration forms, info package etc. It might be also good to inform the associations and unions of the field about the exhibition and post the information on their web sites in order to get the possible exhibitors that were not contacted directly to get interested in participating.

Last minute information distribution cannot be avoided, thus it is necessary to have the e-mail addresses of the exhibitors. It should also be considered that June and July are summer holiday season, so all the contacting should be done before, and it could be assumed that the dealing of the exhibition might change to a different person due to the holiday.

The exhibitors might have some difficult questions, and the asking for information only increases when reaching closer to the due dates. It is also recommended that if there is need to collect e.g. advertisements from the exhibitors, it should be done quite advanced.

Stress has to be put on the contacting and interaction with the exhibitors. These are important business relations, and these people are the ones that make the event, not you. Mail and e-mail interaction is necessary and time saving, but nothing replaces actual personal interaction by phone or face to face. The person in charge of the organising should be easily available all the time and kept up to date about changes etc. These companies have no necessity to participate the event, but it is necessary for you to get them to participate.

During the course of the organising, one realises that even how comprehensibly the issues are explained, there will always be questions. Make sure that the questions are answered properly and that the exhibitors are satisfied. One can comply with some of their requests in order to make them satisfied, but still one has to be tough on the impossible requests, not to break under the requests but come up with reasonable solutions, compromises that suit all the parties. It is important to offer the exhibitors a pleasant event, so that they will attend the event also in the future. And don't forget to establish good connections with the exhibitors; they might come handy in the future.

8.5. Contacting the exhibitors in DT2006

The exhibitors were contacted first in December by the Dry Toilet Club in the form of a Christmas letter. This was due to some reasons a bit late. The invitation was sent in the end of January. From this invitation on all the mailing was done from the Tampere Polytechnic. The exhibitors had to be contacted also via telephone, to market them the event. One company declined due to experiences from the DT2003.

The info package was sent in the end of May. It became somewhat clear that the exhibitors didn't feel necessary to read the info material through carefully. The exhibitors signed contracts (of which there are examples attached) after the registration. The payment was due half at the registration and half in June. The exhibitioners were asked for the ads for the program in the end of June 2006. This was a bit late, resulting to the absence of some actual ads, since the persons responsible were already in holidays. Also several reminders about the ads had to be sent. The whole delay in the process, lead to the fact, that the brochures were not ready until week before the exhibition which was too late for the posting and distribution.

According to the experiences of the TAVI congress bureau, there were some mix-ups with the registrations of the exhibitors to the conference in 2006. TAVI was not completely aware who were exhibitors, and was not sure how many participants could each exhibitor register for the conference for free. This why it is essential to provide the list of the exhibitors to the party that does the registration. Also, the exhibitors did not understand entirely that they had to also register for the conference, although this was informed. (12)

9. Budget

In the budget should be considered the following:

Exhibition area:

-rent, electricity, personnel, cleaning, insurances and security

Marketing:

-translations, printing, graphic design

Exhibition organisers:

-Wages, overtime-expenses, office supplies, phone bills, mailing and printing costs

Material:

-the exhibition brochure

Miscellaneous:

-opening party, program, taxes etc...

(1)

The main purpose of a budget is to draw up a financial plan, where anticipated financing is taking into account. Also aims of the budget are important, whether it is a zero budget or financial profit is in question.

Budget planning should be started at the beginning of event's arrangement along with finance planning. At first stage of the planning all the expenses and yields of the event must be clarified. The budget cannot be made before all categories involved in the event are processed, such as for example staff and lecturers' fees, supplies and etc. After all the categories are handled reliable budget base can be made. (6)

Preparation of the budget is a time taking process, but it is beneficial. It helps to find the best suitable cost-effective solutions for activity planning. When knowing the budget, the financing deficits may be anticipated in time and it provides information for grant admitters. It is important to take into consideration objectives and aim to fulfill them. (6)

In budget planning is important to take into account the prices valid at present moment. It is better to use the smallest amount of participants to estimate the lowest income in order to be optimistic towards the budget. (6)

9.1. The budget of DT2006-exhibition

Preliminary budget was prepared according to the one done for DT2003. It was agreed at the very first stage, that it is financial profit in question, so when this is decided budget can be made. As it was financial profit in question it is important to estimate all expenditures and revenues. Following are presented few of the budget's sub categories concerning exhibition revenues and expenditures of "DT2006" event.

9.1.1. Exhibition revenues

9.1.1.1. Stand prices

There were 16 exhibitors presenting their products in DT2006 exhibition. It was decided that the price of 1m^2 to be 60€ and for members of Global Dry Toilet Club of Finland with a discount of 15%, thus 51€ 1m^2 . The stand size was mainly $3\times 2\text{m}^2$, but there was a possibility to change the size and the shape of the stand and so the price changed according to the adjustments. The price for standard stand was 360€ There was also an opportunity for outside stand. There were two price options concerning the outdoor stand: for those who are taking only outside stand the price was 150€ and for those who had an inside stand the price was 50€ These categories also included discount of 15% for members of Global Dry Toilet Club of Finland. Prices with discounts for members are presented below in Table 2.

Price index	Price (€)	Price for the members (€)
Price of m^2	60,00	51,00
General stand price ($3\times 2\text{m}^2$)	360,00	306,00
Outside stand only	150,00	127,50
Outside stand when taking an inside stand	50,00	42,50
Sponsoring packages	2360,00	2006,00

Table 2. Prices for exhibition stands in DT2006

9.1.1.2. Sponsoring packages

Exhibitors could also participate in exhibition through sponsoring. There were sponsoring packages for exhibitors, the price was 2360€ and for members 2006€. These packages included different kinds of benefits, for example certain amount of m² in addition to outdoor space, free access to “DT2006”-conference for five company members, free meals for conference days, company logo advertisement on conference bag and etc. All the benefits including the sponsoring package can be found from the example exhibitor’s contract. Eventually the profit gained from exhibitors and other related companies was 10733€. This was used in financing the conference.

9.1.2. Exhibition expenditures

Expenditures included mailing and printing costs. Most of the material needed for invitations and included appendixes was printed in TAMK and also mailed through TAMK. The brochure and the posters were printed at an actual printing company, which brought additional expenditure.

In “DT2006” some of the personnel involved in the project were volunteers, as it was discussed in Chapter 4. In this case volunteers were not getting any payment, but were received free lunch and coffee coupons. These free subsidies for volunteers are also part of the budget. Cleaning was one thing that did not have to be paid to anyone, because it was done by volunteers and it was part of their work.

Even though it was decided that exhibition is a financial profit event, the admission for visitors was free. The main reason for this was that these kinds of events are important also to common people.

9.2. Bank account

Bank account for international and national monetary transaction should be opened. In order to get cheaper offer from the banks it is important to ask from different banks for most beneficial account, the cheaper are account management expenses the better it is for the budget. Request for information has to be sent to the banks as soon as possible. When the suitable bank is selected bank account can be opened. Kangasalan Osuuspankki had lowest account management expenses. This bank account was opened for monetary transactions for "DT2006". All of the payments were handled through this account, no checks or bank drafts were accepted. This is done in terms of security, if someone offers failure check.

9.3. Cancellation and refund

It is essential to provide an opportunity of cancellation and refund. Thus payments are done quite early and anyone can be 100% sure that will participate. If the registration fee is paid as an early fee, registration fee may be refunded in full. When fee is received one month before actual conference, handling fee is reduced. All fees that are received less than in a month before the event, there will be no refund made. All of these terms should be included when sending first information package to the participants, in order to avoid confusion afterwards.

9.4. Searching for sponsors

Vallo and Häyrinen present three important phases in searching for sponsors for an event. Firstly, one should take the position of the organisation that is being approached for sponsorship. What would the event give to the organisation at hand? It is important to approach those that have their values and image near to the organisers. Secondly, the better the targets, location, theme, visitor expectations and the program are explained, the easier it is for the possible sponsor to get a right image about the event. Lastly it is important to present an actual benefit for the sponsor. (3)

Sponsorship for the DT2006 came in the form of grants from different directions. Also some organisations gave some sponsorship in return for some visibility. Also, the exhibitors made some sponsorship agreements. The contents of these agreements were discussed earlier.

10. Exhibition area

If an exhibition along with a conference is organised in the conference area, the use of the area should be carefully planned. It is important that the conference guests visit the area. Coffee breaks can be set in the exhibition area, and the session venues ought to locate near. If this not possible, it should be taken care of that the guests actually visit the exhibition. Enough time should be reserved in the program for the exhibition visitation. (1,6)

When the area is decided, a map is made of the area including the location of the stands, height, floor and wall materials, sizes of doors and windows, electricity plugs, main entrances and the conference rooms. The exhibition area plan has to be approved by the owner of the premises. The best and the worst places are priced accordingly, which helps the exhibitors to see and reserve a place according to their needs. Since there are always good and not so good places, the different pricing prevents complaints about the places. It is good to have directions to lead the visitors to all the stands, if the area is spread. (1)

10.1. Exhibition area in DT2006

The DT2006 exhibition was located in the TAMK's lobby area, in the heart of the conference venue. This way the conference guests had good access to the stands. The cafeteria was situated near the exhibition area, but no actual coffees were served at the area. The map of the area was drawn by Petri Ojala from TAMK. There were some understanding problems amongst the exhibitors about the map. Thus it is good that it is clear with all heights, materials etc.



Picture 1. “Tampereen Vesi” Water stand. Picture by Emilia Järvinen

All the prices for the stands were same, although there were better and worse places. There were some complaints from the exhibitors that some of the places were considerably worse than others. This was right, and the whole exhibition was too spread out. Most of the exhibitors had basic stands. TEKES paid for a “cold” place, which included a table for their brochures. Also for another exhibitor that couldn’t make it to the event was organised a table for their brochures. Tampere Water provided a water tank with water bottles to be distributed for the visitors. This stand was a hit and the bottles ran out two times.



Picture 2. Part of the DT2006 exhibition. Picture by Emilia Järvinen

11. Safety issues

Safety-concept includes personal safety, accidents, fire- and equipment safety, and meeting safety. In Finland the safety of the country is an aspect that is important for international visitors. Safety can be a competition factor in conferences and fairs. Risk is the threat of a complication. Risks are not always human related, but include also equipment, communications etc. Risks of an event can be analysed with risk analysis. (1)

11.1. Risk analysis

Risk analysis takes into consideration the following factors. What can happen? Who can it happen to? What can cause it and what is the purpose? Who can do it and when? The most common risks in fairs and exhibitions are thefts, fires, transportation damages etc. These can be aimed at the participant or the organisation he represents and can result from different reasons, such as advantage, revenge, accident etc. (6)

Rautiainen and Siiskonen state aspects that can be especially notified

1. The safety of the premises; lockdown and access control.
 2. The safety of the event; intruders, troublemakers, vandalism.
 3. The safety of the sessions and presentations
 4. Fire safety
 5. The safety of the outside premises; exits and rescue routes
 6. Surveillance
- (6)

11.2. Laws and regulations

When organising public events, there are always laws and regulations concerning safety issues that need to be complied with. Before the event the area of the event must be inspected by authorities. All the deficiencies observed in the inspection need to be corrected immediately. (7)

A public event can be organised by a full-powered person, community or a foundation. A notification has to be left to the police department at least 5 days prior to the event. The notification must include the organiser, purpose, place, time, constructions and a contact person. Also additional information might be asked. The police will assess the plan, and give instructions and orders accordingly. (7)

11.3. Security and waste

Attached can be found a report made by Mikko Mäkelä concerning the security issues of organising events. An announcement has to be made about the event prior to the police department along with a security plan. Also, insurance has to be taken for the event. The need of vigilantes has to be discussed with the police department; this depends on the expected amount of visitors.

The exhibition area needs to be gone through with the fire department prior to the event. The places of the stands will be shown and the needs of changes considering e.g. fire extinguishers are presented by the inspector. When all the stands are built, the inspector will check out the area again, seeing if all the regulations are complied with. All the necessary information should be checked out with the police- and fire department well ahead.

The need of waste bins has to be considered thoroughly. If the exhibition is held in a space like the TAMK lobby area was, there were already enough of waste bins situated. But if e.g. a sports hall is used, obviously there is need for proper waste management. And, since the event promotes sustainable development, recycling shouldn't be forgotten! The waste management area shouldn't be situated in the vision contact of the visitors. (6)

The cleaning process after the exhibition is a tough job if it is to be done by the organisers. It is good to reserve enough time for it. Also, it is good to make sure that the exhibitors do not use any adhesives that leave stains on the floor or walls.



Picture 3. The Biolan stand. Picture by Emilia Järvinen.

The need of waste management for the exhibitors was quite scarce in 2006, since they very much used their packing material again when leaving. This then created the need for storage space. A classroom or a storage space is good to be reserved for the exhibitors stuff, and the area should have restricted access. Some want to put their exhibition items behind closed doors during the nights, if the area is public access; such was the case in 2006 at TAMK.

12. Program and opening hours

The program of the exhibition has to go hand in hand with the program of the conference. The opening ceremonies can be carried out in the get-together party of the conference, which could take place in the exhibition area. The conference guests would have time to get acquainted with the exhibitors already then.

The opening hours of the exhibition have to accord to the lecture hours of the conference. The opening hours for the public have to be adjusted so that they do not hamper the conference guests' exhibition visitations. For example the morning opening hours could be set so that the conference guests could have their morning coffee in the exhibition area prior to its opening to the public. This way there could be made more interaction between the conference guests and the exhibitioners.

There were questions raised during and after the DT2006 conference that why wasn't there a working dry toilet. This issue could be corrected the next time, for example discussing a sponsor deal with some dry toilet manufacturer about setting a working dry toilet outside besides the main entrances. In DT2006 there were displayed two "huussi" before the main entrance, giving the welcoming touch and telling the visitors that they are in the right place. This could be turned next time more into business by basically selling these places.



Picture 4. A dry toilet at the yard of DT2006. Picture by Emilia Järvinen.

Also, there could be set demonstrations in the exhibition area about the use of dry toilets, in the form of information distribution for the public and the conference guests. These could present the use of dry toilets, the hygiene factors, different models, use of the dry toilet waste etc. A certain point could be organised for these perhaps situated near the poster stands of the conference.

12.1. Opening hours and program of DT2006

The opening ceremonies of DT2006 and get together were delayed due to a too long duration of excursion program. Thus the program of the get together had to be somewhat altered. This then resulted to the fact that the guests didn't have any time for visiting the exhibition. This was criticised by the exhibitors. Future organisers should consider the timetables and their tightness along with a clear program for the get together-event. It could be also considered, whether these events; get together and opening of the exhibition could be held separate times, or could their unity be enhanced.

The opening hours of DT 2006 were on Thursday: 9-17 on Friday: 9-17 and on Saturday 9-12. Unfortunately misleading information about the opening hours of Saturday was in the newspapers resulting to the arrival of some visitors after the exhibitioners had started to leave.

13. Unity of the events

It is possible to make large scale event by merging small events. It also works other way around; from small scale event larger event can grow during planning it. These small events can also be called as part-events, and these are usually forming a unity with main event. These altogether should be presented as a consistent affair to the client. This unity can be reached by marketing planning, for example using the same or partially same logo of the event during advertising. (4)

In many events there are some happenings that are deviating from main affair, these however interacting or are depending on main even. These kinds of happenings do not, necessarily, directly stick together with the event's actual goal, but they are acting as a bonding matter in goal reaching. Happenings are in other words as an extension of main event. These extensions are for example: "get together"-excursions, evening gatherings and getting acquainted with local culture. (4)

13.1. Unity of exhibition and conference of DT2006

DT2006-event was mainly consisted of two important events: exhibition and conference. The main factor that was uniting these two was the subject which was related to dry toilets. Exhibitionists were presenting their products - dry toilets and all needed equipment, and conference was consisted of sessions were event related themes were discussed by professionals. This was the first issue bonding exhibition and conference.

Secondly, all sorts of small happenings where conference and exhibition participants along with guests could get to know each other better. For this purpose social programme was arranged. Social programme included excursions to the cultural sites and having some fun outdoors by playing popular Finnish games. Also an official Tampere City Reception at City Hall hosted by the Mayor's office was organised to everybody who wanted to participate. Besides these small happenings, an exhibition hall of "Mobilia" was reserved for conference dinner. Nearly all of these events were opened for everyone who wanted to participate, when there was also a great chance to become acquainted with each other. This social program gave the exhibitors a chance to mingle with the conference guests better.

Third thing, which was uniting the exhibition and conference, was the location of both of these and the time sessions were kept. Sessions were organised such a way, that they are not disturbing one another; the stands were located so that they were on the way when people were coming from the sessions to have their lunch or coffees. Guests and speakers participating sessions were able freely to examine stands; hence it was much easier to communicate with exhibitors. In order to make people go to the exhibition area, signs were placed on the walls with all needed information. Also some coffee can be arranged in the exhibition area or in the vicinity of the area. This way conference guests come easily to the exhibition site to drink coffee and discuss about common issues with exhibitors.

One shouldn't also forget that the graphical image of the exhibition and the conference should be same. For this purpose a guide about the graphical image could be made. Everything should be done in order the conference, exhibition and people involved are presenting unite and functioning entirety! (4)

14. Exhibition brochure

It is good to make an exhibition brochure. The brochure would remain with the conference guests and the exhibition guests as a reference list with all the ads and contact information of the exhibitors. The brochure can be used also as a guide for the people visiting the exhibition. The brochure could include some basic information about dry toilets, about the organisers, ads from the exhibitors etc. Of course, the graphical image of the brochure should be in accord with the other publications of the conference and exhibition.

The brochure of the exhibition was printed in A5 size, and it included ads from all the exhibitors in Finnish and English (one exhibitor got half a page). An example of the brochure can be found from the Dry Toilet Club's office. The brochure also contained program for the Finnish Dry Toilet seminar, map of the exhibition area, list of sponsors and exhibitors along with information about the organizers of the conference. All this information was in two languages.



Picture 5. The cover picture of the exhibition brochure. Picture by Sisli Piisilä

The brochure was popular and ultimately ran out. It was placed in the conference bags, delivered to certain places and distributed for the visitors. The instructions for the ads for the brochure have to be very specific. Below are the instructions given to the exhibitors in 2006. The ads were sent electronically. The best way is to get them sent directly to the person creating the brochure, so that this person can check the rightness and ask for corrections immediately.

*“ You can send either a ready ad or a text. For the text versions only .rtf or .doc, ready ads can be also in .pdf. One picture would be good, not necessary. Pixels for the picture should be 225 dpi, in the format of .tiff, .png, .gif, .jpg, .psd. These apply also for the ready ads. Please send also your logo and contact information. The brochure size is A5, room for your ad is half a page: horizontal 10*14 cm or vertical 7*20cm. Due to bilingualism the translation will take half of the space. “*

The deadline for the ads was 14.7.2006, the anticipated deadline for the press 25.7. (which unfortunately was delayed) and the distribution of the brochure was supposed to be started 31.7.2006. This schedule would have worked but it was too tight in the case of delays. Some of the exhibitors sent reasonable ads, some ads were huge in size (a need for a lot e-mail space), some were too big, most were lacking a translation (some small translations were made by the organisers also), some didn't have time to make up an ad, so instead their logos and contact information was used only.

15. Marketing and advertisement

Marketing strategy could include the following things: internal marketing (inside the organising organisation), press communications (press releases, press conference), media marketing (newspaper, tv, radio and internet marketing) and direct marketing (direct mailing for the target group). The ways of marketing depend entirely on the target market and the goals of the event. The press can be approached with press releases or conferences, but it is essential to get the press to visit the event in order to get a positive story in the paper. An example for a press communications plan for an international conference could be as follows (3):

“-three months before: first press release

-one month before: press trip or conference

-on the week of the event: another press release

-during the event: the most interesting interviews and press conference”

The marketing of the exhibition complies basically only if it is decided that the event is open also to public. Once all the timetables are ready, it is time to think of the marketing of the event. With scarce funds all the “free” publicity is needed. The entire conference posting, press releases and information about the conference should include the note also about the exhibition. Thus it is necessary to decide the opening hours for public already in the start, so that it can be distributed in the conference information.

An own press release should be done about the exhibition also. It should be distributed to the local media. A list of possible contact media can be found below. It has to be taken care of that the opening hours are published correctly. Ads in papers are costly, thus it is absolutely vital to get the information through the press release. Along with newspapers, radios and possibly television, internet is also a good place to market.

A4-posters of the exhibition can be distributed over the town, into hardware stores, Environmental centre, Maa- ja Metsätalo. Also marketing can be done in fairs and conferences before the DT. Especially vital it is to get the exhibitors to promote the exhibition themselves. Brochures and ads could be sent to them for distribution or an electric version of the ad for printing and distributing. It should be asked that the exhibitors post information about the exhibition also on their website.

List of contact media:

Newspapers, magazines and free distribution papers:

Aamulehti

PS

Tori

Tamperelainen

Suomela

Viherpiha

Kotiliesi

Other magazines of lifestyle, gardening...

Professional magazines of the field

Radiostations & TV:

Radio Peili

Ylen Ykkönen

Radio Nova

Radio Suomi

Radio Vega

Yle TV2

Radio X3M

The getting through to the press is vital. This why it is necessary to make the first press release early on, like three months prior to the event, like suggested by Vallo and Häyrynen in their example timetable of press communication plan. The second press release would then be done on the week of the event. The releases should also be appealing, tell why these media should come to the place to report the event. Of course the details about the exhibition should be correct. Also the mention about the exhibition should be in all the press communication about the conference. (3)

15.1. Marketing and publicity in DT2006

The following text by Asta Rajala was distributed by e-mail to organisers and the exhibitors in the end of July to be forwarded to interested parties. This text was also a part of the press release of the conference.

*”Kuivakäymälä 2006 Näyttely
Tampereen Ammattikorkeakoululla
Teiskontie 33*

*Nyt rullamitta mukaan ja tervetuloa ottamaan mittaa suomalaisesta
kuivakäymälöiden koko tarjonnasta. Näytteillä ovat kaikki laitteet ja
mallit, isot ja pienet, perinteiset ja virtaviivaiset, polttava ja
pakastava. Löydät varmasti omasi - ja kaverille kanssa.*

Näyttely on maksuton. Kahvio on auki.

Ravinteet kiertoon!

DT2006 Näyttelyn aukioloajat:

To 17.8. klo 9-17

Pe 18.8. klo 9-18

La 19.8. klo 9-12

Lisätietoja DT2006 -näyttelystä, ks.

www.huussi.net

Leena Vedenpää, s-posti: leena.vedenpaa@env.tpu.fi ja p. 050-3705242”

The brochures of the exhibition were distributed into important places around the city; such as the Environment centre and Agriculture centre. These places were distributed also the poster of the exhibition, which was the front page of the brochure, designed by Sisli Piisilä. The poster was also distributed to TAMK, hardware stores and other essential places. The posters could have been also distributed to the exhibitors, had there been time.

By the interviews of the public visiting the exhibition, the free distribution newspapers, especially PS, were the sources from which they had got their information about the exhibition. Aamulehti didn't show much interest on the exhibition, just a short mention in the "where to go"-page. For it is the most popular paper in the area, it would have been vital to get the information through there properly.

16. At the event

All the pre-preparation then leads to the actual event. This is then the time that everything has to run smoothly. This chapter gives out some advices about how to handle the actual conference week.

Assuming the event would be open to the public from Thursday on, the building of the exhibition area should start on Tuesday. Also, Wednesday morning should be reserved for the building. The area of the exhibition should be clean of obstacles by Tuesday! It should be made sure that there is a person supervising the building of the stands with some assistants, since the exhibitors might be coming alone and might need some help building. It is necessary that help is provided.

The entrances to the area should be checked out; where can the stuff be brought in. Dry toilets are heavy and big, so carriers or carrying equipment should be available. The exhibition area should be photographed before the moving of any stuff, so that all the possible damage already in the space is recorded and e.g. the furniture can be put into right places after the event. A storage space for the exhibitors' stuff needs to be organised. If the area is public access, it is to be made sure that no valuables are left in the exhibition area without supervision, and that the organisers are not responsible about the material of the exhibitors.

One has to prepare for the fact that the conference week is hectic. From Monday to Saturday there is a lot to do and a lot of running issues. I'd recommend that the responsible of the exhibition should be available all the time. This unfortunately means not being able to attend the sessions. At least during the DT2006 the only possibilities for us to attend the sessions were to deliver messages or search someone. There might become issues with the exhibitors, but problems are made to be solved.

17. Feedback

In order to see if the event met the needs and expectations of the participants, it is necessary to gather feedback. Feedback gives the needed knowledge for the next time when the event is organised. Feedback can be gathered as feedback form or e-mail. Literal feedback is good to be gathered before the participants leave. E-mail feedback can be a working alternative, for example two days after the event everything is still in mind, and responding is easy. In feedback forms, the scale from 1 to 5 is good, including the general grade of the whole event in the scale 4 to 10. With these figures it is easy to calculate the averages and get a rough estimate of the success of the event. Verbal feedback is also worth gathering, since it is easier for some to express their opinions verbally than on answering predetermined questions. Also a feedback from the organising organisation needs to be gathered. (3)

It is necessary to summarise the whole event in the end. A meeting should be held after the event, gathering and discussing the proceedings of the event. Plans for the future can be discussed also. A summary should be written from every event. This works as a document about what went well and what didn't, providing necessary knowledge for the future organisers. Also, a budget and the expenses should be attached. The summary of the event can also work as an internal marketing tool, presenting the benefits of the event to others also. (3)

17.1. Feedback from DT2006

For all the exhibitors feedback form was done where 25 questions was answered based on own opinion. Exhibitors answered the questions anonymously. Also randomly 20 guests were interviewed and the answers analysed. In this section exhibitor's answers are analysed and statistics made based on the answers. The feedback form is included as an appendix. In addition to exhibitor's opinion and feedback, guests of the conference and exhibition visitors are handled in further sections.

17.1.1. Feedback from exhibitors

There were 16 exhibitors and nine of them returned the feed back forms. For the exhibition most of the companies were using their own workers since people working in the company may provide better knowledge in dry toilets they were presenting. In DT2006 from all the exhibitors that returned feed back five workers were presenting their own products, in one case only one of the workers was paid to do the job. The same kind of event was held in 2003 and half of the exhibitors participated in it, for the other half this sort of exhibition was for the first time. Still the event went well for them, because the training was provided to them beforehand on behalf of their employers. Seven of the participants answered were members of Global Dry Toilet Club of Finland and two were not. According to the answers most of the exhibitors were informed about “DT2006” by mail, some heard from co-workers and from the other sources, such as Internet.

Average grade for the “Dry-toilet2006”-exhibition was estimated at “8” regarding to some problems occurred. This problems and drawbacks are presented in next section.

Many of the participants were complaining about too much and confused information. According to one of the answerers “...*the information was too large and insufficient, therefore it was hard to comprehend. Sometimes it was hard to know who was supervising what section. Also the stand place was changed and nobody informed about it...*” However, these kinds of problems were quickly solved and eventually the customer was satisfied. Also the feedback was given concerning mailing. Exhibitors thought that it would be much better to send the invitation by e-mail and further information by mail, because of excess printing.

Also there was discussion about the space for the exhibition. Exhibitors as well as visitors and guests had the same opinion that the exhibition should take place in consistent area, where all the stands are presented in one room. It was quite hard for visitors to find other stands, even though the information and guidance was very well provided. In this case TAMK was not that good space.

Feedback also included parts of what can be improved in next event. All of the answered exhibitors thought that it would be good to arrange these kinds of events in the future in order to increase knowledge of those who are interested in sanitation issues. Half of the companies present agreed that the subject should be the same, but the other half thought that it would be better to collaborate in the future with waste water treatment manufacturers. One exhibitor pointed out that his company has more potential customers in the exhibition visitors than in the conference guests.

As a whole the exhibitors were quite pleased with volunteers and others, which were doing very good job in order to keep everybody satisfied.

17.1.2. Feedback from visitors

Visitors were asked few basic questions concerning age, residence and where did they hear about this exhibition. Also some opinion was given. Most of the visitors were middle age people from Tampere or inhabitants of district and found the information in local papers or from friends. As well as exhibitors, visitors pointed out that the space used was not very efficient, and many found hard to find all the exhibitor's stands. Fortunately helpful volunteers were solving these kinds of problems very fast and visitors were pleased.

Opinions about the exhibition varied, it was considered interesting, best that summer, versatile and meeting expectations. It was also said that the dry toilet business is a jungle, and there are a lot of models. Mostly everyone said that there was not much to make better, but still it was wished that there would have been prices of the toilets at display and also some kind of a comparison between the models was wanted. Exhibition was very helpful for most of the visitors and they were hoping to have these sorts of events more often as well as co-operation with other related issues.

Also many would want to see even one working dry toilet in practice. Only two companies provided a duplicate of the toilets, which were presented outside and were not able to use. This fact was quite disappointing as well for visitors and quests.

17.1.3. Feedback from conference guests

As well as exhibitors, conference participants received a feedback form. There were 18 anonymous answers, where conference guests and session lecturers were sharing their view and gave their suggestions in order to improve these sorts of events in the future. All the facts concerning conference feedback are presented below.

Most of the participants got information about upcoming conference from friend or colleague. Then about third found information in the Internet or website and also were received an e-mail. Only few were sent to the conference by their department or supervisors. Newsletter or press release was not a source of information to none of the participants.

An evaluation of the some parts of conference were given a mark, where 1=Excellent, 2=Very good, 3=Good, 4=Fair and 5=Unsatisfactory. Based on all answers *Table 3* was drawn up and it presents the average mark for each category.

Quality of advance internet information	2
Stability of convention site	2
Duration of conference	2
Variety of contributed papers	2
Did the Exhibition offer you something new?	2
Quality of food and service	2
Helpfulness of conference staff	2

Table 3. Average marks for each category

As it may be seen in *Table 3*, average mark for each category was estimated as 2, which is responding to “very good”. That way in opinion of the conference participants everything concerning conference went very good.

As well as conference in general, participants evaluated format and usefulness of information providers. Marks were graded according to previous table. *Table 4* is presenting an evaluation of information providing along with average marks for each section.

Format and convenience of registration material	2
Format and usefulness of printed conference programme	2
Format and usefulness of web page conference material	2
Format and usefulness of conference cd-rom	1
Format and usefulness of DT2006 Exhibition	2

Table 4. Evaluation of information providing

According to *Table 4*, in general information providing was very good and cd-rom was excellent.

Some of the conference participants had no time to get acquainted with exhibition, because conference timetable was quite tight. In order to improve this problem, there was a suggestion that exhibitors could have small presentation about their product, all the main information presented shortly. Some type of session could be arranged for that purpose.

Sessions were a good idea for the most of the participants though some suggestions were presented. For almost everybody it was a shame that some sessions were held at the same time. Some recommended that conference should be extended in order to have a chance to see all the sessions that are held. However the length of the sessions was just about right for the most of the participants.

Session program should have been presented in the website, so that participants could choose their sessions beforehand.

More pressure can be attended to poster presentations, thus some felt that posters were not advertised well enough and time as well as place was not as sufficient.

Some were hoping for more related information and that it should be sent a bit earlier than it was sent this time. Also websites should be updated more often, which allows following the program better.

The most important thing to the conference participants was to get more information about dry toilets and meeting new people from the field. Furthermore many of them were wishing to have these events also in the future.

A question about transportation rose. Some wished to have better information about transportation possibilities to their hotels and also some for Tampere sites.

As well as visitors, guests agreed that it would give better view if one of the dry toilets presented were actually working. Despite of that fact guests were pleased with exhibitors, who were providing them good information about dry toilets, their use and equipments. In general guests were very grateful for the opportunity that was provided. Due to the fact that many of the guests were from developing countries, this exhibition was more than necessary, because of water issues present in their homeland.

18. Conclusions

As Vallo and Häyrinen say in their book about event marketing, these kinds of events are the public face of the organisations. It is important to make the exhibition look so that it is good publicity for the organising organisations and the cause that they promote. The image of the organisation is built in these kinds of situations, and negative experiences obviously have their effect. We believe that the DT2006 exhibition despite of the problems in the organising phase gave out a positive image about the cause and its organisers. It is your job to continue this tradition. (3)

When organising next time, the field of the exhibition should be kept clear, whether it is just about dry toilets and associations related, or could other field be taken along also. Some exhibitors of the DT2006 found it possible to expand the exhibition in the field of e.g. wastewater treatment, as some were highly against it fearing to be left in the shadow of the other fields of expertise. This issue could be discussed again when considering the next conference and exhibition.

As stated also before, the communication with the exhibitors is also one vital aspect of the process. It is not the obligation of the organisations to participate, but you must make it worthwhile to participate. And if the experiences from before are not good, they will not participate again.

Organising the exhibition includes obviously a lot of aspects to be taken into consideration along the process. These thoughts presented in this thesis are for the organisers as help, and subject to better ideas and ways of execution. Every organiser makes the exhibition their own project, but this report is to help to avoid problems and make the process smoother than before.

Sometimes this organising might seem tough but it is all rewarded at the end if you have done your job properly. We shall never forget the gratitude and the hand shakes of some conference guests and exhibitors after the event thanking us about everything.

19. Exhibitors DT 2006

Berger Biotechnik GmbH

Contact person: Wolfgang Berger

Address: Juliusstrasse 27, D-22769 Hamburg, Deutschland

WWW: www.berger-biotechnik.de

e-mail: info@berger-biotechnik.de

Biolan Oy

Contact person: Kaj Paavola / Teppo Rantanen

Address: PL 2, 27501 Kauttua

WWW: www.biolan.fi

e-mail: kaj.paavola@biolan.fi / teppo.rantanen@biolan.fi

DT-keskus Kuivakäymälä/Kopli oy

Contact person: Raini Kiukas

Address: Kyläojankatu 21, 33700 Tampere

WWW: www.kopli.fi

e-mail: kopli@kopli.fi

Ekoinfo ry

Contact person: Raimo Flink

Address: Perkiönkatu 65 B 9, 33900 Tampere

WWW: www.ekoinfo.net

e-mail: ekoinfo@ekoinfo.fi

KS-pelti Oy

Address: Peltikuja 9 36120 Suinula

WWW: www.ks-pelti.fi

e-mail: kspelti@ks-pelti.fi

Lassila & Tikanoja Oyj

Contact person: Martti Mäyry

Address: Environmental Products, Sentnerikuja 1, 00440 Helsinki

WWW: www.lassila-tikanoja.fi

e-mail: martti.mayry@lassila-tikanoja.fi

Muovitekniikka Oy Europlast

Contact person: Jukka Heinäsuo

Address: PL21 29251 Nakkila

WWW: www.europlast.fi

e-mail: europlast@europlast.fi

Pikkuvihreä Oy

Contact person: Jukka Lindroos

Address: Taalintehtaankatu 6, 20570 Turku

WWW: www.pikkuvihrea.fi

e-mail: jukka.lindroos@pikkuvihrea.fi

Pyhäjoen puu Oy

Address: Tiirontie 6 86100 Pyhäjoki

WWW: www.puuverkko.com/pyhajoenpuu/

e-mail: pyhajoen-puu@luukku.com

Swedish ecology AB

Contact person: Harry Lejgren

Address: Klippan 1J, S41451 Göteborg, Sweden

WWW: www.mulltoa.com

e-mail: harry@mulltoa.com

TEKES Energia ja ympäristö

Contact person: Raija Pikku-Pyhältö

Address: PL 467 33101 Tampere

WWW: www.tekes.fi

e-mail: raija.pikku.pyhalto@tekes.fi

Tirati oy

Contact person: Timo Knuutila

Address: Kartanontie 12, 37850 Metsäkansa

WWW: -

e-mail: timo.knuutila@puutavaraliikekmtuote.inet.fi

Tuli-Sähkö Oy/ Representative of Separett

Contact person: Carita Tuli (Tuli-Sähkö), Jörgen Bang (Separett)

Address: Tulisähkö: PL 19 33501 Tampere, Separett: Skinnebo, 33010 Bredaryd

WWW: www.separett.fi

e-mail: Jorgen@separett.com,

Wost-Man-Ecology

Contact person: Sven Ingvar-Nilsson

Address: Sprängargatan 18, 132398 Saltsjö- Boo, Sweden

WWW: www.wost-man-ecology.se

e-mail: info@wost-man-ecology.se

Ympäristö RAITA Environment

Contact person: Ilkka Raita

Address: Kuusikkotie 25, 01380 Vantaa

WWW: www.raita.com

e-mail: ir@raita.com

20. DT2006 sponsors

Molok Oy

Contact person: Katri Savijärvi

Address: Nosturikatu 16, 37101 Nokia

E-mail: katri.savijarvi@molok.com

WWW: www.molok.com/finnish/

Suunnittelukeskus Oy

Contact person: Matti Ala-Vakeri

E-mail: Matti.Alavakeri@fcg.fi

WWW: www.suunnittelukeskus.fi

Tampereen Vesi

Contact person: Heidi Rauhamäki

Address: PL 487, 33101 Tampere

E-mail: heidi.rauhamaki@tampere.fi

WWW: www.tampere.fi/vesi

Maa- ja vesitekniikan tuki ry

Maj ja Tor Nesslingin Säätiö

Suomen Akatemia

Osuuspankki Kangasala

Ulkoasiainministeriö

Ympäristöministeriö

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Electronic references:

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10. PEKKARINEN, TEIJA: *Tamk*. [online] Tamk. Cited 28.3.07 Last updated 14.12.2006. Available in the World Wide Web: <http://www.tamk.fi/servlet/sivu/0/250559>
11. THE GLOBAL DRY TOILET CLUB OF FINLAND: *DT2006*. [online] Cited 27.3.07. Available in the World Wide Web: <http://www.drytoilet.org/dt06.html>

Interviews

12. KAMULA, SARI. TAVI congress bureau. E-mail interview 22.2.2007.

Appendix I, Exhibitor's invitation letter

Kuivakäymälä 2006 -näyttely

DT 2006

SECOND INTERNATIONAL DRY TOILET CONFERENCE 2006

16.8.-19.8.2006

Tampereen ammattikorkeakoulu
Teiskontie 33

TAMPERE
FINLAND



KUTSU

Tule mukaan tekemään Dry Toilet 2006 :sta ikimuistoinen ja kauaskantoinen tapahtuma!

DT2006 -konferenssi on aidosti kansainvälinen tapahtuma: puhujia on jo yli 20 maasta. Tämän vuoksi tapahtuma tarjoaa ainutlaatuisen mahdollisuuden esittäytyä kansainväliselle ja kotimaiselle yleisölle ja medialle: Kuivakäymälä 2006 näyttelyssä on tilaisuus esitellä suomalainen kuivakäymälä-osaaminen.

DT2006 -konferenssi tukee Kuivakäymälä 2006 -näyttelyn ajankohtaisuutta, arvoja ja teemaa. Konferenssi antaa näyttelylle lisäarvoa ja tarjoaa näytteilleasettajille mahdollisuuden luoda kontakteja maailmanlaajuisesti.

Kuivakäymälä 2006 -näyttely liittyy tiiviisti DT2006 -konferenssiin. Lisäksi päivänkestoisen suomenkielinen Kuivakäymälä 2006 -seminaari perjantaina 18.8. tuo paikalle toistasataa ympäristö- ja jätehuoltoalan virkamiestä, ammattilaista ja kansalaisjärjestöjen edustajaa eri puolilta Suomea.

Kuivakäymälä 2006 -näyttely rakentuu Tampereen Ammattikorkeakoulun aulaan ja piha-alueelle ja on avoinna ammattilaisille koko DT2006 -konferenssin ajan 16.8.-19.8.2006. DT2006 konferenssi alkaa Get-together -kokoontumisella näyttelytilassa. Yleisö pääsee näyttelyyn 17.8.-19.8. klo 11-16.

Tampereen kaupungin vastaanotto torstaina, konferenssi-illallinen perjantaina ja mahdolliset retket tarjoavat kaikille osallisille monia mahdollisuuksia luoda ja syventää kontakteja keskenään.

Tervetuloa mukaan luomaan DT2006-tapahtumaa ja tulevaisuutta!

DT2006 järjestäjät

- § Käymäläseura Huussi ry. – Global Dry Toilet Club of Finland
- § Tampereen Ammattikorkeakoulu (TAMK)
- § Tampereen teknillinen yliopisto TTY

Kuivakäymälä 2006 -näyttely

Kuivakäymälä 2006 -näyttely rakennetaan 16.8.2006 ja se on avoinna torstaista 16.8. lauantaihin 19.8. asti TAMKin aulaan ja

pihassa. Ilmoittautuneet saavat yksityiskohtaisen Näytteilleasettajan infopakettin.

Kuten pohjapiirroksesta näkyy, sisään tullaan pääaulan kautta ja kuljetaan konferenssisaleihin sekä kahvi- ja ruokailutiloihin. Kookkaita laitteita voi esitellä etupihalla. Kaikki näyttelypaikkaan liittyvät erityistoiveetkin pyrimme toteuttamaan toivomallanne tavalla.

Kuivakäymälä 2006 -näyttelystä tehdään näyttelyesite, joka on samalla näytteilleasettajaluettelo yhteystietoineen. Esitettä jaetaan ennakoon medialle ja yleisölle.

Näytteilleasettajaluettelo jaetaan paikan päällä sekä suomenkieliseen seminaariin osallistuvien salkkuun ja konferenssisalkkuun. Lisäksi esite julkaistaan DT2006 -konferenssin Second Call for Papers -julkaisussa.

Kaikki DT2006-tapahtumakokonaisuuden tukijat yhteystietoineen mainitaan myös konferenssin mediatiedotteissa. DT2006 -konferenssin puhuja- ja vieraslistan toivotaan saavan toimittajat liikkeelle. Seuraa myös verkkosivuja!

Toimintaohjeet

Näytteilleasettajat tuovat Kuivakäymälä 2006 -näyttelyyn omat osastonsa. Osallistumismaksu sisältää näyttelypaikan tilavuokran, pääsyn DT2006 -konferenssiin, pääsyn Kuivakäymäläseminaariin sekä konferenssi- ja seminaariaineistot. Näytteilleasettajat saavat ruoka- ja kahvilippuja rakentamis- ja näyttelypäiviksi.

Paikat ovat 2x3 neliömetrin suuruisia, mutta niitä voidaan jakaa ja yhdistellä. Neliöhinta on 60 euroa, joten 6 neliömetrin paikan hinta on 360 euroa. Käymäläseura Huussin jäsenyritykset saavat 15 % alennuksen. Jäseneksi voi liittyä nettisivun kautta.

Näyttelytilaan saa tarpeen mukaan pöytiä ja tuoleja. Internet-yhteyksistä, sähköpisteistä, valoista ja muusta tarvittavasta voi esittää toiveita jo ilmoittautumisen yhteydessä. Palveluista sovitaan erikseen ja peritään vähäinen lisämaksu.

Näytteilleasettaja voi varata tilaa etupihalta kookkaiden laitteiden esittelyä varten joko sisäpaikan lisäksi tai pelkästään ulkopaikan.

Näyttelypaikat varataan ilmoittautumisjärjestyksessä. Ilmoittaudu 30.4.2006 mennessä oheisella lomakkeella tai antamalla vastaavat tiedot sähköpostitse. Vahvistukseksi lähetämme teille Näytteilleasettajan infopakettin ja laskuttamme puolet osallistumismaksusta. Toinen puoli laskutetaan kesäkuussa 2006.

Lisää näkyvyyttä!

Yrityksellä on mahdollisuus ostaa lisää näkyvyyttä sekä DT2006 -konferenssitilassa että osanottajille jaettavassa materiaalissa. Sponsorointipakettien hinnat ovat 50 - 250 euroa.

Vierailuisännyydet ja tarjoilut laskutetaan toteutuneiden kustannusten mukaan suoraan.

Pyydämme ilmaisemaan kiinnostuksenne saada

- Esitteenne osallistujille jaettavaan aineistosalkkuun: englanninkielinen esite DT2006 -konferenssin osanottajille jaettavaan salkkuun ja/tai suomenkielinen esite Kuivakäymälä 2006 -seminaarin osanottajien seminaarisalkkuun.
- Logo konferenssi- ja seminaarisalkkujen kanteen.

Muita näkyvyyshmahdollisuuksia ovat:

- Ilmoitus Second Call for Papers -julkaisussa (engl.)
- Ilmoitus Kuivakäymälä 2006 -näyttelyesitteessä (suomeksi)
- Kynä tai muu pieni liikelahja konferenssi- tai seminaariosanottajien salkkuun
- Logo/juliste/banneri TAMKin aulatilaan tai ulos

Lisäksi tarjoamme:

- DT2006-konferenssivieraiden retki-isännöisyys (yksin tai yhteistyössä)
- Ateria- ja juomatarjoilujen sponsorointi (ruoka-, kahvi- tai juomaliput, haluttaessa nimipainettuna)

Konferenssi-illallisen sponsorointi ja isännöisyys

Konferenssivieraille tarjotaan retkiä saapumis- ja lähtöpäivinä eli keskiviikkona ja torstaina. Retkille ilmoitaudutaan samalla, kun ilmoitaudutaan DT2006 -konferenssiin. Nopeasti toimien organisaatiosi ehtii vielä ilmoittautua retken isännäksi. Retki toteutuu varmimmin, jos kohteesi sijaitsee enintään tunnin ajomatkan päässä Tampereelta, liittyy kiinteästi konferenssin aiheeseen ja tarjoaa myös virkistystä. Vapaat iltatilaisuudet ovat get-together keskiviikkona 16.8. ja Conference Dinner perjantaina 18.8. Get-together on TAMKin tiloissa ja sen aikana DT2006-tapahtumien osanottajat tutustuvat toisiinsa, DT2006-tapahtumapaikkaan ja avoinna olevaan näyttelyyn. Konferenssi-illallinen on tasokas, ohjelmallinen ja luonnonkauniissa paikassa. Se on maksullinen ja edellyttää ilmoittautumista.

Yhteystietoja

Näyttelyn käytännön asiat:

Merja Lounekari
p. 0400 664102
s-posti: secretary@drytoilet.org

Elena Haapanen
s-posti: elena.kutireva@env.t.fi

Leena Vedenpää
s-posti: leena.vedenpaa@env.tpu.fi

DT2006-viestintä: Asta Rajala
p. 0400 836493
s-posti asta@viestintaok.net

Maria Vuorinen (ulkoasu)
s-posti: maria.vuorinen@tamk.fi

Lisätietoja: www.huussi.net (suomeksi)
www.drytoilet.org (further information in English)

Ilmoittajat antavat ilmoituksensa painon ohjeiden mukaan sähköisessä muodossa. Suomen- ja englanninkielinen eri jakeluihin tarkoitettu esitemateriaali, liikelahjat, banneri ja sähköiset aineistot toimitetaan konferenssin järjestäjille erikseen sovittavalla tavalla ja siten, ettei se viivytä konferenssiaineiston valmistumista. Kahvi- ja lounaslipukkeita voi saada logo- tai nimipainettuna.

Osoite: **Dry Toilet**
Tampereen ammattikorkeakoulu
PL 21
33521 Tampere

LIITTEET

Hinnasto
Ilmoittautumislomake
DT2006 -tapahtumapaikan kartta, jossa näyttelypaikat
Messua Oy:n vuokrakalustekuvasto
Messua Oy:n vuokrarakennetilauslomakkeet

Appendix II: An example of exhibitor's contract

XXX Oy
Teuvo Teräväinen
PL 2
27501 Terävä

Ref. puhelut Teuvo Teräväinen

MESSUSOPIMUS DT2006

- XXX Oy:n messupaikat ovat 15-18 yhteensä 24 m² sekä tarvittava määrä ulkotilaa,
- Enintään viidelle **henkilökuntaan kuuluvalle** pääsyn DT2006 konferenssiin ja 5 konferenssisalkkua.
- Kahdelle pääsy Kuivakäymälä 2006 seminaariin 18.8. ja kaksi seminaarisalkkua.
- Viidelle ateria- ja kahviliput konferenssipäiviksi (ke ja la kahvi, to-pe lounas ja 2xkahvi)
- XXX Oy:n esitteen DT2006 konferenssisalkkuun (engl.)
- XXX Oy:n esitteen Kuivakäymälä 2006 seminaarikansioon (suom.)
- XXX Oy:n ilmoitus Kuivakäymälä 2006 näyttelyesitteeseen (vakiokoko, sis. käännöksen, esitteen koko A5, sivumäärä avoin).
- Puolen sivun ilmoitus *DT2006 Second Call, registration and preliminary program* – julkaisussa (liitteenä ilmoittajan kappale)
- XXX -logo painettuna konferenssisalkkuun ja Kuivakäymälä 2006 seminaarikansioon.
- Halutessanne liikelahja salkkuun/kansioon (esim. kynä).
- Halutessanne banneri DT2006 konferenssin ajaksi konferenssipaikan ulko- tai aulatilaan.

XXX Oy tuo paikalle Tampereen ammattikorkeakoulun (TAMK) aulatilaan valmiin messuosaston. TAMKista saa pientä korvausta vastaan messuosastolla kalusteista, sähkö- ja internet-liittymät ja muuta mahdollisesti tarvittavaa. Ateria ja kahvilippuja voi ostaa lisää, myös logopainettuna. DT2006 tapahtuman rahoittajien ja näytteilleasettajien nimi- ja yhteystietolista jaetaan konferenssi- ja seminaarisalkkuihin ja medialle ja se julkaistaan www.drytoilet.org - verkkosivulla.

Messupaketin hinta jäsenyritykselle on 2006 euroa, josta puolet laskutetaan nyt (eräp. 31.3.) ja puolet 30.6. mennessä erillisellä laskulla.

XXX Oy:n yhteyshenkilö on: _____

Yhteyshenkilön tavoittaa (kaikki yhteystiedot): _____

Tätä messusopimusta on tehty kaksi samansisältöistä kappaletta, joista toinen jää XXX Oy:lle ja toinen **palautetaan täytettynä ja allekirjoitettuna** Käymäläseura Huussi ry:lle.

Terävällä, __/__/2006

Tampereella 16.3. 2006

Teuvo Teräväinen, XXX Oy

Asta Rajala, Käymäläseura ry. pj.

Appendix III: Safety and waste report:

Tampereen ammattikorkeakoulu

RAPORTTI

Mikko Mäkelä

13.07.2006

mikko.makela80@hotmail.com

Puh: 044- 576 0862

Dry Toilet 2006 asiaa

1. Yleistä:

- poliisilaitokselle toimitettava ILMOITUS yleisötilaisuuden järjestämisestä (toimitan lomakkeen Leena Vedenpäälle).
- poliisilaitokselle toimitettava myös turvallisuussuunnitelma.
- lupa maksaa 31 €(asia kannattaa vielä tarkistaa).
- tilaisuutta varten otettava vastuuvakuutus, jos koululla ei jo ennalta ole ja siitä ilmoitus.
- elintarvikemyynnistä ilmoitus terveysturvaviranomaisille.

2. Järjestyksen- ja liikenteenvalvojat:

- järjestyksenvalvojina pitää olla sekä miehiä että naisia.
- jos ei omista järjestyksenvalvojan- korttia saattaa poliisilaitos periä 15€ suuruisen maksun henkilöä kohti. Maksua ei siis peritä kortin omaavalta.
- poliisi vaatii valvojilta henkilötiedot (nimi, osoite, henkilötunnus), jotta voidaan varmistaa henkilön sopivuus ko. tehtävään.
- liikenteenvalvojille *ajoneuvolla ajo kielletty*- merkki (käteen sopiva malli).
- järjestysmies voi toimia myös liikenteenvalvojana.

3. Palo- ja poliisitarkastus:

- kun messukojut on pystytetty on tehtävä ilmoitus sekä palo- että poliisilaitokselle joista tulevat asianomaiset henkilöt vielä kerran tarkastamaan, että kaikki on turvallisuuden kannalta niin kuin pitää. (aluepelastuslaitoksen yhteyshenkilö on Tomi-Pekka Olkkonen, puh 040 569 8989).
- poliisilaitos määrää komissaarin tapahtuman ajaksi omasta takaa.

Lisätietoja:

Raili Karonen

Tampereen poliisilaitos

Puh: 07 1874 5408

e-mail: raili.karonen@poliisi.fi

Appendix IV: Feedback form for the exhibitors

DT2006 Kuivakäymälänäyttely, näytteilleasettajien palautelomake

1. Onko yrityksenne Huussi ry:n jäsen? __ Kyllä __ Ei
2. Osallistuiko yrityksenne työntekijöitä DT2006 konferenssiin? __Kyllä __Ei
3. Osallistuitteko Kuivakäymälänäyttelyyn vuonna 2003? __Kyllä __Ei
4. Miten kuulitte ensin DT2006 konferenssista?

Konferenssipostitus (Jos, niin mikä postitus)_____

Internet (Jos, niin miltä sivulta)_____

Sähköposti

Ystävä tai työtoveri

Infokirje/ Lehdistötiedote

Muu,

Vastatkaa seuraaviin **ympyröimällä vaihtoehto.**

Miten seuraavat väittämät **vastaavat kokemuksianne?**

1=huonosti 2=kohtalaisesti 3=en osaa sanoa 4=hyvin 5=erinomaisesti

5. Tarpeellinen tieto oli helposti saatavilla	1	2	3	4	5
6. Ennen näyttelyä annettiin tarpeeksi informaatiota	1	2	3	4	5
7. Järjestelyt ennen näyttelyä toimivat hyvin	1	2	3	4	5
8. Näyttelyn rakentaminen onnistui hyvin	1	2	3	4	5
9. Vapaaehtoiset työntekijät olivat avuliaita	1	2	3	4	5
10. Rekisteröinti konferenssiin sekä oheisohjelmiin sujui hyvin	1	2	3	4	5
11. TAMK on toimiva näyttelytilana	1	2	3	4	5
12. Yhteyshenkilöt olivat helposti tavoitettavissa	1	2	3	4	5
13. Viestintä yhteyshenkilöiden kanssa ennen näyttelyä toimi hyvin	1	2	3	4	5
14. Maksettuhinta oli sopiva suhteessa saatuun hyötyyn	1	2	3	4	5

Arvioikaa seuraavien sisältöä:

1=huono 2=kohtalainen 3=en osaa sanoa 4=hyvä 5=erinomainen

15. DT2006 näyttelykutsu	1	2	3	4	5
16. Näytteilleasettajien Infopaketti	1	2	3	4	5
17. Näyttelyesite	1	2	3	4	5

18. Kouluarvosana-asteikolla 4-10, kuinka tyytyväinen olette DT2006 kuivakäymälänäyttelyyn yleisesti? ____

19. Oliko teillä ongelmia erityisesti jossain kohtaa ennen näyttelyä tai sen aikana? Jos oli, mitä?

Rastittakaa seuraavissa mielipidettänne vastaavaa kohtaa.

20. Onko mielestänne tarvetta järjestää kuivakäymälänäyttelyitä jatkossakin? __Kyllä __Ei

21. Osallistuisitteko näillä näkymin myös seuraavaan mahdolliseen näyttelyyn? __Kyllä __Ei

22. Pitäisikö näyttelyasettajien rajausta pitää jatkossakin vain kuivakäymälöissä? __Kyllä __Ei

23. Olisiko yhteistyö esim. jäteveden puhdistuslaitteiden valmistajien kanssa mielestänne hyvä suunta laajentaa näyttelyä? __Kyllä __Ei

24. Mitkä olisivat mielestänne ne tahot, joiden kanssa voisimme jatkossa tehdä yhteistyötä?

25. Parannusehdotuksia tulevaisuutta silmällä pitäen

KIITOS VASTAUKSISTANNE! PALAUTATTEHAN LOMAKKEEN INFOPISTEESEEN!

Appendix V: Exhibitor's info

Näytteilleasettajainfo

Toinen kansainvälinen Dry Toilet –konferenssi
Tampere, 16.-19. elokuuta 2006



Tampereen ammattikorkeakoulu
Teiskontie 33
Tampere

www.huussi.net/DT2006.htm

Hyvä näytteilleasettaja,

Kiitos, että tulette mukaan tekemään hyvää näyttelyä ja osallistumaan DT2006-konferenssiin omalla työpanoksellanne.

Lähetämme Teille ohessa tietoa ja ohjeita koskien DT2006-konferenssin aikatauluja, järjestelyjä, tapahtumapaikkoja ja sääntöjä.

Yhteistyöterveisin,

Asta Rajala
Käymäläseura Huussi ry.
Dry Toilet 2006 / Tampereen ammattikorkeakoulu



TAMPEREEN AMMATTIKORKEAKOULU
TAMPERE POLYTECHNIC
University of Applied Sciences



TAMPERE UNIVERSITY OF TECHNOLOGY

Tietoa DT2006-tapahtumasta

Toinen kansainvälinen kuivakäymäläkonferenssi DT2006 pidetään Tampereen ammattikorkeakoululla 16.-19. elokuuta 2006.

DT2006-tapahtuman olennainen osa on maksuton näyttelymme, joka kokoaa alan asiantuntijat luomaan maailmanlaajuisia kontakteja. Näyttely on suunnattu konferenssivieraille, suomenkielisen seminaarin osanottajille, opiskelijoille, median edustajille ja yleisölle.

DT2006-konferenssin oheistapahtumissa on mahdollisuus verkottua uusien kumppaneiden kanssa ja syventää kumppanuuksia maailmanlaajuisesti.

Näyttelytilaan ja DT2006-konferenssiin on sisäänkäynti Tampereen ammattikorkeakoulun Teiskontien pääovista.

Huom! Pidätämme oikeuden muutoksiin. Mahdolliset muutokset tähän tietopakettiin, konferenssiohjelmaan ja sen oheistapahtumiin ilmoitetaan Käymäläseura Huussi ry:n sivulla <http://www.huussi.net/DT2006.htm>.

Koko konferenssin kannalta tärkeät muutokset ilmoitetaan myös sähköpostitse.

Näytteilleasettajaluettelo

DT2006-tapahtuman näyttelyssä osastoja pitävät ainakin seuraavat yritykset/yhdistykset:

Berger Biotechnic GmbH
Biolan Oy
Ekoinfo Ry
Europlast Muovitekniikka Oy
KOPLI Oy
KS-Pelti Oy
Lassila&Tikanoja Oy
Pikku-Vihreä Oy
Pyhäjoen Puu Oy
Ympäristö RAITA Environment Oy
Tirati Oy
Tulisähkö Oy
Swedish Ecology AB
TEKES
Wost-Man-Ecology AB

Konferenssiin ilmoittaudutaan. Näytteilleasettajien täytyy nimetä konferenssin osanottaja(t) etukäteen. Toivomuksena on, että näytteilleasettajat ilmoittavat konferenssiin ainoastaan henkilöstönsä kuuluvia, eivät esimerkiksi asiakkaitaan. Pääsy konferenssiin on henkilökohtainen.

Konferenssiin ja oheistapahtumiin ilmoittaudutaan joko online-verkkolomakeella Internetissä www.drytoileet.org/dt2006 tai liitteenä olevalla lomakkeella. Laittakaa kohtaan **Invitation Code** kirjaimet **VIP** merkiksi näytteilleasettajuudestanne.

Ilmoittautumiset ottaa vastaan Tampereen Kongressi- ja Vientipalvelu TAVI Oy. Kaikki konferenssiin osallistuvat saavat konferenssimateriaalin ja rintamerkin (badge) ilmoittautumistiskiltä, jonka TAVI Oy avaa TAMKIn aulaan tiistaista 15. elokuuta klo 8.

Suomenkielinen kuivakäymäläpäivä

Perjantaina 18. elokuuta klo 9-16 pidetään suomenkielisiä seminaareja otsikolla *Kuis pyyhkii haja-alueella — onko huussista vientituotteeksi?*. Seminaariohjelma on mukana liitteenä.

Näytteilleasettaja saa yhden tai useamman ilmaislipun suomenkieliseen kuivakäymäläpäivään osaston koosta riippuen.

Suomenkieliseen Kuivakäymäläpäivään ilmoittaudutaan erikseen. Ilmoittautumislomake on liitteenä, tai sen voi tulostaa Internetistä sivulta

<http://www.huussi.net/pdf/suomipaivalomake.pdf>

Ilmoittautuminen on henkilökohtainen. Täytetty lomake palautetaan siinä mainittuun osoitteeseen (TAMK T&K).

Laskutus

Ellei toisin ole sovittu, Teiltä on jo laskutettu ensimmäinen erä, noin puolet osallistumiskuluistanne. Toinen erä laskutetaan 30. kesäkuuta mennessä. Laskuttaja on Käymäläseura Huussi ry.

Näyttelyosastojen pystytys, purku ja kuljetus

DT2006-konferenssin näyttelyalue avautuu keskiviikkona 16. elokuuta 2006. Näytteilleasettajat voivat tulla pystyttämään näyttelyosastojaan tiistaina 15. elokuuta ajalla 8-17 ja keskiviikkona 16. elokuuta ajalla 8-13.

Konferenssi päättyy lauantaina 19. elokuuta klo 14.00. Suositus näyttelyosastojen purulle on klo 14-20. Klo 20 jälkeen osastojen purku muuttuu maksulliseksi. Tämän ajankohdan ylittävät purkutunnit maksavat näytteilleasettajalle 100€/t palkkauskysymyksistä johtuen.

Tampereen ammattikorkeakoulu ei vastaa näyttelyosastojen pystytyksestä tai purusta. Näytteilleasettaja pystyttää, purkaa ja kuljettaa näyttelykalustonsa itse.

Näyttelykalusto



Näytteilleasettajakutsun yhteydessä saatte kuvaston Messua Oy:n vuokrattavista messukalusteista. Jos olette tilanneet messukalusteita vuokralle, saatte ne käyttöönne kysymällä asiasta vahtimestarilta. Hän näyttää kaluston sijainnin ja opiskelijoilta saatte kantoapua.



Näytteilleasettaja voi myös tuoda omat näyttelykalusteensa. Mitään kiinteitä asennuksia esimerkiksi lattioihin tai seiniin ei konferenssialueella saa silti tehdä.

Näyttelyosastoilla on oltava lattiasuojat. Näytteilleasettajan on varauduttava tuomaan itse lattiasuojat (matot) tai käytettävä Messua Oy:n lattiasuojia.

Valaistus, sähkötyöt

Näyttelyosastoille voidaan tarvittaessa toimittaa 1-vaihe-sähkö (tavallinen sähköjohtoliitäntä). Mahdollisista erikoisjärjestelyistä ja niiden kustannuksista on sovittava erikseen 15.6.2006 mennessä. Ilmoittakaa myös sähköliitännän tarpeesta. Yhteydenotot näissä asioissa secretary@drytoilet.org.

Turvallisuuskysymykset

Tampereen ammattikorkeakoulu ja Käymäläseura Huussi ry. eivät vastaa näytteilleasettajan omaisuudesta konferenssin aikana. Näytteilleasettajan käydessä näyttelyosastonsa ulkopuolella on kaikki arvotavara pidettävä mukana tai jätettävä säilytettäväksi narikkaan. Narikka on vartioitu.

Näytteilleasettajan on huolehdittava arvotavaransa pois konferenssialueelta konferenssin aukioloaikojen ulkopuolella.

Tampereen ammattikorkeakoulu ei vakuuta näytteilleasettajan omaisuutta. Mahdollisesti tarvittavat vakuutukset näytteilleasettaja ottaa itse.

Näytteilleasettajan on huomioitava, että Tampereen ammattikorkeakoululla on konferenssin aikana myös muita toimintaa. Koulun oppilailla ja henkilökunnalla on pääsy koulun alueelle konferenssin aikana ja joissain tapauksissa myös aukioloaikojen ulkopuolella.

Näyttelytiloihin on pääsy ainoastaan konferenssin aukioloaikoina. Tampereen ammattikorkeakoululla on kulunvalvonta ja ovet lukkiutuvat yöksi.

Pysäköinti konferenssialueella

Pysäköinti Tampereen ammattikorkeakoulun parkkipaikoilla on maksutonta konferenssin ajan.

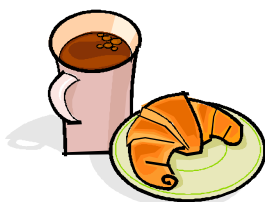
Näyttelyosastojen ja niiden irtaimiston pystytystä ja purkua varten auton voi tilapäisesti pysäköidä myös Tampereen ammattikorkeakoulun sisäpihalle (Teiskontien puoleinen sisäänkäynti).

Siivous

Näytteilleasettajan on huolehdittava oman näyttelylavansa siisteydestä konferenssin aikana ja sen päätyttyä. Mahdolliset ylimääräiset siivouskustannukset laskutetaan näytteilleasettajalta konferenssin jälkeen.

Pienemmät sotkut, kuten läikkyneet kahvit, siivoaa maksutta siivousvastaava. Siivousvastaavaan saatte yhteyden neuvonnan kautta.

Ruokailu



Näytteilleasettajien lounas- ja kahviliput kootaan arvokuoriin, jotka saatte ilmoittautumisen yhteydessä TAMKissa, alkaen 15. elokuuta klo 8.

Teitä palvelevat Info-kahvila ja ravintola, joista molemmista saa sekä pientä purtavaa ja kahvia että lounasruokaa. Jos tarvitsette lisää ruoka- tai kahvilippuja, voitte ostaa niitä neuvonnasta.

Jokaiselle konferenssipäivälle (16.-19. elokuuta) on varattu yksi lounaslippu ja kaksi kahvilippua. Info-kahvila ja ravintola ovat avoinna myös tiistaina 15. elokuuta.

Ruokailupaikkojen aukioloajat konferenssin aikana:

	Info-kahvila	Ravintola
Ma-To	Klo 8.30-16.00	Klo 8.00-18.45
Pe	Klo 8.30-15.00	Klo 8.00-18.45
La	suljettu	Klo 9.00-13.30

Narikka

Konferenssin aukioloaikoina Teitä palvelee maksuton vartioitu narikka. Narikka on Tampereen ammattikorkeakoulun pääaulassa, Teiskontien puoleisten pääovien vasemmalla puolella.

Internet-yhteydet

Tampereen ammattikorkeakoulu ei tarjoa Internet-yhteyttä näyttelyosastoille. Langaton WLAN-yhteys toimii Tampereen ammattikorkeakoulun aula- ja kahvila-alueella, eli näyttelytiloissa.

Näytteilleasettajia ja konferenssivieraita varten avataan ATK-luokka, jonka tietokoneita voi käyttää Internetissä asiointiin. Saatte tunnuksen koulun verkkoon konferenssin ajaksi neuvonnasta. Neuvonta antaa myös ohjeet WLAN-yhteyden käyttöön ja koulun verkkoon kirjautumiseen.

Rahti

Jos haluatte lähettää Tampereen ammattikorkeakoululle rahtia, ilmoittakaa toimitusosoitteeksi:

Dry Toilet 2006 / Leena Vedenpää
TAMK
Kuntokatu 1
33520 Tampere

Aikataulu

Konferenssi on avoinna keskiviikosta perjantaihin 16.-18. elokuuta klo 9-19 ja lauantaina 19. elokuuta klo 9-14.

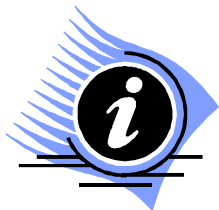
Näyttelyn aukioloajat:

Ke-to 16.-17.8.	Klo 9-17
Pe 18.8.	Klo 9-18
La 19.8.	Klo 9-14

Toivomme, että perjantaina 18. elokuuta näyttely on miehitetty klo 9-18 saakka suomenkielisen Kuivakäymäläpäivän ohjelman ajan.

Mahdolliset myöhemmät päivitykset ja muutokset ohjelmaan voi tarkistaa Internetistä sivulta <http://www.huussi.net/DT2006.htm>.

Neuvonta



Konferenssin aikana Teitä palvelee ja auttaa neuvonta, joka sijaitsee Tampereen ammattikorkeakoulun pääaulassa heti Teiskontien pääovista sisään tullessa. Neuvonnasta tavoitat myös ensiapu- ja siivousvastaavan.

TAMKin infonumero vastaa kiireellisiin kyselyihin virka-aikana ennen konferenssia ja konferenssin aikana. Ajalla 23. kesäkuuta - 7. heinäkuuta 2006 pyydämme ottamaan yhteyttä sähköpostitse, sillä infonumeroon ei vastata kesälomien takia. Sähköpostikyselyt voi lähettää TAMKin Tutkimus & Kehitys - palveluihin, osoitteeseen ursula.helsky-lehtola@tamk.fi.

Infonumero: 020 7147198 / Ulla Pielismaa

Seuranta

DT2006-tapahtumista kerätään palautteita, jotka käsitellään muun muassa Tampereen ammattikorkeakoulun opiskelijoiden opinnäytetöissä. Toivomme myös Teidän antavan tiedoksemme mahdolliset ruusut ja risut konferenssista ja sen järjestelyistä.

DT2006-tapahtuman markkinointi

Näyttelyesitteeseen tarvittavat ilmoitustiedot

Näyttelyesite on kaksikielinen ja tarjoaa konferenssivieraille ja muille kävijöille tiedot näyttelystä ja näytteilleasettajista. Käytämme messusopimuksissa mainitsemianne yhteystietojanne myös näyttelyesitteessä.

Huom! Jos toivotte yhteystietojanne muutettavan tai haluatte kokonaan eri yhteystiedot näyttelyesitteeseen, on tarkennukset lähetettävä HETI osoitteeseen leena.vedenpaa@env.tpu.fi.

Näytteilleasettajat, joiden messusopimukseen sisältyy ilmoitus näyttelyesitteessä, voivat lähettää ilmoituksensa Leena Vedenpään sähköpostiosoitteeseen. Tarkempi graafinen ja muu ohjeistus on tulossa sähköpostilla. **Ilmoitusten viimeinen jättöpäivä on 14. heinäkuuta 2006.**

Ennakkomarkkinointi



Toivomme näytteilleasettajien markkinoivan DT2006-tapahtumaa asiakkailleen ja sidosryhmilleen.

DT2006-konferenssin järjestäjät suosittelevat, että alan yritykset kertoisivat myös Internet-sivuillaan konferenssista, jos mahdollista. Linkin yhdistyksen DT2006-verkkosivuille saa laittaa.

Liitteenä on Teille pieni nippu Second Callia jaettavaksi sekä näyttelyjuliste näkyville laitettavaksi. Kun näyttelyesite valmistuu, lähetämme sen Teille.

Mitä enemmän ennakkomarkkinointia, sitä suuremman huomion DT2006-tapahtuma saa osakseen mediassa ja yleisöltä.

Mitä DT2006-viestintä tekee?

DT2006-konferenssin viestintävastaavat huolehtivat konferenssin julkisuuskuvasta ja sponsoreiden esiintuomisesta omalta osaltaan.

DT2006-tapahtumalle on tehty

- 1st Call for Papers
- 2nd Call for Papers, Registration and Preliminary Program
- Tiedote ja Press Release

DT2006-tapahtumalle tehdään

- Näyttelyjuliste ja lentolehtinen

- Tiedotteita (Kärkimediaan, uutistoimistoille, paikallisradioille ja paikallislehdille Pirkanmaalla)
- Press Release kansainväliselle medialle (1-2)
- Näyttelyesite
- Jakelu1: Tampere ja lähikunnat, yhteistyökumppanit, kaupungin materiaalinjakopisteet, alan yritykset, keskustan kaupat ja kahvilat, rautakaupat jne.
- Jakelu 2: konferenssisalkut, suomenkielisen seminaarin kansio, yhdistyksen näyttelyosasto.
- Postitus; muun muassa Ympäristötoimittajat ry:n jäsenille.
- Konferenssiverkkosivut www.huussi.net ja www.drytoileet.org. Näyttelysivulle saa tehdä linkin yrityksen sivulta
- Tieto DT2006-näyttelystä laitetaan lehtien menovinkkipalstoille ja paikallisten radioasemien aamujuontajia tiedotetaan asiasta konferenssipäivinä.

Konferenssin aikana tapahtuva mainonta

Konferenssisalkuun laitettavat esitteet

Esitteet konferenssisalkuihin laitettavaksi on lähetettävä TAMKiin maanantaihin 5. elokuuta mennessä. Tämä koskee ainoastaan näytteilleasettajia, joiden messusopimuksissa esitejakelusta on sovittu. Englanninkielisiä esitteitä tarvitaan 200 kpl ja suomenkielisiä esitteitä 160 kpl.

Toimitusosoite: **DT2006
TAMK / T&K
PL 21
33101 TAMPERE**

Pressihuone

Konferenssin ajaksi medialle on varattu pressihuone. **Näytteilleasettajat voivat tuoda pressihuoneeseen omia esitteitään toimittajien käyttöön.** Käyttäkää tämä mahdollisuus tiedottaa viestimille!

Konferenssiaikataulu

Alla on DT2006-konferenssin alustava aikataulu ja ohjelma. Muutokset ovat mahdollisia.

Aika	Keskiviikko 16. elokuuta	Torstai 17. elokuuta	Perjantai 18. elokuuta		Lauantai 19. elokuuta		
9:00 – 10:30		Avajaisseremoniat	Istunto 4A	Istunto F1	Istunto 7		
10:30 – 11:00		Kahvitauko	Kahvitauko		Kahvitauko		
11:00 – 12:00		Istunto 2A	Istunto 1	Istunto 4B	Istunto 5	Istunto F2	Täysistunto & päättäjäis-seremoniat
12:00 – 13:00							
13:00 – 14:00	Retki	Lounastauko	Lounastauko		Lounastauko		
14:00 – 16:30		Istunto 2B	Istunto 3	Istunto 1	Istunto 6	Istunto 5	Istunto F3
16:30 – 17:30	Get together -juhla	Kahvitauko & julisteistunto		Kahvitauko & julisteistunto			
17:30 – 19:00		(palavereja)		(palavereja)			
19:00-		Tampereen kaupungin vastaanotto		Konferenssi-illallinen			

Konferenssiohjelma

DT2006-tapahtuma alkaa 16. elokuuta Tampereen ammattikorkeakoululla. Kuivakäymälöistä puhutaan Tampereella silti ennen DT2006-tapahtuman avajaisiakin, sillä

14. elokuuta alkaa Tampereen teknillisellä yliopistolla *Sustainable Sanitation* -kurssi. Tampereen teknillisen yliopiston bio- ja ympäristötekniikan laitoksen järjestämä intensiivikurssi perehdyttää opiskelijan kestäväen sanitaatio periaatteisiin käyden läpi niin sanitaatio historiaa kuin ravinnekiertoa. Osana kurssiin kuuluu DT2006-konferenssiin osallistuminen.

Avajaisseremoniat

- **Puheenjohtaja:** **Tohtori Eeva-Liisa Viskari**, DT2006-konferenssin tieteellisen komitean puheenjohtaja
- **Tervetuliaispuheenvuoro (Käymäläseura Huussi ry):** **Puheenjohtaja Asta Rajala**
- **Tervetuliaispuhe (TAMK):** **Rehtori Markku Lahtinen**, Tampereen ammattikorkeakoulu
- **Avajaispuhe:** **Tohtori Lea Kauppi**, pääjohtaja, Suomen ympäristöinstituutti
- **Tanssiesitys**

Istunto 1: From Past to Future (*Menneestä tulevaan*)

– Puheenjohtajana **tohtori Petri Juuti**

Istunto 2: Architecture & Construction (*Arkkitehtuuri ja rakentaminen*)

- **Avainpuhuja: Andreas K. Koestler** - Sanitation in crisis situations (*Kriisisanitaatio*)

Istunto 3: Attitudes & Advocacy (*Asenteet ja edistäminen*)

- **Avainpuhuja: Ron Sawyer**, Mexico – A tale of two systems: Obstacles & incentives for implementing ecological sanitation in a periurban town - Tepoztlán, Mexico
(Tarina kahdesta järjestelmästä: Ekologisen sanitaatio käytön esteitä ja edellytyksiä suurkaupungin laita-alueilla - Tepoztlán, Meksiko).

Istunto 4: Separation & Re-use (*Erottelu ja käyttö*) – Puheenjohtajana **tohtori Helvi Heinonen-Tanski**, esittelijänä **tohtori Eeva-Liisa Viskari**

- **Avainpuhuja: Tohtori Joachim Behrendt** – Implementation of urine diverting dry toilets in Eastern Europe

(Erottelevien kuivakäymälöiden käyttöönotto Itä-Euroopassa)

Istunto 5: Dry toilet technology & Monitoring (Kuivakäymäläteknologia ja valvonta) - Puheenjohtajana **professori Tuula Tuhkanen**

- **Avainpuhuja: Professori Naoyuki Funamizu**, Hokkaidon yliopisto, Japani – Dry toilet: An important system for controlling micro-pollutants from our daily life *(Kuivakäymälä ratkaisu arkisen jäteongelman hallintaan)*

Istunto 6: Integrated Approaches (*Lähestymistapojen yhdistelyä*) - Esittelijänä **Sanna-Leena Rautanen**

Istunto 7: Sustainability & MDGs (*Kestävyys ja vuosituhtavoitteet*)

- **Avainpuhuja: Tohtori Christine van Wijk-Sijbesma** – Social Aspects of Dry Latrines (*Kuivakäymälät yhteiskunnallisesta näkökulmasta*)

Istunnot F1-F3: Finnish language session focusing on Finland – *Suomenkielinen kuivasanitaatiopäivä suomalaisille virkamiehille ja asiantuntijoille kansainvälisen konferenssin rinnalla.*

Julisteistunnot: Puheenjohtajina torstaina 17. elokuuta **professori Tom Frisk** ja perjantaina 18. elokuuta **professori Ilari Karppi**.

DT2006 suomenkielisen kuivakäymäläpäivän ohjelma

Perjantai 18. elokuuta 2006 kello 9-16

Kuis pyyhkii haja-alueella – onko huussista vientituotteeksi?

9.00 **AVAUSSANAT**

Puheenjohtaja Marja-Liisa Viherä Tulevaisuuden tutkimusseura

KUIVAKÄYMÄLÄT JA KÄYMÄLÄJÄTTEEN KÄSITTELY

9.15 Käymäläseura Huussi ry:n toiminta

Puheenjohtaja Asta Rajala, Käymäläseura Huussi ry.

9.30 Käymäläjätteen käsittely ja kokemuksia mallikohteista

Hankepäällikkö Kati Hinkkanen, Käymäläseura Huussi ry.

10.00 Käymäläjäte ja hajaliete: Ehdot käytölle maisemoinnissa ja lannoitevalmisteina pelloilla Suomessa

Ylitarkastaja Pirjo Salminen, Maa- ja metsätalousministeriö

10.20 Käytössä kuivakäymälä testataan

Omakotilainen Matti Lehtomäki

10.30 *KAHVITAUKO JA NÄYTTELYYN TUTUSTUMINEN*

11.00 **KURKKAUS KEHITYSMAIDEN SANITAATIOON**

- Näkökulmia kehitysmaiden sanitaatiotilanteeseen
Lääkäri Maija Kajan ja DI Sanna-Leena Rautanen
- Kertomuksia onnistuneista käymälähankkeista
Machu Picchu: Jukka Lindroos, Pikkuvihreä Oy
- Kehitysmaiden kuivakäymälähankkeiden kokemuksista
Tiedottaja Virve Jylhäsalonen ja sihteeri Raini Kiukas,
Käymäläseura Huussi ry.
- Sambian sanitaatiohankkeen esittely
Projektikoordinaattori Sari Huuhtanen, Käymäläseura Huussi ry.

12.00 *LOUNAS JA NÄYTTELYYN TUTUSTUMINEN*

DT-TEKNOLOGIAN VIENTI

- 13.00 Kriisivienti
Neuvotteleva virkamies Jukka Uosukainen, ympäristöministeriö
- 13.20 Kehitysapuvienti
Vesihuollon neuvonantaja Eero Kontula, ulkoasiainministeriö
- 13.40 Kaupallinen vienti
Vientiasiamies Raimo Vuorisalo, Pirkanmaan TE-keskus
- Kommenttipuheenvuorot: Ohjelmajohtaja Jukka Noponen, SITRA
Teknologia-asiantuntija Raija Pikku-Pyhältö,
TEKES

14.00 KAHVITAUKO JA NÄYTTELYYN TUTUSTUMINEN

- 14.30 **KUIVAKÄYMÄLÄT JA JÄTEVESIHUOLTO HAJA-ALUEELLA**
- Miten vesivessa Suomen saavutti
Dosentti Simo Laakkonen, Helsingin yliopisto
 - Ekosanitaatio Suomessa ja maailmalla
Yliopettaja Harri Mattila, Hämeen ammattikorkeakoulu
 - Talousjätevesiasetuksen toteutuminen
Johtava asiantuntija Erkki Santala, Suomen ympäristökeskus
 - Määräysten vaikutus käytäntöön; Suomi, Liettua ja Tanska
Konsultti Maria Notley
- 16.00 **PÄÄTÖSSANAT**
DT2006-järjestelytoimikunnan puheenjohtaja Marjukka Dyer

Huom! Pidätämme oikeuden muutoksiin. Mahdolliset muutokset ilmoitetaan osoitteessa www.huussi.net/suomipaiva.html.

Konferenssin oheistapahtumat

Huom! Järjestelykulujen kattamiseksi maksulliset oheistapahtumien ovat maksullisia myös näytteilleasettajille. Oheistapahtumiin ilmoittaudutaan konferenssi-ilmoittautumisen yhteydessä. TAVI laskuttaa oheistapahtumiin osallistumisesta henkilöluvun mukaan.

Keskiviikko 16. elokuuta

Konferenssi alkaa rennon [get-together-juhlan](#) ja [näyttelyavajaisien](#) merkeissä näyttelytilassa ja ulkona. Näytteilleasettajat ovat tervetulleita esiintymään halutessaan parhaaksi katsomallaan tavalla. Ulkona harrastetaan perinteisiä suomalaisia vapaa-ajanlajeja, kuten mölkyä, sauvakävelyä ja pesäpalloa. Tarjolla on välipalaa ja juomia.

Torstai 17. elokuuta

[Tampereen kaupungin virallinen vastaanotto](#) on Raatihuoneella (Keskustorin laidassa). Ilmoittautuminen on välttämätöntä, ja se tapahtuu rekisteröitymisen yhteydessä (TAVI Oy). Kaupungille on ilmoitettava henkilömäärä etukäteen, joten vain ennalta ilmoittautuneet voivat päästä mukaan. Jos vastaanotolle saapuu avec tai useampia näytteilleasettajan edustajia, heidät ilmoitetaan osoitteeseen secretary@drytoilet.org.

Perjantai 18. elokuuta

[Konferenssi-illallinen](#) järjestetään Mobiliassa, joka on auto- ja tiealan valtakunnallinen erikoismuseo. Museo sijaitsee Kangasalla, Keisarinharjun ja Längelmävesi-järven upeiden maisemien ympäröimänä. Illallinen tarjoillaan Mobilian näyttelyhallissa, jossa illallisvieraita ympäröi laaja valikoima takseja 1900-luvulta. Mobilian vuosittain vaihtuvan näyttelyn teema vuonna 2006 on Suomen taksien historia. Illallisen aikana Kangasalan pikkupelimannit esittävät suomalaista kansanmusiikkia. Illallisen hinta on 55 €. Juhlava pukeutuminen on suotavaa.

Lauantai 19. elokuuta

Konferenssin päättää [lauttamatka Viikinsaareen](#), Pyhäjärven kesäparatiisiin, vain 20 minuutin matkan päässä Tampereen keskustasta. DT2006:lle on varattu saaren saunat. Sauna, pyyhe ja kevyt ateria virvokkeineen sisältyy hintaan 25 €. Viikinsaareen voi tulla muutenkin, jolloin laivamatka maksaa 7 € ja saaren ravintolassa voi aterioida. Uimapuku voi olla tarpeen. Yksityiskohtaisemmat tiedot ilmoitetaan konferenssissa.

Kestävän kehityksen yrityskierros

Tällä retkellä tutustutaan kestävästä kehityksestä edistäviin yrityselämän kohteisiin ja heidän toimintaansa. Kohteet sijaitsevat alle tunnin ajomatkan etäisyydellä konferenssipaikasta. Retken aikana tarjotaan virvokkeita ja kevyt ateria. Retken hinta on 20 €

Kangasalan yhteiskylä – ”kuivakäymäläkylä”

Kangasalan yhteiskylä on yhdeksän talon yhteisö Kangasalla, Tampereen tuntumassa. Retkellä tutustutaan ekologiseen rakentamiseen ja elämiseen käytännössä. Perheet ovat rakentaneet talonsa käyttäen kierrätettyjä rakennusmateriaaleja ja ekologisia rakennustapoja. Vesivessa on kielletty, ja jokaisella perheellä on oma kuivakäymäläratkaisunsa. Kangasalan yhteiskylässä tarjotaan välipalaa ja virvokkeita. Retki maksaa 20 €



Hätänumero 112

Poliisi 10022

Tampereen Taksikeskuksen numero

- Paikallisverkosta 10041 (0,74 €/ puh + ppm)
- Kännykstä ja muualta 01004131 (1,07 €/ puh + pvm)
- Tekstiviestillä 16442 (1,20 €/ viesti)

Huom. Kuntokadun sisäänkäynnin oikealla puolella on myös taksitolppa.

Otto-automaatti

Lähimmät Otto-automaatit sijaitsevat Tampereen yliopistollisen sairaalan aulassa ja Kissanmaankadulla noin puolen kilometrin etäisyydellä Tampereen ammattikorkeakoulusta. Opastusohjeita Otto-automaateille voi kysyä neuvonnastamme.

Linja-autovyhteydet

Tampereen ammattikorkeakoululta lähimmät bussipysäkit ovat heti Teiskontien varressa ja niille pääsee sekä Kuntokadun että Teiskontien puoleisesta sisäänkäynnistä. Kaikki Tampereen ammattikorkeakoulun puoleisilla pysäkeillä pysähtyvät bussit ajavat keskustaan. Bussi numero 7 kulkee Tammelan kautta keskustaan kiertäen ennen Keskustoria muun muassa Tuomiokirkon ja Finlaysonin ohi.

Keskustan suunnasta Tampereen ammattikorkeakoululle pääsee busseilla 7, 16, 18, 19, 28 ja 29. Tampereen ammattikorkeakoulun Teiskontien sisäänkäyntiä lähin bussipysäkki on Kissanmaan koulun pysäkki.