



# ASSEMBLY

## Assembly 2026 - cooperation opportunities

*Finland's largest digital culture and gaming festival and one of Finland's largest youth events.*

# Assembly in a nutshell



**Assembly Organizing annually organizes Finland's largest events focused on digital culture.**



**The events attract thousands of participants to spend around the clock at the event at the computer stations, tens of thousands of expo guests and reach a wide audience online and on social media.**



**A strong position in the technology community and a significant influencer in the development of digital culture.**

# Assembly events are Finland's biggest digital festivals

*Assembly Winter and Summer gather more than 20,000 participants per event.*

*The winter event focuses especially on gaming, content producers and programs aimed at young people such as esports tournaments, K-POP performances and Cosplay.*

*Digital art is also a strong part of the summer event: demoscene, game development and seminars.*

## AUDIENCE PROFILE



**69%  
MALE**



**27%  
FEMALE**



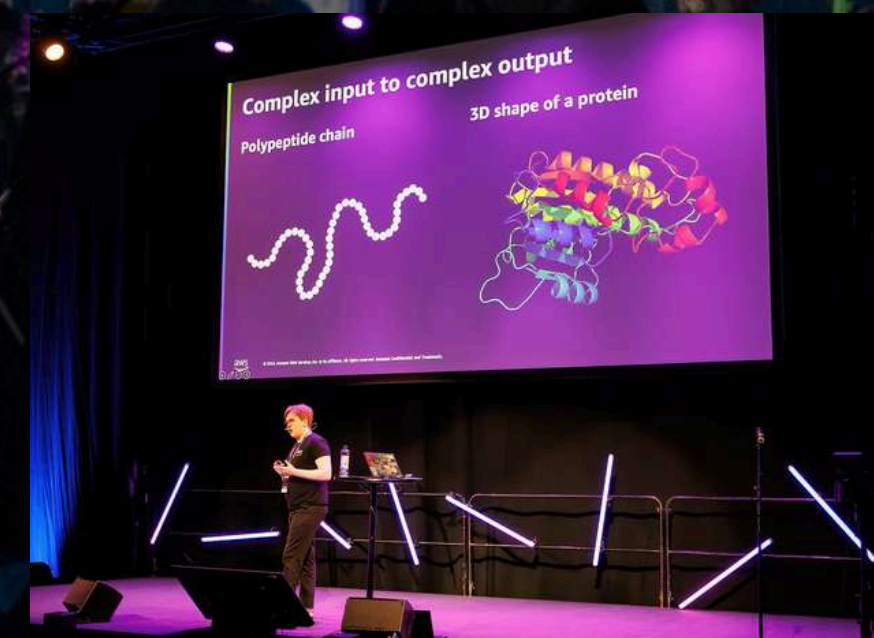
**4%  
OTHER**

**AGE 15-30  
51%**

**AVERAGE AGE  
24,5**

**MAIN REASON TO PARTICIPATE = EXPO-PARTNERS  
34%**

- **NPS 78**
- **High participation rate and strong sense of community.**
- **60,000 newsletter subscribers.**
- **Annually 20% new visitors, committed visitor audience.**



# Partnerships 2026



**PARTNERSHIP LEVELS:**

- **Main cooperation partnership**
- **Collaborative partnership**
- **Participation in the Expo area**



**Main collaboration and partners have the opportunity for branded program partnerships as well as pre-marketing and visibility in digital channels. e.g. KIDS, Esports, Premium Lounge, Seminar speeches, etc.**

**ASSEMBLY COOPERATIVE PARTNERSHIPS 2025**

**MAIN PARTNER**

✓	✓	✓	✓	✓
	✓	✓	✓	✓
	✓		✓	✓
	✓		✓	✓
		✓		
STAGE PROGRAM / AREA / NAMING	BRAND VISIBILITY AT THE VENUE	BOOTH AT EXPO-AREA	STAGE AND STREAM VISIBILITY	WEB, SOCIAL AND ADVERTISING PRESENCE

**PARTNER**

**ONLINE PARTNER**

**SCENE PARTNER\***

**EXPO ONLY**

\*SCENE PARTNER SLOTS ARE RESERVED FOR ASSEMBLY DEMOSCENE PARTNERS WHO WANT TO SUPPORT OLDSKOOL-ACTIVITIES

# Partnership opportunities: Visibility and Cooperation



**Brand visibility at events: Banners, stands, sponsor spots.**



**Online presence: Banner ads, native content, sponsored videos.**



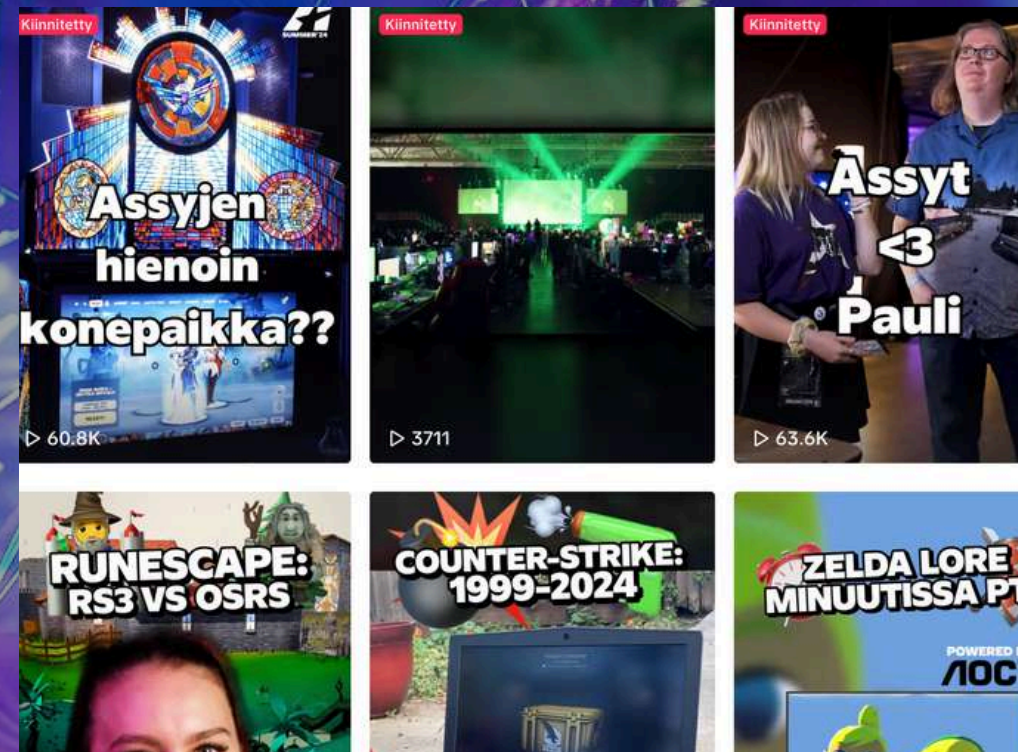
**Forms of cooperation: Customized cooperation packages and sponsorship opportunities.**

# Visibility all year round online and on SoMe



**ASSEMBLY**  
SUOMEN SUURIN  
DIGITAALISEN TAITEEN  
JA PELAAMISEN  
FESTIVAALI

Assyilla pelaaminen, esports, digitaalinen kulttuuri ja demotaide kohtaavat. Sekä tietenkin sinä ja kaverisi!



A grid of six social media posts. Top row: 1. Video thumbnail with text 'Assyjen hienoin konepaikka??' and '60.8K' views. 2. Video thumbnail with green laser lights and '3711' views. 3. Video thumbnail with two women and text 'Assyt <3 Pauli' and '63.6K' views. Bottom row: 4. Video thumbnail with 'RUNESCAPE: RS3 VS OSRS'. 5. Video thumbnail with 'COUNTER-STRIKE: 1999-2024'. 6. Video thumbnail with 'ZELDA LORE MINUUTISSA PT.' and 'POWERED BY 100'.



**Assembly website: A high-traffic portal for people interested in technology and games. Community & lootbox mechanics.**

**Through our social media channels, you reach a relevant audience, a strong presence on all social media platforms: TikTok, Instagram, Twitch, Discord, Facebook, X, YouTube**

**Custom events: The possibility of customized events according to the needs of companies, e.g. Shopping center activations, Company Christmas or activations in connection with other events.**

# Why partner with us?



**Broad and engaged audience:  
Reach young adults interested in  
technology and games.**



**High brand value: Assembly's  
strong reputation and  
credibility in digital culture.**



**Innovativeness: The possibility to  
be involved in the latest trends  
and technological developments.**

# This is how cooperation works

- **Clear contract processes and roles for partners.**
- **Flexible schedules and customizable solutions.**
- **Regular reporting and monitoring of results.**



# Roadmap 20256

**ASSEMBLY**

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**Winter 26**  
**19.-22.02.26**

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**Summer 26**  
**30.07-02.08.26**

**Minor event:**  
**Espoo Gaming**  
**Day 01/2026**

**Winter 26 ticket sales and presence in**  
**online channels for 2026 partners**

**Summer 26 ticket sales and presence**  
**in online channels for 2026 partners**

**Winter 27 Ticket sales and presence in**  
**online channels.**

**Q4-25**

**Q1-26**

**Q2-26**

**Q3-26**

**Q4-26**

# PARTNERSHIP PRICES 2026

## PARTNERSHIP PACKAGES 2026

<b>Main Partner (Winter + Summer + Online 365)</b>	<b>40 000€</b>
<b>Main Partner (Winter or Summer + Online for event)</b>	<b>25 000€</b>
<b>Partner (Winter + Summer + Online 365)</b>	<b>16 000€</b>
<b>Partner (Winter or Summer + Online for event)</b>	<b>10 000€</b>
<b>Online/Scene partner ( Winter + Summer + Online 365)</b>	<b>10 000€</b>
<b>Online/Scene (Winter or Summer + Online for event)</b>	<b>6 000€</b>
<b>Expo only for event</b>	<b>120€/m2</b>

***Main partnership and partnership includes floor space at expo. Electricity, cleaning and other venue related costs will be added to partnership costs. Prices do not include VAT.***

**ASSEMBLY**

# Thanks!

**Lassi Nummi**

**lassi.nummi@assembly.org**

**+358 40 513 2723**

**Petri Hämälä**

**petri.hamala@assembly.org**

**+358 40 562 7283**

**partnersales@assembly.org**

