

Advertising Opportunities



March 22 – 25, 2018

www.expomedistanbul.com

NEXT GENERATION FAIR



Embracing a new generation exhibition approach that does not limit the fair experience to four days and expands the communication with target audience to before and after the fair, thereby ensuring that exhibitors get maximum benefit from the fair, Reed Tüyap creates new marketing platforms that allow exhibitors to keep in touch with their target audience throughout the year.

MAKE THE MOST OF THE FAIR

PLANNING

We work together to realize your goals at the fair and get the maximum benefit from the fair, and support your company in creating your fair action plan.

1

2

BEFORE THE FAIR

Utilize the Reed Tüyap digital marketing tools to draw attention to your brand and products before the fair.

3

DURING THE FAIR

Make your booth the center of attraction at the Tüyap Fair and Convention Center with indoor and outdoor ad spaces, signs and MYTUYAP mobile application.

4

AFTER THE FAIR

Continue to reach your target audience through e-mail marketing campaigns and fair website.



**Get one step ahead with
Adversiting Opportunities!**

	PLATIN PACKAGE	GOLD PACKAGE	SILVER PACKAGE
Before the Fair			
Use of sub-band banner of company logo in mails	1 post	1 post	1 post
Use of company logo in website slider banners	✓	✓	✓
Use of company logo on online registration page banner	✓	✓	✓
Social media post	2 posts	2 posts	1 post
Ads + company bulletin on the Show-Preview bulletin	1 /1 advert + bulletin	1/2 advert + bulletin	1/4 advert + bulletin
Company logo on the sponsor section in the Mobile Application	✓	✓	✓
During the Fair			
Fair Catalog ads	Front cover advert	-	-
Company Banners in the Hallway	4 banners	-	-
Banner over the booth	2 banners	1 banner	1 banner
Company Advert in the Visitor Guide	✓	✓	✓
Sponsor logo at the hall entrances	✓	✓	✓
Company Logo on the Main Floor Plan Layout	✓	✓	✓
Led Display of company logo + booth number	30 times a day	-	-

	PLATIN PACKAGE	GOLD PACKAGE	SILVER PACKAGE
During the Fair			
Accommodation Package at 5 Star Tuyap Palace Hotel	3 single rooms 3 nights	1 single room 3 nights	-
Free parking cards	10 cards	8 cards	5 cards
Indoor Promotion Employee Handing Out Brochures	1 person x 4 days	1 person x 2 days	-
Illuminated Wall Panel	1 panel	1 panel	-
Advertising on the Floor, Forming a Line	1 line-10 adverts	5 adverts	-
Outdoor E5 Road branding sponsor logo	✓	✓	✓
Outdoor Area Flagpoles	4 poles	2 poles	-
After the Fair			
Company logo in the promotional film to be used in national and international channels throughout the year, after the fair	✓	✓	✓
Company logo in the post show report	✓	✓	✓
PRICES	€22.000 + VAT (Limited to 1 company)	€16.000 + VAT (Limited to 2 companies)	€11.000 + VAT (Limited to 3 companies)

Package Content

PLATIN PACKAGE

€22.000 + VAT
Limited to 1 Company

Before the Fair

- 1/1 company ad and press release in show preview to be sent to the visitors data. Additionally, the sub-band sponsor logo will be sent to the database consisting of more than 60.000 local and 40.000 international professionals in one mailing (2 in total).
- Company logo will be placed on the slider banner on fair website.
- Company information will be placed at the top under the category specified on the participant search page.
- Company banner will be available on the online registration page on the fair website.
- Exclusive announcement opportunity for the company on social media pages (2 posts)

During the Fair

- Banner in hallway in the hall where the company is located (max. 4 banners)
- Illuminated Wall Panels (1 panel)
- One full page of advertisement will be available in front cover inner page of the fair catalog
- Hanging banners over the booths (2 banners)
- Full page color advert in the visitor guide
- Company will be promoted at hall entrances
- Hall Layout Panel (Company Logo and Booth No)
- Company logo + booth no on the Led screens in the fairground cafes (30 times per day)
- Company logo on Mobile Application
- Outdoor Area Flagpoles (4 poles)
- 3 single (B&B) accommodation packages (3 nights) reserved for the company in the fair's official 5 Star Hotel, Tuyap Palas
- Floor Advertising Forming a Line-Opportunity to start from the foyer (10 adverts)
- 10 free parking cards
- Outdoor E5 branding company logo

After the Fair

- Company logo will be available in the promotional film to be used in national and international channels throughout the year, after the fair
- Company logo will also be featured in the final fair report

Package Content

GOLD PACKAGE

€16.000 + VAT
Limited to 2 Companies.

Before the Fair

- 1/2 company ad and press release in the show preview bulletin. Additionally, the sub-band company logo will be sent to the visitors' data consisting of more than 60.000 local and 40.000 international professionals (total of two mails) in general mailing.
- Company information will be available on the top of the participants search page on the fair website.
- Company logo will be placed on the slider banner on fair website
- Company banner will be available on the online registration page on the fair website.
- Exclusive announcement opportunity for the company on social media pages (2 posts)

During the Fair

- Distribution of brochures by indoor promotion personnel (1 person x 4 days)
- Illuminated wall panel (1 panel)
- Full page color advert in the visitor guide
- Company will be promoted in hall entrances
- Hall Layout Plan Panel (Company Logo and Booth No)
- Company will be provided with outdoor flagpoles (2 poles)
- Hanging banners over the booths (1 banner)
- Company logo on Mobile Application
- In-hall floor advertising (5 adverts)
- 1 single (B&B) accommodation package (3 nights) reserved for the company in the fair's official 5 Star Hotel, Tuyap Palas
- 8 free parking cards
- Outdoor E5 branding company logo

After the Fair

- Company logo will be available in the promotional film to be used in national and international channels throughout the year, after the fair
- Company logo will also be featured in the final fair report

Package Content

SILVER PACKAGE

€11.000 + VAT
Limited to 3 companies.

Before the Fair

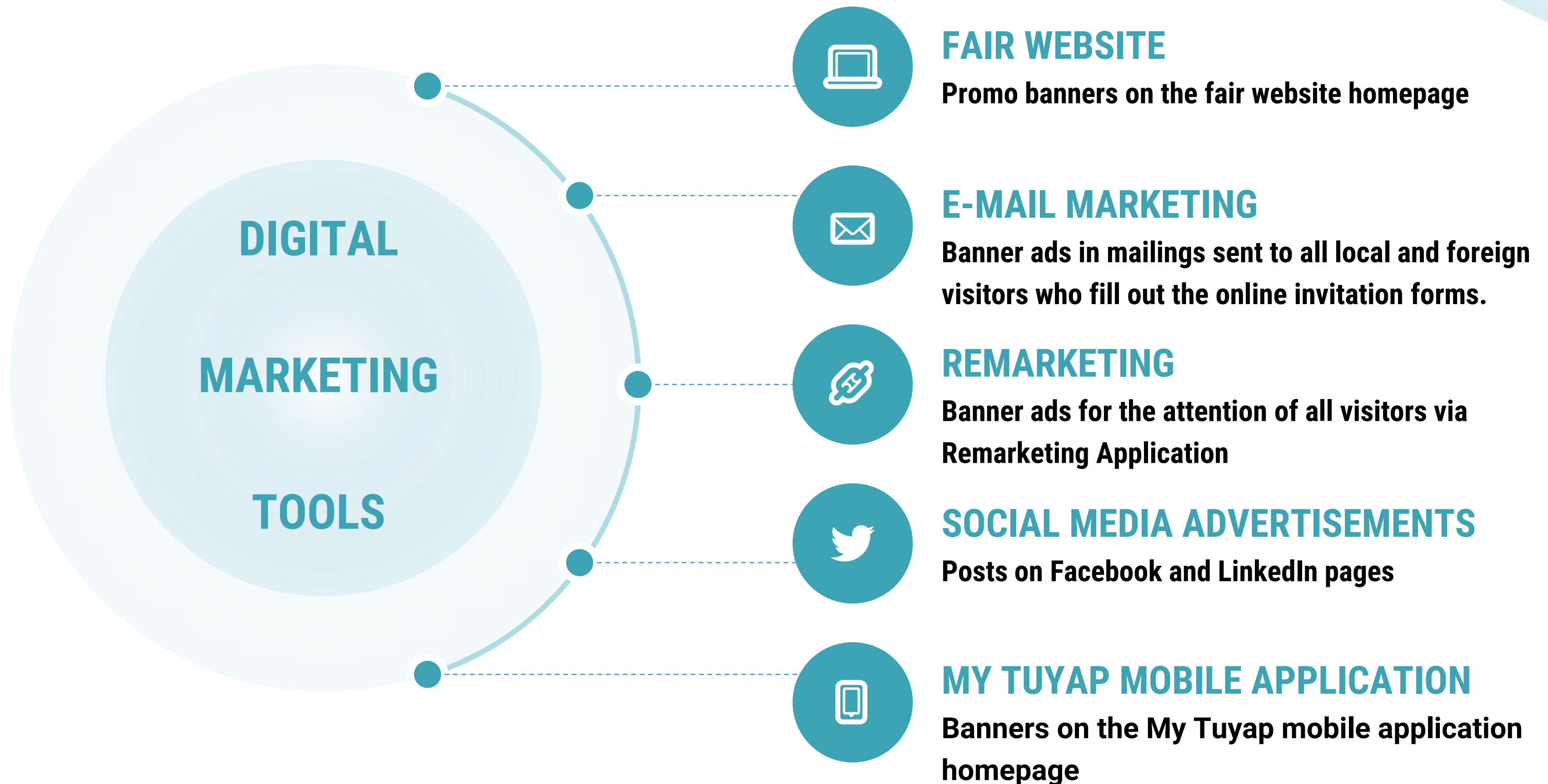
- 1/4 company ad and press release in the show preview bulletin. Additionally, the sub-band company logo will be sent to the visitors' data consisting of more than 60,000 local and 40,000 international professionals (total of two mails) in one mailing.
- Company information will be available at the top of the participant search page on the fair website.
- Company logo will be placed on the slider banner on fair website.
- Company banner will be available on the online registration page on the fair web site.
- Exclusive opportunity for the company to make announcements on social media pages (1 post)

During the Fair

- Full page color advert in the visitor guide
- Company will be promoted in hall entrances
- Hall Layout Plan Panel (Company Logo and Booth No)
- Hanging banners over the booths (1 banner)
- Company logo on Mobile Application
- Five free parking cards
- Outdoor E5 branding sponsor logo

After the Fair

- Company logo will be available in the promotional film to be used in national and international channels throughout the year, after the fair
- Company logo will be promoted in the fair final report



STAND OUT WITH DIGITAL ADVERT SOLUTIONS

Before the Show

1. Company logo on the newsletters which will be send to pre-registered visitors (1 time)
2. Company logo and booth number in Show Preview which will be send to all visitor data.
3. Post including company logo & booth number on the show's Facebook and LinkedIn accounts (1 time).
4. First page listing on the show website / Exhibitor List

During The Show

1. Company logo and hall / booth number on fair area TVs - min. 20 times a day
2. Banner on MyTüyap mobile app (1 banner)

PRICE
€4.000 + VAT

OTHER PACKAGE ALTERNATIVES

1 SPOT ON ADVERTISING PACKAGE – €2.500 + VAT (2 Companies)

- Opportunity for the company to be promoted on the top bar of the website depending on product groups
- Pre-Registered Visitors emailing Banner (1 mail)
- Sub-banner in potential visitor mailing (2 mails)
- Mobile Application Banner

3 SOCIAL MEDIA PACKAGE – €750 + VAT (10 Companies)

- Posting the company logo and promotional film and product information on the fair's social media accounts (1 post)
- The company will provide the content of the post.
- Facebook and LinkedIn social media accounts will be used.

2 BRAND VISIBILITY PACKAGE – €3.500 + VAT (5 Companies)

- Column Wrapping in the Foyer (2 wraps)
- Outdoor Flagpoles (2 poles)
- Floor Advertising Forming a Line (1 line in the hall)
- Banners over the booths (2 banners)
- In-hall banners (2 banners)

4 PRODUCT LAUNCH PACKAGE – €1.400 + VAT (5 Companies)

- Fair catalog ads - In-page ads
- Opportunity for the company to be promoted on the top bar of the website depending on product groups
- Company's ad at the top of the Visitors' Guide / Company Hall pages

OTHER PACKAGE ALTERNATIVES

5 GUIDANCE SIGNBOARD PACKAGE –€2.000 + VAT (5 companies)

- In-hall floor advertising forming a line (1 line - 10 adverts)
- Adverts on Led Screens (30 times a day)
- Hanging banners over the booths (2 banners)
- Banner on Visitor's Guide - Layout pages

7 BADGE SPONSORSHIP –€1.250 + VAT (1 company)

- The visitors who arrive at the door entrances and who have received an invitation will be given badges with the sponsor's logo on them.
- A total of 40,000 badges will be printed.

6 LOGO ON FLOOR PLAN –€1.250 + VAT (9 companies)

- Company name and logo to highlighted on floor plan board.

8 BADGE LANYARD SPONSORSHIP –€12.500 + VAT (1 company)

- Total print run: 40,000
- All visitor badge lanyards will include the company and fair logo.
Lanyard printing costs will borne at the company's expense.

Create a personalized package based on your needs
by purchasing one or more advertising materials

PRICES	
Advertising Channel	Unit Price
FLAGPOLES – OUTDOOR (rent of minimum 2 flagpoles)	€1.000 + VAT / 2 flag poles
FEATHER FLAG	€1.000 + VAT / 2 flags
MEGABOARD	€5.000 + VAT
ADVERTISING ON THE FLOOR FORMING A LINE	€1.600 + VAT
FOYER COLUMN WRAP (2 wraps)	€1.600 + VAT
FAIR LAYOUT PLAN PANEL BANNERS	€1.600 + VAT
OUTDOOR ADVERTISING - UP TO 10 SQUARE METERS	€3.300 + VAT
FAIR WEB SITE HOME PAGE SLIDER BANNERS (For one month)	€5.000 + VAT
SOCIAL MEDIA POSTS (Facebook and LinkedIn)	€750 + VAT / 1 post
MY TUYAP HOME PAGE BANNERS	€2.500 + VAT

Create a personalized package based on your needs
by purchasing one or more advertising materials

PRICE S	
Advertising Channel	Unit Price
BANNERS ON THE BACK COVER OF THE FAIR CATALOG	€1.500 + VAT
BANNERS INSIDE THE BACK COVER OF THE FAIR CATALOG	€1.300 + VAT
BANNERS ON THE FRONT COVER OF THE FAIR CATALOG	€1.000 + VAT
BANNERS ON THE FAIR CATALOG INTERIOR PAGE	€500 + VAT
ILLUMINATED WALL PANELS (1 panel)	€1.500 + VAT
HALLWAY BANNERS - 4 BANNERS	€2.750 + VAT
INDOOR AND OUTDOOR PROMOTION EMPLOYEE	1 DAY €750 + VAT 2 DAYS €1.000 + VAT 3 DAYS €1.500 +VAT 4 DAYS €1.750 + VAT



OUTDOOR ADVERTISING CHANNELS

Meet visitors before they even enter the fair grounds, and increase your brand's prestige.

01

FLAG POLES AND BANNERS- MAIN ENTRANCE

Flagpoles are located where visitors and exhibitors enter and exit the fairground on foot and by car.

02

FEATHER FLAGS

Feather flags are used on the areas where visitors enter the fairground by car or on foot.

03

VISITOR SERVICE AREA BILLBOARDS

Drawing visitors' attention to the fairground, billboards will provide the exhibitor company with an important advantage.



INDOOR ADVERTISING CHANNELS

Attract visitors to your booth through indoor advertisement solutions.

01

ADVERTISING ON THE FLOOR FORMING A LINE

Floor adverts are applied on the floors of crowded entrance areas and connecting hallways (lines are shown with arrows in the diagram).

02

FOYER COLUMN WRAPS

Column wrapping is an advertising solution that is applied on the four sides of columns which stand in the entrance areas and hallways between halls, where visitors are gathered in crowds.

03

FAIR LAYOUT PLAN PANEL BANNERS

A Fair Layout Plan Panel is a guide that companies frequently refer to in order to find their booth spaces, venues for seminars and conferences that they would like to attend. You can ensure that your brand stands out and that your booth attracts more visitors by placing ads on the Layout Plan Panels.

04

INFO STANDS - REGISTRATION AREA

Info stands are advertisements that can be placed on doors, hallways, foyer and other crowded areas.

DIGITAL MARKETING TOOLS

1 FAIR WEB SITE PROMO BANNER

Promo-banners displayed over 400,000 annually on the homepage of Expomed Eurasia Fair, compatible with all devices.

2 E-MAIL MARKETING

Banner space in e-mails sent to approximately 15,000 local and foreign visitors filling out the online invitation form.

3 REMARKETING

Banner ads redirecting professionals, who visit the fairground throughout the year, to your website via Google remarketing application.

4 SOCIAL MEDIA POSTS

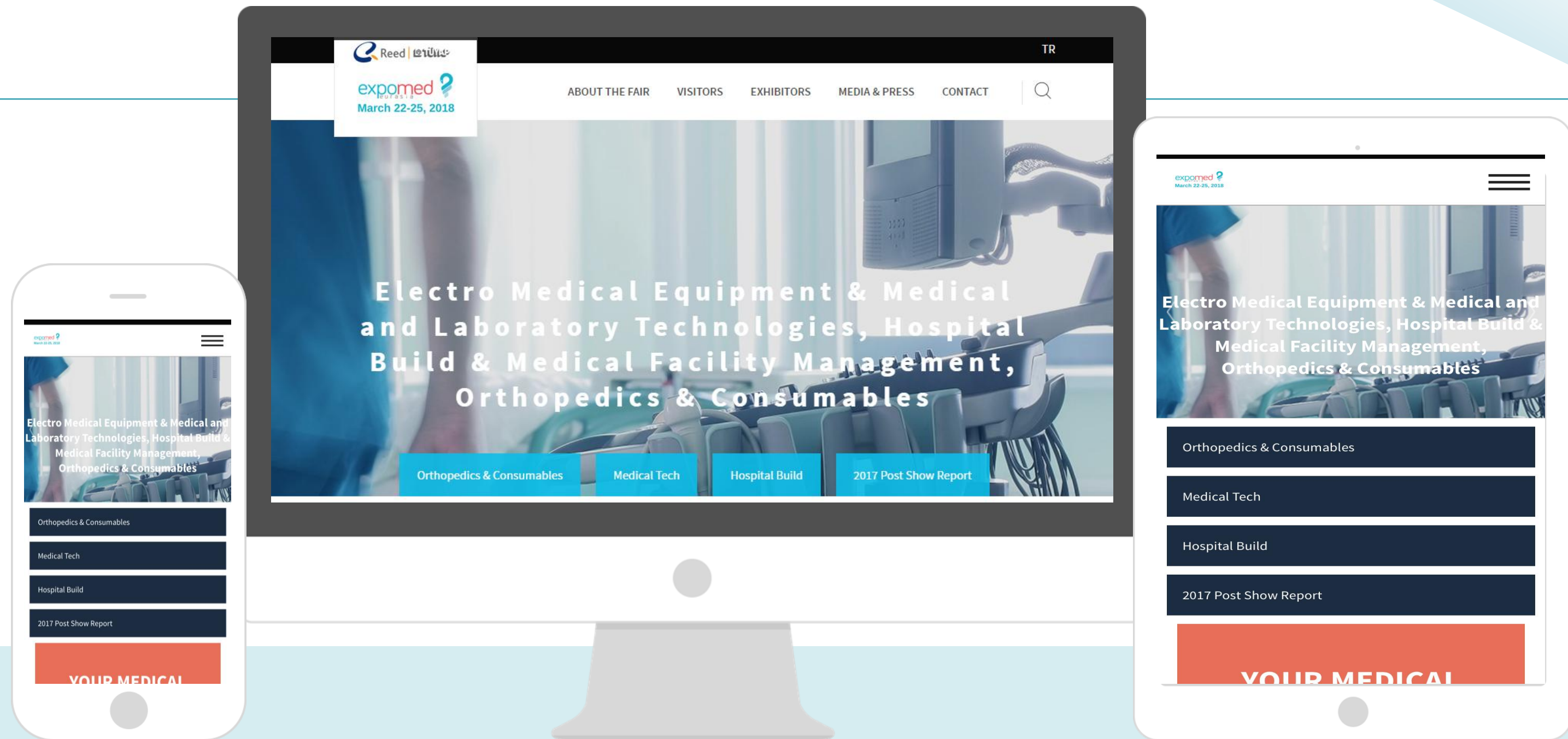
Share news about your company on Facebook and LinkedIn pages, for two times each.

MY TUYAP MOBILE APPLICATION BANNER

Attract all visitors by promoting your company logo on the homepage of My Tuyap mobile application.

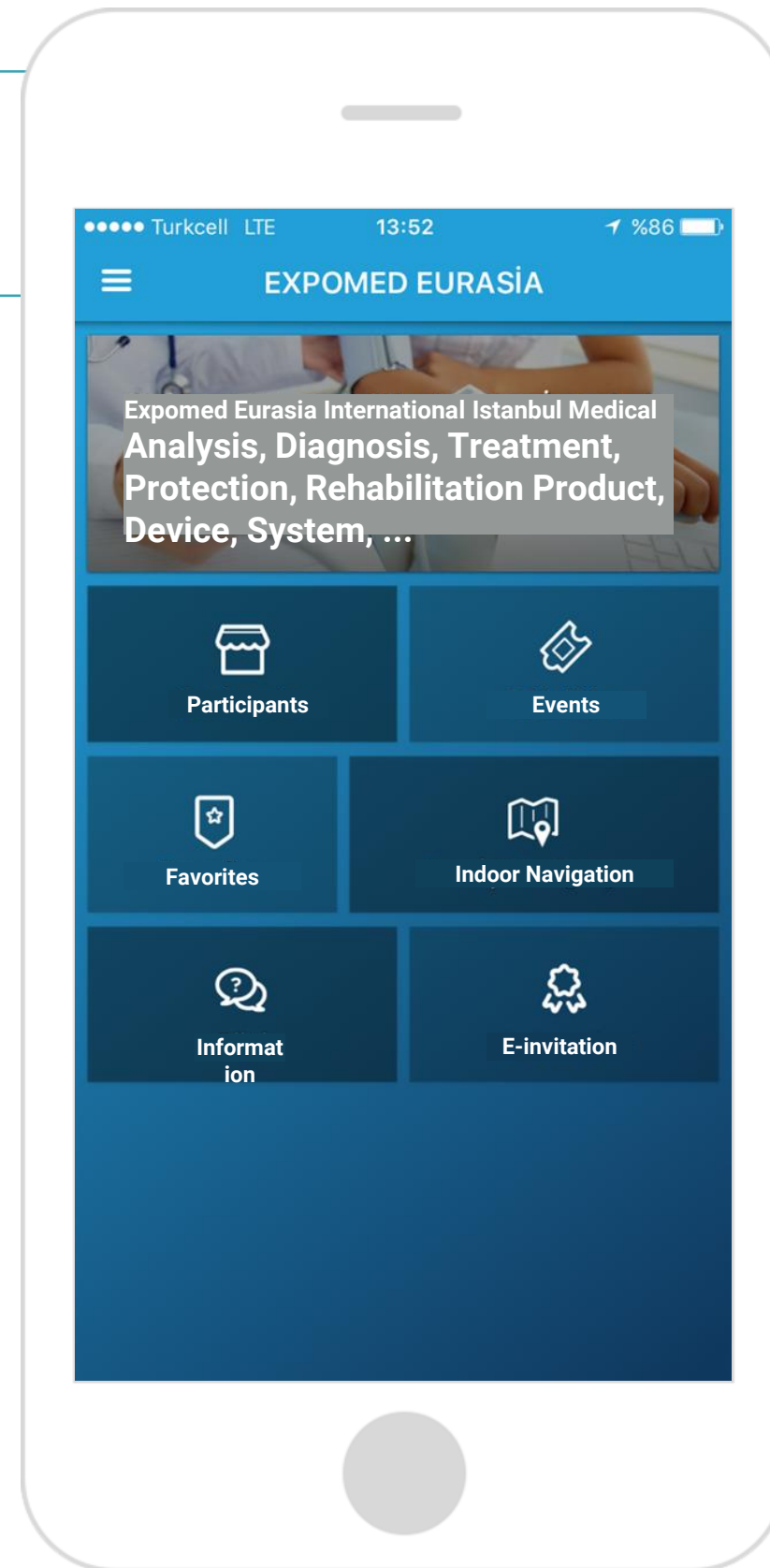
PRINTABLE BADGE LOGO

Promote your company logo on printable badges carried by visitors who choose the online invitation option.



MAKE YOUR BRAND STAND OUT ANYTIME, ANYWHERE

Promote your brand on promo banner areas on the homepage of the Expomed Eurasia fair website which is compatible with all devices and receives 400,000 views throughout the year.



MY TUYAP

► ALL IN ONE

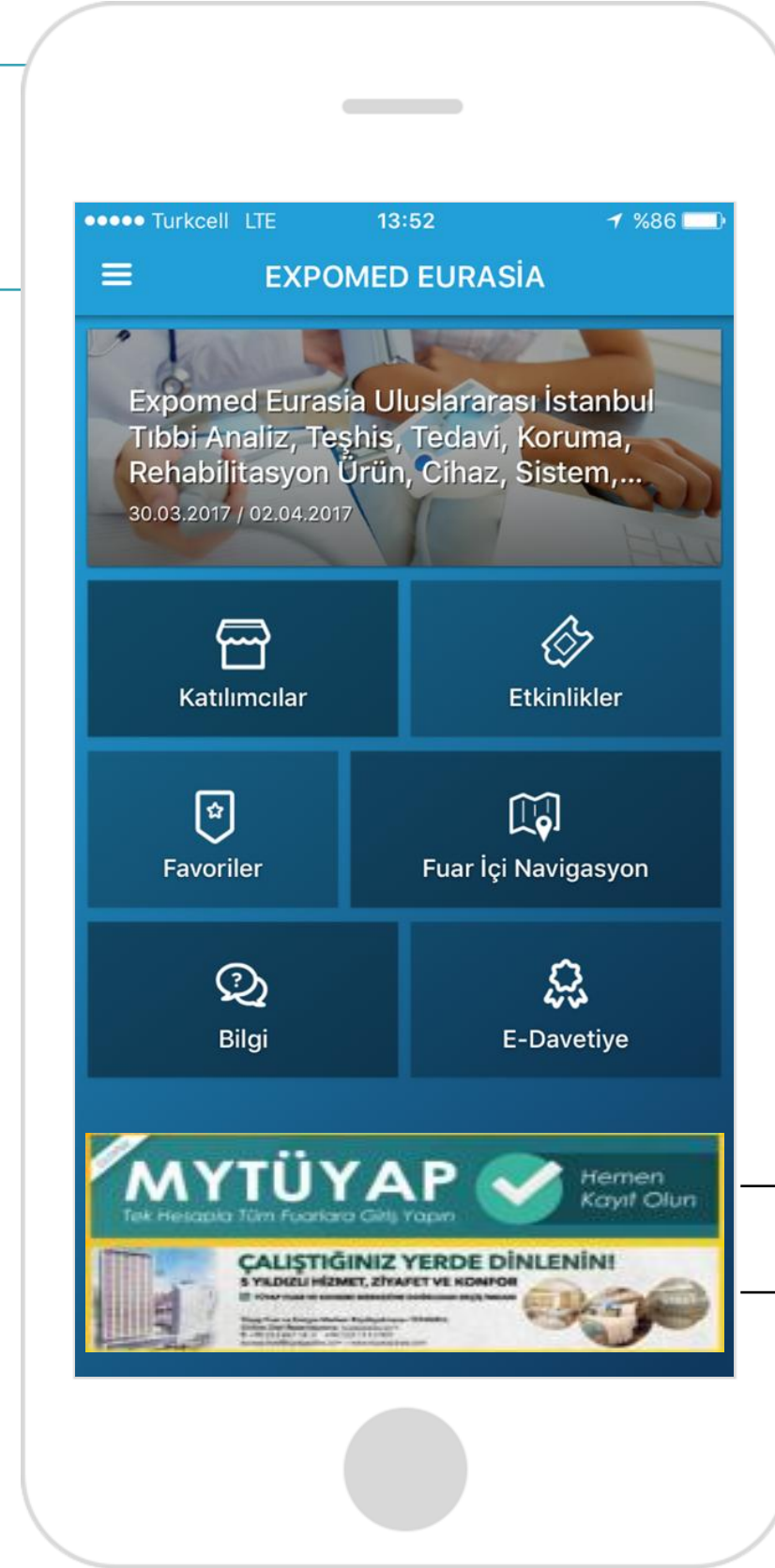
A device independent platform which provides access to information about all fairs, participants and product lists and e-invitation barcodes without re-registration.

► DATA AND ANALYTICS

To be able to analyze the behavioral interaction between participants and visitors.

► B2B & NETWORK

Professional and inter-company communication and network.



MYTUYAP MOBILE APP ADVERT SOLUTIONS

➤ **MAIN PAGE PROMO BANNER**
€ 1.250 + VAT
Limited with 2 companies.

➔ **Footer Banner 1**

➔ **Footer Banner 2**

SPONSORSHIP TERMS

- **Company logo (min.300 dpi / jpeg) will be used as a sub-banner in mailings to be sent to visitors as of the date of signing of the advertising agreement.**
- **During the fair, the company may distribute promotion brochures through the promotion employee in the foyer/fairground. The company will be responsible for assigning the employee.**
- **Company's printed (2 m width x 4 m length) (lower / upper pipes) banner will be sent to Sales Representative by the sponsor until March 15, 2018.**
- **Floor stickers (max. 1 m X 1 m length) will be sent to Sales Representative by the company until March 15, 2018.**
- **Printed illuminated wall panels (duratrans material) will be sent to Sales Representative by the company until March 15, 2018.**
For specified measurements, contact Sales Representative.
- **Printed over the booth banners (2 m width x 4 m length - lower / upper pipe) will be sent to Sales Representative by the company until March 15, 2018.**
- **Printed flagpoles will be sent to Sales Representative by the company until March 15, 2018.**
For specified measurements and materials, contact Sales Representative.
- **Catalogue advert (A5 + 5cm overflow / jpeg) will be sent to Sales Representative by the company until March 8, 2018.**
- **The company is responsible for designing the online materials.**
- **The company is responsible for communicating the materials specified in the sponsorship terms to authorized people on time.**
- **The organizer will not be held responsible for items the company could not benefit from due to failing to submit on time.**

CONTACT



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