

# ADVERTISING OPPORTUNITIES

expomed  
eurasia



## Expomed 2018 Ad Packages (\*)

Ad Packages	Elite Package	Premium Package	Basic Package
Price	11.000 €	6.000 €	1.500 €
Exclusivity	2 Exhibitors	5 Exhibitors	10 Exhibitors

\* All ad packages listed above are for exhibitors with booths only

## Elite Package

Accommodation- 3 Nights / 4 Double Rooms (Tuyap Palas Hotel)

Free Parking Ticket - For 6 Vehicles

Show Catalogue Ad - 2 consecutive pages

Flagpoles and Flags - 4 Flags

Exhibitor Logo on Floor Plan - Hall Entrance

Exhibitor Logo on Show Plan - Foyer

Column Ads - 2 Columns (Main Foyer)

Info Screen Video Ads - 70 Repeats (20 screens)

Hanging Banners above exhibitor stand - 2 Banners

11.000 € + VAT

Floor Ad - Line (10 ads in total)

Floor Ad – Single (1 ad)

Visitor Shuttle Area Billboard (1 Ad)

E-mailing Advertorial Box 2 (1 mailing to pre-registered visitors)

Exhibitor Logo on the visitor pocket guide show plan

Flyer & Promotional Items Distribution - 1 Person / 4 Days

MyTuyap Elite Digital Package (see page 6 for details)

Social Media Posts - 2 Posts

## Premium Package

Accommodation- 3 Nights / 2 Double Rooms (Tuyap Palas Hotel)

Free Parking Ticket - For 3 Vehicles

Show Catalogue Ad - 1 full page

Flagpoles and Flags - 2 Flags

Exhibitor Logo on Floor Plan - Hall Entrance

Column Ads - 1 Column (Main Foyer)

Info Screen Video Ads - 35 Repeats (20 screens)

6.000 € + VAT

Hanging Banners above exhibitor stand - 1 Banner

Floor Ad - Line (10 ads in total)

Flyer & Promotional Items Distribution - 1 Person / 2 Days

E-mailing Advertorial Box 1 (1 mailing to pre-registered visitors)

MyTuyap Premium Digital Package (see page 6 for details)

Social Media Posts - 1 Post

## Basic Package

Show Catalogue Ad - 1 full page

Exhibitor Logo on Floor Plan - Hall Entrance

Standing Panel Ad - 1 Panel

Info Screen Video Ads - 35 Repeats (20 screens)

1.500 € + VAT

Hanging Banners above exhibitor stand - 1 Banner

Floor Ad – Single (1 ad)

MyTuyap Basic Plus Digital Package (see page 6 for details)

## My Tüyap Digital Ads

	Basic Plus	Premium	Elite
<b>Products</b>	10	15	Unlimited
Image (1)	3	5	10
Document (1)	3	5	10
Video (1)	1	3	6
<b>Company Information</b>	✓	✓	✓
Document	3	5	10
Video	2	3	6
<b>Highlight on</b>	x	✓	✓
Exhibitor Directory	x	✓	✓
Product Group (2)	x	1	3
<b>Active Promotion</b>	x	x	✓
Mobile App Banner (3)	x	x	✓
Web Site – Main Page Logo	x	x	✓
<b>Price</b>	150 €	650 €	1.250 €

- (1) The number of images that can be uploaded by exhibitor per product  
(2) Exhibitor is highlighted on the exhibitor directory for selected products  
(3) Banner ad of exhibitors will be displayed on the mobile app main page by turns

## List of All Advertising Items (\*)

Category	Advertising Space	Item Price	
Outdoor	Feather Flags ( 2 Flags min.)	500 €	+ VAT
	Flagpoles & Flags ( 2 Flagpoles min.)	500 €	
	Megaboard	3.000 €	
	Visitor Shuttle Area Billboard	500 €	
	3D Outdoor Ads (Minimum Size)	2.000 €	
Indoor	Illuminated Wall Panels	1.500 €	
	Foyer Column Ads	600 €	
	Floor Plan Ad (Foyer)	300 €	
	Floor Plan Ad (Hall Entrance)	150 €	
	Floor Ads / Line	700 €	
	Floor Ad / Single	600 €	
	Hanging Banner (Above Exhibitor Stand)	200 €	
	Flyer & Promotional Items Distribution - 1 Person / 4 Days	2000 €	
Printed Materials	Show Catalogue Ad – Back Cover	1.500 €	
	Show Catalogue Ad – Inside Front Cover	800 €	
	Show Catalogue Ad – Inside Back Cover	700 €	
	Show Catalogue Ad – Two consecutive pages	500 €	
	Show Catalogue Ad – Single page	300 €	
	Show Catalogue Bookmark Ad	1.000 €	
	Visitor Pocket Guide Floor Plan Logo	200 €	
	Visitor Pocket Guide Back Cover Ad	1.000 €	
Digital	Show Web Site Home Page Banner Ad	1.500 €	
	Advertorial Box 1 Pre-registered visitor E-mailing	2.000 €	
	My Tüyap Mobile App Banner Ad	950 €	

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