

Tüyap Fair, Convention & Congress Centre

Sponsorship & Promotional Opportunities



Stay Ahead of the Game with Tüyap

NEW GENERATION EXHIBITIONS

Through our products and services, you have access to the industry audience 365 days a year.

INCREASED RETURN OF INVESTMENT

Our marketing solutions help you efficiently communicate with your target audience. You decide where, when and how frequent you want to reach them and we will connect you.

TAILOR-MADE SOLUTIONS

Go over the list of digital and physical promotional opportunities we can offer you. Many options can be packaged and tailored to meet your needs. Share your objectives with your experienced show team and they will create the best solution for you.



PRIOR TO SHOW

Through digital marketing tools that provide detailed targeting options, draw attention to your brand and products before the show.



SHOW TIME

Attract visitors to your stand through indoor & outdoor promotional opportunities and indoor navigation tool of MyTuyap mobile app during the show



AFTER SHOW

Reach your target audience after the show through e-mail marketing and remarketing campaigns

Sponsorship & Promotional Opportunities

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Outdoor Advertising Opportunities

- 1 Megaboard
- 2 Outdoor Column Wraps
- 3 Flagpoles & Flags
- 4 Shuttle Area Billboards
- 5 East Parking Lot Entrance Billboards
- 6 Outdoor 3D Ads
- 7 Feather Flags

Megaboard

Megaboard is an illuminated large scale advertising board located at the West 1 parking lot entrance which is frequently used by the visitors



Benefits

- ☒ Raise brand awareness
- ☒ Drive visitors to your stand

Location: West Parking Lot, across West 1 Entrance

Quantity: 1

Size: 6 m (width) x 3 m (height)

Print Material: Vinyl. Eyelets every 30 cm to mount on the board.

Quantity / Type /	Price (Exc VAT)
Front Face	3.000 €
Back Face	2.000 €
Both Faces	4.000 €

Outdoor Column Wraps



Columns located at the West 1 entrance, right outside the registration area. Ideal for exhibitors that are aiming to promote products & services and drive visitor to their stand

Benefits

- ✓ Raise brand awareness
- ✓ Drive visitors to your stand

Location: West 1 Entrance

Quantity: 7 Columns (4 sided)

Size: 95 cm x 235 cm (Visible Area) / 97 cm x 238 cm (Print Size)

Print Material: Foil

Quantity / Type /	Price (Exc VAT)
1 column	900 €
2 columns	1.700 €

Flagpoles & Flags

Have your flags with your branding and logo fly on flagpoles located at entrances of the venue.



Benefits



Brand Awareness

Location: West 1, 2, 3, East 2, 3 Entrances
Quantity: 22 at West 1, 8 at other entrances
Size: 1,5 m x 4 m
Print Material: Banner cloth

Quantity / Type	Price (Exc VAT)
2 Flag Poles (minimum)	500 €
4 Flag Poles	900 €
6 Flag Poles	1200 €
8 Flag Poles k	1500 €
10 Flag Poles (Maximum)	1800 €

Shuttle Area Billboards

Billboards located at the departure area of the city and intercity buses, that transport visitors to Tüyap Fair Convention and Congress Centre.



Benefits

- ☒ Raise brand awareness
- ☒ Drive visitors to your stand

Location: West 1 Entrance

Quantity: 5

Size: 3,32 m x 1,92 m

Print Material: Vinyl

Quantity / Type	Price (Exc VAT)
1 Billboard	500 €
2 Billboards	900 €
3 Billboards	1.200 €
4 Billboards	1.800 €

East Parking Lot Entrance Billboards



Benefits

- ✓ Raise brand awareness
- ✓ Drive visitors to your stand

Location: East Parking Lot Entrance
 Quantity: 2
 Size: 3,32 m x 1,92 m
 Print Material: Vinyl

Billboards located between the road connecting the exhibition venue to E-5 highway and the East entrance parking lot, which is frequently used by exhibitors and visitors.

Quantity / Type	Price (Exc VAT)
1 Billboard	400 €
2 Billboards	700 €

Dış Avlu Reklam Araçları

Applicable only at the court of West 1 entrance, the outdoor advertising tools allow firms to stand out from the competition.



Benefits

- ✓ Raise brand awareness
- ✓ Drive visitors to your stand

Location: West 1 Entrance

Quantity: Please consult with the show marketing team

Size: Maximum height should be 6 m. Implementation can be vertical as well as horizontal

Print Material: Materials suitable to outdoor conditions

Quantity / Type	Price (Exc VAT)
0 - 30 m2 base	3.000 €
Please consult with show team for implementations over 30 m2 base area	

Feather Flags

Feather flags are used on the walkway that visitors take to enter the venue from West 1 gate. Be the first exhibitor to welcome visitors.



Benefits

- ✓ Raise brand awareness

Location: West 1 Entrance
 Quantity: 20
 Size: Please consult with marketing team
 Print Material: Banner cloth

Quantity / Type	Price (Exc VAT)
10 flags	2.000 €
20 flags	3.500 €



Indoor Advertising Opportunities

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Jet Pass Registration Kiosk Ads

Registration Area Ad Panels

Large size ad panels positioned at the registration area of the West 1 entrance. Due to their size and unique location, they are an effective ad option for exhibitors looking for high visibility and brand exposure.



Benefits

- ✓ Raise brand awareness
- ✓ Drive visitors to your stand

Location: West 1 Entrance

Quantity: 4

Size: 5 m (width) x 2,75 m (height) / 5 m x 2,30 m

Print Material: Vinyl, laminated foil

Quantity / Type	Price (Exc VAT)
1 Panel	2.500 €
2 Panels	4.250 €

Floor Ads



Floor adverts are applied on the floor in entrance areas and connecting hallways that are frequently used by visitors. Line and single application options are available.

Benefits

- ✓ Drive visitors to your stand

Location: Foyers, registration areas, hallways

Quantity: 13 Lines.

Size: 1 m x 1 m (for single use) / 70 cm x 35 cm (for line applications)

Print Material: Floor Graphic

Quantity / Type	Price (Exc VAT)
1 Line (there are 10 floor ads in a line)	750 €
1 Single Floor Ad	600 €

Foyer Column Wraps

Located at the West 1 entrance these highly visible column ads allow you to target visitors before they reach the exhibition halls and reaffirm your message as they leave.



Benefits

- ☒ Raise brand awareness
- ☒ Drive visitors to your stand

Location: West 1 Entrance Foyer
 Quantity: 17 Columns
 Size: 95 cm en x 235 cm boy (visible area)
 97 cm width x 238 cm height (print area)
 Print Material: Laminated Foil

Quantity / Type	Price (Exc VAT)
1 column	600 €
2 columns	1.050 €
4 columns	1.900 €
5 columns	2.300 €

Illuminated Wall Panel

Illuminated Wall panels are located in registration areas, foyers, and passages between exhibition halls. They provide high visibility and can be used to attract visitors to your stand. You can choose from 40 panels located in different positions around the venue that suit you best.



Benefits

- ☒ Raise brand awareness
- ☒ Drive visitors to your stand

Location: Venue and Hall entrances

Quantity: 40

Size: 200 cm (width) x 120 cm (height) / 120 cm (width) x 200 cm (height)

Print Material: Duratrans

Quantity / Type	Price (Exc VAT)
1 panel	1.200 €
2 panels	2.150 €
3 panels	3.250 €

Distribution of Branded Giveaways



Gives you the opportunity to showcase your brand and distribute promotional items on foyers. Distribute your promotional items, flyers and brochures at locations with high visitor traffic to increase interaction with visitors and brand awareness

Benefits

- ✓ Raise brand awareness
- ✓ Drive visitors to your stand
- ✓ Promote Products & Services

Location: Venue entrances and foyers

Quantity: Limited to 5 exhibitors.

* Production of giveaway items is not included in the ad price. Giveaway items will need to be approved by the show team.

Quantity / Type	Price (Exc VAT)
1 Day	750 €
2 Days	1.350 €
3 Days	1.800 €

Hanging Banners Above Stands And Hallways

Double sided blackout banners hanging right above your stand maximising your presence at the exhibition and broadcasting your location to the show floor



Benefits

- ✓ Raise brand awareness
- ✓ Drive visitors to your stand

Location: Exhibition Halls

Quantity: Please consult with your show team

Size: 200 cm (width) x 300 cm (height)

Print Material: Blackout Vinyl / Double Sided

Quantity / Type	Price (Exc VAT)
Banner above stand	200 €
Banner above hallways	400 €

Info Screens

Display your ads on info screens located in foyers, food and drink areas and passages between exhibition halls. Your 1 minute video ad will be displayed on 20 info screens twice per hour throughout the exhibition. Attract visitors to your stand, promote new products & services, increase brand awareness.



Benefits

- ✔ Raise brand awareness ✔ Drive visitors to your stand
- ✔ Promote Products & Services

Location: Foyers, Food & Drink Areas
 Quantity: 20 info screens
 Size: 102 x 57cm
 Specifications: mpeg or m4 video format, 1280/720 pal resolution, 70 MB max. size

Quantity / Type	Price (Exc VAT)
1.280 displays (2 per hour)	400 €
1.920 displays (3 per hour)	550 €

Ad Panels

Ad panels are portable and can be placed on positions with high visitor traffic such as entrances, hallways and passages between halls.



Benefits

- ✓ Raise brand awareness
- ✓ Drive visitors to your stand

Location: Foyers, Food & Drink Areas, Hallways

Size: Standard Panel: 95 (width) x 238 (height) cm

Premium Panel: 340 x 230 cm

Print Material: Laminated Foil (Standard Panel)

* Premium panel

Quantity / Type	Price (Exc VAT)
Standard Panel	400 €
Premium Panel	1.000 €

Drop Ceiling Signs

Creative drop ceiling signs to advertise your brand at the main foyer of the exhibition venue that has the highest visitor traffic.



Benefits

- ✔ Brand Awareness

Location: West 1 Entrance Foyer
 Quantity: 16 / Limited to 2 exhibitors
 Maximum Size: 1 x 1 m
 Material: foam core boards, balloons etc.

Quantity / Type	Price (Exc VAT)
8 Objects	3.000 €
16 Objects	5.000 €

Hanging Banners

Hanging banner ads positioned at the foyer of West 1 entrance which is one of the busiest ones of the venue due to its location.



Benefits

- ✓ Raise brand awareness
- ✓ Drive visitors to your stand

Location: West 1 Foyer

Quantity: 6 / Limited to 3 exhibitors

Size: 2 m (width) x 5 m (height)

Print Material: One side blackout vinyl

Quantity / Type	Price (Exc VAT)
1 banner	1.650 €
2 banners	3.000 €
4 banners	5.500 €

Jet Pass Registration Kiosk Ads

Branding and screen banners on kiosk used by pre-registered visitors for printing badges.



Benefits

- ✓ Raise brand awareness
- ✓ Drive visitors to your stand

Location: All Registration Areas

Quantity: Please consult with show team

Screen Banner Size: 1120 (width) x 150 (height) pixels

Quantity / Type	Price (Exc VAT)
Screen Banner	1.500 €
Kiosk Advert Area	2.500 €



Advertising on Printed Materials

1

Show Catalogue Ads

2

Visitor Guide Ads

3

Show Floor Plan Ads

Show Catalogue Ads

Ad opportunities in the printed and digital show catalogues. Stick in mind of visitors after the show with catalogue ads. Your brand will be remembered every time the show catalogue is called upon.



Benefits

- ✓ Raise brand awareness
- ✓ Promote Products & Services

Size: 148 x 210 mm net crop area + 5mm bleed.
300 dpi resolution. TIFF or JPG

Quantity / Type	Price (Exc VAT)
On the back cover	1.500 €
Inside the front cover	800 €
Inside the back cover	700 €
Two adjoining pages	500 €
Single page	300 €

Visitor Guide Ads

Your company branding at the back of all visitor guides leaflets. Raise brand awareness and drive visitors to your stand with visitor guide ads. Visitor guide is used by all visitors to find their way in the exhibition venue and search for exhibitors.



Benefits

Brand Awareness

Promote Products & Services

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Size: 15 x 21 cm (Type1) / 10,5 x 20 cm (Type2)

Quantity / Type	Price (Exc VAT)
Back Cover	1.000 €
Single Page	300 €

Floor Plan Ads

Your company logo on the floor plans located at hall entrances and foyers. Have your company logo placed on your stand location in the hall plan located at the hall entrance or the exhibition plan located at the registration area to drive visitors to your stand and raise brand awareness.



Benefits

- ✓ Drive visitors to your stand

Location: Foyers and Hall Entrances
 Exclusivity: 15 exhibitors per exhibition hall
 Material & Format: Jpeg of pdf logo

Quantity / Type	Price (Exc VAT)
Your company logo on all floor plans	1.000 €

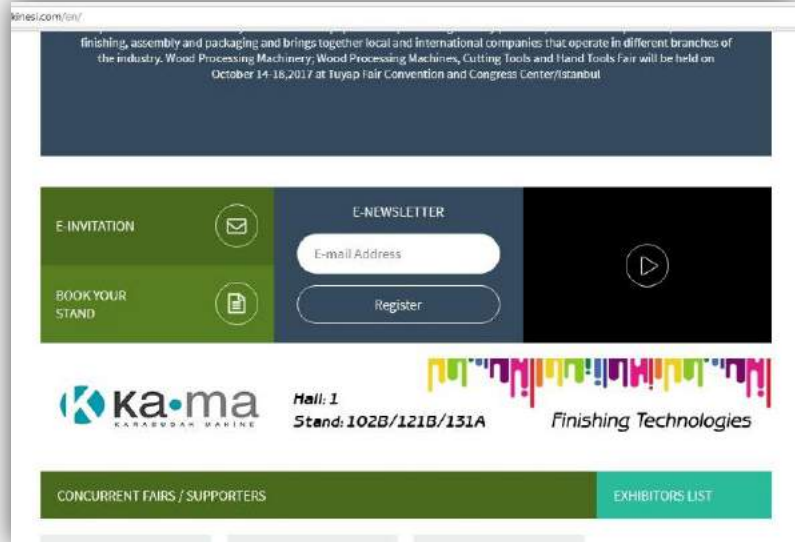


Digital Advertising Opportunities

- 1 Show website banner ads
- 2 Show directory ads
- 3 E-newsletter ads
- 4 Remarketing
- 5 Social Media Ads
- 6 MyTuyap mobile app banners
- 7 MyTuyap location based notifications
- 8 MyTuyap Map Ads

Show Website Banner Ads

Promote your brand and products on the main page of the show website viewed by thousands of attendees as they plan their visit.



Benefits

- ✓ Brand awareness
- ✓ Promote products & services
- ✓ Drive visitors to your stand

Location: Main page of show website

Quantity: 1 Slider Banner, 1 Horizontal banner, 1 Gallery Banner

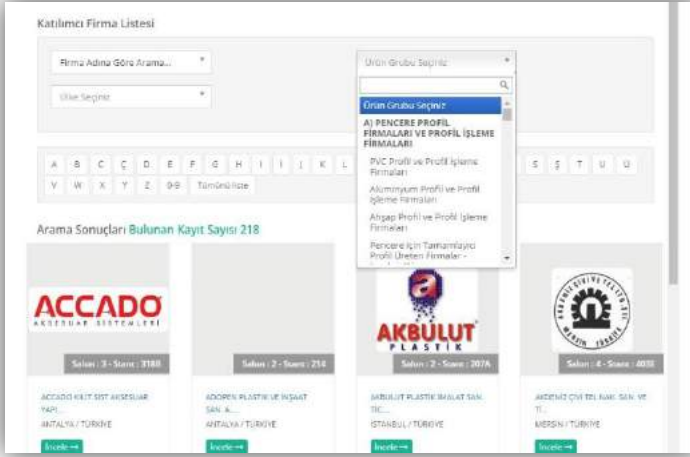
Size: Horizontal banner : 728 x90, Gallery Banner: 449 x 390 pixel

Slider Banner: 1920 x 480, 1200 x 480, 992 x 360, 768 x 240 pixel

Quantity / Type	Price (Exc VAT)
Horizontal Banner	800 €
Gallery Banner	1.200 €
Slider Banner	3.000 €
Advertorial	Banner Location + 1.000 €

Exhibitor Directory Ads

Be at the top of the exhibitor listing on the show website and mobile app. Your profile will be viewed more by visitors seeking out your products.



Benefits



Generate Leads



Promote Products & Services

Location: MyTuyap Mobile App & Show Website Exhibitor Directories

Exclusivity: Top of the exhibitor list is limited to 1 company. Top of the product category is limited 4 companies.

Quantity / Type	Price (Exc VAT)
Top of the Product Category	750 €
Highlight in the list	250 €
Top of the Exhibitor List	1.500 €

E-newsletter Banner Ads

Deliver your message to your target audience through our e-newsletters sent out to specific visitor segments and promote your brand and products before and after the show.



Benefits



Generate Leads



Promote Products & Services



Brand Awareness

Location: E-newsletter ads to industry audience

Exclusivity: Limited to 1 exhibitor per newsletter

Size: Please consult with your show marketing team.

Application: Exhibitor provides the design of the banner ad and the text content.

Show marketing team publishes e-newsletters and provides reports.

Quantity / Type	Price (Exc VAT)
Pre-registered Visitors	1.000 €
Attended Visitors	2.000 €

Remarketing



The codes embedded to Tuyap websites mark the computers of visitors. Ads of Tuyap re-marketing tool users are displayed on other websites they visit. Provides brand to meet with the industry professionals at world's most prestigious websites. Your adverts can be targeted to specific countries or worldwide

Benefits



Promote products & services



Brand awareness

Quantity / Type	Price (Exc VAT)
1.000 Display	1 €

Social Media Ads

Promote your brand on our official social media pages, raise awareness and drive visitors to your stand. Post will be shared before the show.

Benefits

- ✓ Brand awareness
- ✓ Promote products & services



Advertising Channel:
Official Social Media Pages of the show.
Size:
Facebook : 1200x900 pixel
Linkedin : 550x368 pixel
Instagram : 1080x1920 pixel

Quantity / Type	Price (Exc VAT)
Facebook Post	100 €
Linkedin Post	100 €
Instagram Post	100 €
Posts on all channels	250 €



Mobile App Banner Ads

Used by visitors to search for exhibitors, get e-tickets and follow event programs, MyTüyap Mobile app also includes a tool that provides real time indoor navigation. Raise brand awareness, and increase traffic with a hyperlinked banner to your website.

Benefits

Brand awareness ☒

Drive visitors to your stand ☒

Advertising Channel: MyTüyap Mobile App Main Page

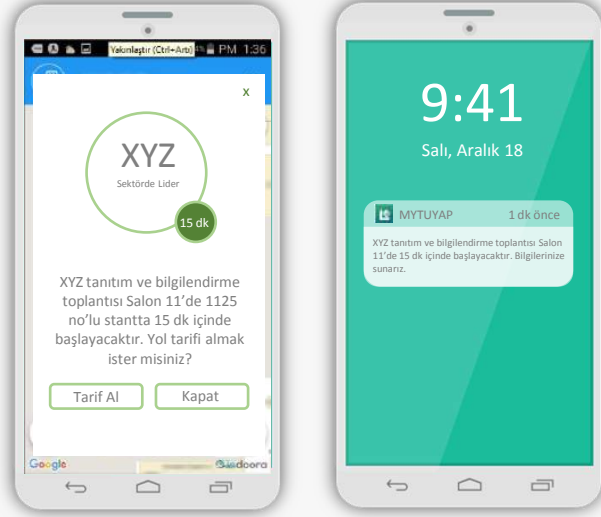
Quantity: 2 banner space

Size: 960 x 165 pixels

Quantity / Type	Price (Exc VAT)
Upper Footer Banner	600 €
Lower Banner Alt	500 €

Mobile App Location Based Notifications

MyTüyap provides visitors real time indoor navigation and draws the closest route to the stand they want to visit. Location based notifications give you the opportunity communicate with visitors at specific locations and drive them to your stand.



Benefits

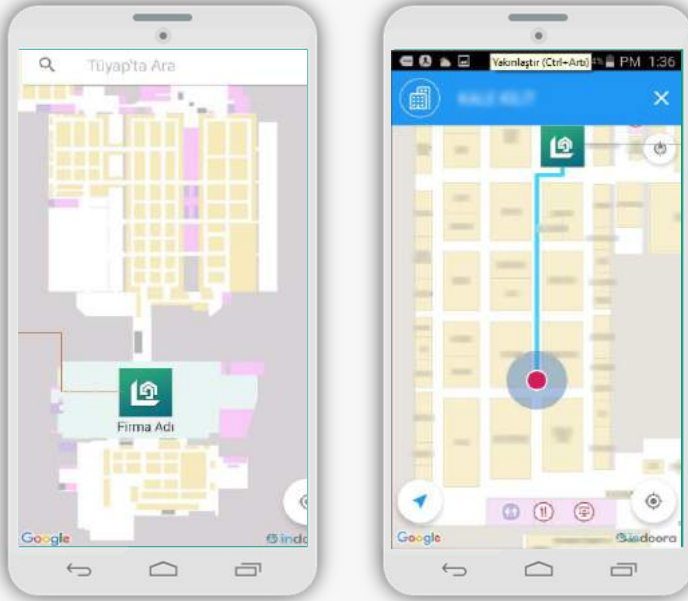
- ✓ Brand awareness
- ✓ Drive Visitors to your stand
- ✓ Promote products & services

Advertising Channel: MyTüyap Mobile App

Exclusivity: Registration area and hall entrance notifications are limited to 2 exhibitors only. Notifications sent to visitors in the vicinity of your stand are limited to 4 exhibitors per hall.

Quantity / Type	Price (Exc VAT)
Registration Area Notification	2.500 €
Hall Entrance Notification	1.500 €
Booth Vicinity Notification	1.000 €

Mobile App Navigation Module Ads



The interactive map module that contains detailed floor plan of the exhibition provides visitors real time navigation. Place your logo on your stand location or over the entire hall to raise brand awareness and drive visitors to your stand.

Benefit

✓ Brand awareness

✓ Drive visitors to your stand

Advertising Channel: MyTuyap Mobil App Map

Exclusivity: Logo over the stand: Limited to 2 exhibitors per exhibition hall.

Logo over the hall: Exclusive to one exhibitor for each hall.

Application: When zoomed in, your logo covering the entire hall will fade out and be placed upon your stand.

Quantity / Type	Price (Exc VAT)
Logo over stand	500 €
Logo over hall	1.250 €



Sponsorships

- 1 Visitor Badge Lanyard Sponsor
- 2 Online Registration Sponsor
- 3 Hosted Buyer Accommodation Sponsor
- 4 Hosted Buyer Transfer Sponsor
- 5 VIP Visitor Lounge Sponsor
- 6 WI-FI Sponsor

Visitor Badge Lanyard Sponsor

Your company branding on the official lanyards, handed out to visitors when they enter the event.

Benefits

- ✓ Brand awareness

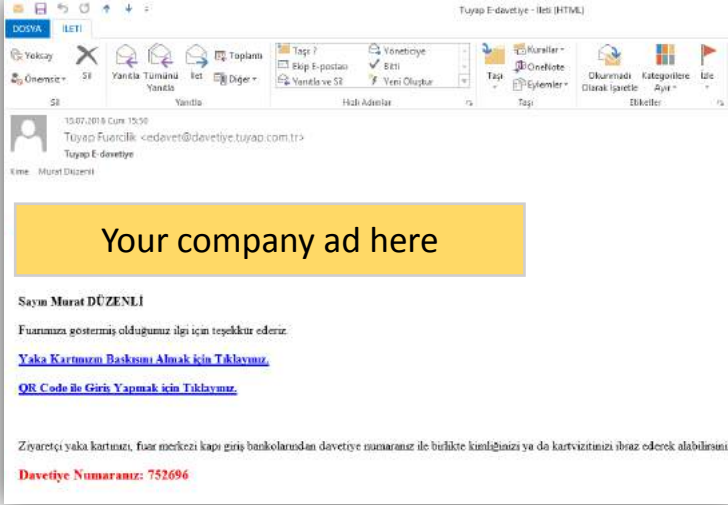


Lanyards with your company logo are handed out to visitors at all entrances of the venue. The number of sponsors may vary for different projects.

Quantity / Type	Price (Exc VAT)
10.000 lanyards	10.000 €
30.000 lanyards	24.000 €

Online Registration Sponsorship

Your company banners are placed in the confirmation e-mail sent to pre-registered visitors and on the jet pass kiosk screens they use to print their badges.



Benefits

Drive visitors to your stand ☒

Brand awareness ☒

Advertising Channel:

- 1- Banner in confirmation e-mail sent to pre-registered visitors
- 2- Banner on Jet Pass Kiosk screens

Exclusivity: Limited to one company only

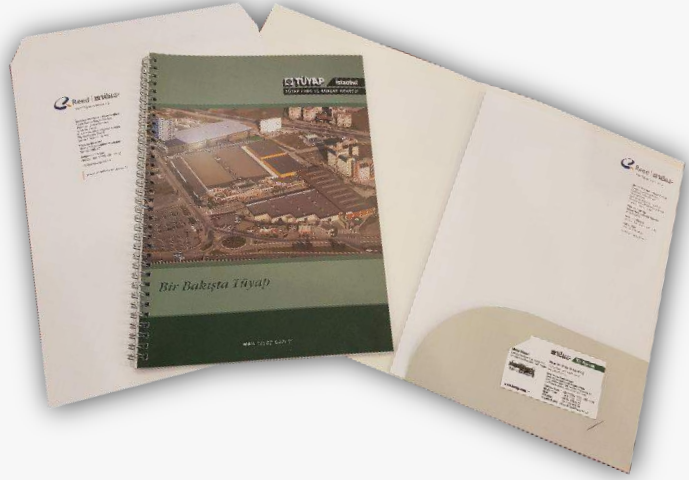
Size (Confirmation E-mail): 800 (width) x 245 (height) pixels

Size (Jet Pass Screen): 1120 (width) x 150 (height) pixels

Quantity / Type	Price (Exc VAT)
Online Registration Sponsorship	4.500 €

Hosted Buyers Accommodation Sponsorship

Your company promotional pack which includes a welcome letter, your newsletter and brochure will be placed in the rooms of hosted buyers before they arrive. Your company will be the first to welcome targeted attendees to the show.



Benefits

- ✔ Generate Leads
- ✔ Drive visitors to your stand
- ✔ Brand awareness

Exclusivity: Limited to one exhibitor only

Promotional pack must be delivered to show marketing team 1 week before the show

Quantity / Type	Price (Exc VAT)
Hosted Buyer Accommodation Sponsorship	7.500 €

Hosted Buyer Transfer Sponsorship



Your company promotional pack is placed in the shuttles that transfer international hosted buyers from the airport to their hotels and to the exhibition venue.

Benefits

- ☒ Generate Leads
- ☒ Drive visitors to your stand
- ☒ Brand awareness

Exclusivity: Limited to one company only.

Your company logo will placed on the windshield of shuttles

Promotional pack must be delivered to show marketing team 1 week before the show

Quantity / Type	Price (Exc VAT)
Hosted Buyer Transfer Sponsorship	3.000 €

WI-FI Sponsorship

Your company logo will be placed on the login screen before connection to the WI-FI service that is accessible in all exhibition halls and foyers. You will also be specified as the sponsor of the WI-FI service.

Benefits

- ✓ Brand awareness
- ✓ Drive visitors to your stand



Exclusivity: Limited to one exhibitor only
Banner size: 300 dpi logo and background image

Quantity / Type	Price (Exc VAT)
WI-FI service sponsorship	7.000 €

Hosted Buyer Lounge Sponsorship

Your company's exclusive branding in the lounge and meeting room dedicated to hosted buyers.



Benefits

- ✓ Generate Leads
- ✓ Drive visitors to your stand
- ✓ Brand awareness

Exclusivity: Limited to one exhibitor only. Sponsor company has an info desk at the entrance of the lounge and a designated space in the room with the sponsor's branding.

Quantity / Type	Price (Exc VAT)
Hosted Buyer Lounge Sponsorship	5.500 €



Contact Us



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