

Tüyap Fair, Convention & Congress Centre

# Advertising & Promotion Opportunities



## Advertising & Promotion Opportunities

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## Outdoor Advertising Opportunities

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- 6 Feather Flag
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## 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 /
1 column

## 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
2 Flag Poles (minimum)

## 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
1 Billboard

## 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

1 Billboard



## Outdoor 3D Ads



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

Reklam Alanı / Adedi
0 - 5 m2 base
Please consult with show team for implementations over 5 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
10 flags

## West Parking Lot Feather Flags



You can be the first to welcome the visitors with your company flags in the West 1 car park, which is the largest parking area used by the fair visitors.

You can highlight the power of your brand with this channel, which also provides high visibility over the road connecting TÜYAP Fair and Congress Center to the ring road.

### Benefits

- Raise brand awareness

Location: West 1 Parking Lot  
 Quantity: Minimum 25, maximum 75 units  
 Dimensions: Various sizes  
 Print Material: Banner cloth

Quantity / Type
25 Flags

# Indoor Advertising Opportunities

1 Hall Entrances LCD Screens

2 Textile Box Advertising Boards

3 Floor Ads

4 Registration Area Ad Panels

5 West 1 Entrance Column Wraps

6 Foyer Column Wraps

7 West 1 Registration Area Illuminated Wall Panels

8 Hanging Banners Above Stands And Hallways

9 Illuminated Wall Panels

10 Jet Pass Registration Kiosk Ads

11 Hall 11 Escalator Illuminated Wall Panels



## Hall Entrances LCD Screens

High-resolution LCD screens positioned at the main entrances from the foyer areas to the exhibition halls offer the most innovative and attractive advertising channels of the exhibition center. Be sure to try the most effective and affordable solution to attract the attention of visitors!

### Benefits

- Drive visitors to your stand
- Raise brand awareness

Location: Exhibition Halls Main Visitor Entrances

Quantity: The number of screens varies according to the number of exhibition halls opened. Each ad content is shown a minimum of 20 times per hour (1 in 3 minutes). Each screen has a maximum of 8 ad slots. Advertisers can take place with only 2 ad slots per screen.

Dimensions: 75 inch Vertical LCD Screen, Resolution: 2160 x 3840 pixels

Material & Technical Information: Jpg, mpeg or m4 video format

Delivery Date: The advertisement image should be sent to the project team until the fair setup start date. Implementation: The production of the advertising content belongs to the advertiser. (Animated or static content can be used)

Quantity / Type
20 sec. Advertising Slot

## Textile Box Advertising Boards

They are quite remarkable advertising applications with their large dimensions, interior lighting and textile printing applications, located at the entrances of the exhibition halls 2, 3, 6, 7, 8 and 12.



### Benefits

- Drive visitors to your stand
- Raise brand awareness
- Product Launch & Promotion

Location: Hall 2 Foyer Entrance, Hall 3 Foyer Entrance, Hall 7 Foyer Entrance, Hall 10 – 12 Passage

Usable Quantity: There are 1 boards in 4 different locations.

Hall 2 Dimensions: 6m x 2m | Hall 3 & 6 Dimensions: 3m x 2m | Hall 7 Dimensions: 5m x 2m |

Hall 12 Dimensions: 4m x 2m, Hall 8 Dimensions: 2,35m x 4 m

Material & Technical Information: Fabric printing with interior lighting

Quantity / Type
Hall 2 Textile Box
Hall 3 Textile Box
Hall 6 Textile Box
Hall 7 Textile Box
Hall 8 Textile Box
Hall 12 Textile Box

## 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
1 Line (there are 10 floor ads in a line)
1 Single Floor Ad



## 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

- Drive visitors to your stand
- Raise brand awareness

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
1 Panel

## Entrance Area Column Wraps



Located at the registration area of 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 Registration Area  
 Quantity: 5 Columns  
 Size: 95 cm (width) x 235 cm (height)  
 Print Material: Laminated foil

Quantity / Type
3 columns

## 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
1 column

## Registration Area Illuminated Wall Panels



Illuminated Wall panels located at the West 1 registration area. These panels provide high visibility and can be used to attract visitors to your stand.

### Benefits

- Raise brand awareness
- Drive visitors to your stand

Location: West 1 Entrance  
 Quantity : 2  
 Size: 200 cm (width) x 120 cm (height)  
 Print Material: Duratrans

Quantity / Type
1 panel

## 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
Banner above stand
Banner above hallways (5 banners in a row)

## 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)

Hall 12 Foyer: 114 cm (width) x 195 cm (height) (Vertical Panel)

Print Material: Duratrans

Quantity / Type
1 panel



## 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
Kiosk Advert Area

## Hall 11 Escalator Illuminated Wall Panels



They are illuminated wall panels on both sides of the escalators that provide access to halls 11 and 13. The boards, which are sold as a 4-line, are ideal channels to highlight your products and brands and to direct visitors to your stand.

### Benefits

- Raise brand awareness
- Drive visitors to your stand

Location: Next to the escalator providing access to Halls 11 and 13

Usable Quantity: 8 boards. Sold as a 4-line.

Size: 195 cm (width) x 114 cm (height) (Horizontal)

114 cm (width) x 195 cm (height) (Vertical)

Material & Technical Information: Duratrans printing that can transmit light

Quantity / Type
1 Line

## Digital Advertising Solutions

1

Show Web Site Banner Ads

2

Remarketing

3

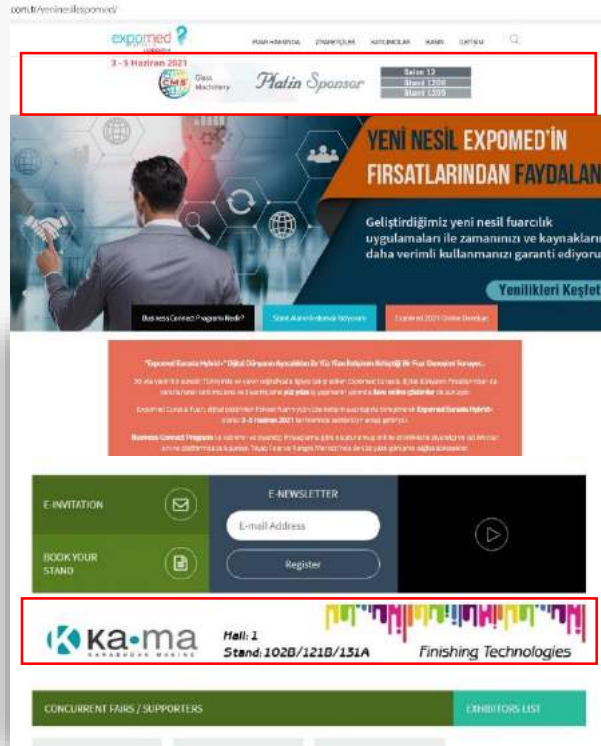
Online Registration Banner Ads

4

Social Media Ads

## Show Web Site Banner Ads

Ensure that your target audience finds you before the show by using banner ads on the main page of the exhibition website, which is followed by potential visitors throughout the year. You can attract valuable traffic to your company website through this measurable and efficient option that only a limited number of companies can benefit from.



### Benefits

- Raise brand awareness
- Product Launch & Promotion
- Drive visitors to your stand

Location: Show Web Site Main Page

Quantity: Each Banner area can only be used by 1 exhibitor.

Usage Period: Starts 2 months before the opening date and ends 1 week after the end of the show.

Size: Horizontal Banner: 728 x 90 pixels

Quantity / Type
Slider Area
Text Area
News Area

## Remarketing



Remarketing ads offer the exhibitor the brand awareness amongst visitors who are 100% related to the sector within the framework of the visitor's natural internet usage habits, in prestigious publisher channels.

### Mecranın Faydaları

Product Launch & Promotion

Raise brand awareness

Implementation: Design belongs to the exhibitor, application and reporting belongs to Tüyap.

Quantity / Type

1,000,000 Impressions



## Online Registration Banner Ads

Highlight your brand by placing your banner ad on the online registration page where your potential customers pre-register for the event.

### Benefits

- Raise brand awareness
- Product Launch & Promotion

Location: Show Web Site Online Registration Page

Usage Period: The online registration page becomes available 5 months prior to the show. The advertisement banner is displayed on the online registration page from this date until the last day of the exhibition.

Size: 728 x 90 piksel

Quantity / Type
Online Reg. Banner Ad



## Social Media Ads

Social media ads allow your product or brand to be promoted on the official social media pages of the tradeshow. You can share before, during and after the show and spread the communication with your target audience throughout the year.

### Mecranın Faydaları

- Raise brand awareness
- Product Launch & Promotion



Location: Social media accounts of the show

Facebook Post: 1200 x 900 pixel

Linkedin Post: 552 x 368 pixel

Instagram Post: 1080 x 1920 pixel

Application: Visuals and text must be provided by the exhibitor

### Quantity / Type

1 Post on all social media pages

## Ads on Printed Materials

- 1 Visitor Badge Lanyard Sponsor
- 2 Visitor Guide Ads
- 3 Showplan & Exhibitor List Advertisements
- 4 Press Kit

## 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
5.000 max.



## Visitor Guide Ads

These are advertisements in the visitor hand guide, which is distributed free of charge to fair visitors, with a list of participants and layouts according to exhibition halls. Your ad in the manual allows your company to be noticed and your place is easily found.

### Benefits

- Raise brand awareness  Drive visitors to your stand  Product Launch & Promotion

### İZİ

Location: Visitor guide (folded or booklet)

Available Quantity : Determined by project

Dimensions: Folding Guide: 15 x 21 cm, Booklet: 10.5 x 20 cm (Dimensions May Vary by Fair)

Delivery Date: The project must be submitted to the sales representative no later than 2 weeks before the opening day of the fair.

Quantity / Type
Back Cover
Prepage

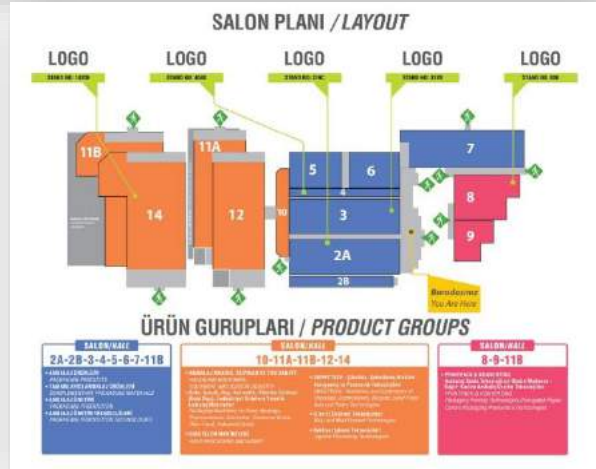
# Hall Plan & Exhibitor List Advertisements

Advertising solutions offered in exhibitor lists and hall plans in registration areas, foyers and hall entrances make it easier for you to direct visitors to your stand by highlighting your company's position.



**KATILIMCI LİSTESİ / LIST OF EXHIBITORS**

SALON / HALL NO	SALON / HALL NO	SALON / HALL NO	SALON / HALL NO
11B	11A	5	6
14	12	3	2A
2B	7	8	9



## Benefits

Drive visitors to your booth

Location: Foyers and Hall Entrances

Kullanımlar:

Featuring on the List: A maximum of 10 companies can be featured in each hall. In the list of exhibitors in alphabetical order, your company is colored and placed at the top.

Company Logo in the Hall Plan: Only 1 company logo is highlighted in each hall.

Application: You must send your Company Logo in vector format to your sales representative 3 weeks before the opening date of the show

Quantity / Type

Featuring on the Exhibitor List

Company Logo in the Hall Plan

## Press Kit

Ensure that potential customers and members of the press can easily access all the details about your company with the press kit that includes your press release, featured products, brochures, catalogs and your contact information.

### Benefits

Raise brand awareness  Product Launch & Promotion

Location: Press rooms in the foyers and the Tuyap Palas Hotel lobby  
 Available Quantity: Limited to a maximum of 5 companies  
 Delivery Date: must be delivered to show team 3 days before the exhibition

Quantity / Type
Press Kit





## Contact Us



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