

Tüyap Fair, Convention & Congress Center

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

Outdoor Advertising

05

Indoor Advertising

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Sponsorship Opportunities

25

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 Flag
- 8 West Parking Lot 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 /
Front Face

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
2 columns
4 columns
7 columns

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)
4 Flag Poles
6 Flag Poles
8 Flag Poles
10 Flag Poles (Maximum)

Shuttle Area Billboards

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



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
2 Billboards
3 Billboards
4 Billboards
5 Billboards

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
2 Billboards

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 - 10 m2 base

Please consult with show team for implementations over 10 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
20 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 / It can only be sold to 1 company.

Dimensions: Various sizes

Print Material: Banner cloth

Quantity / Type
25 Flags
50 Flags
75 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

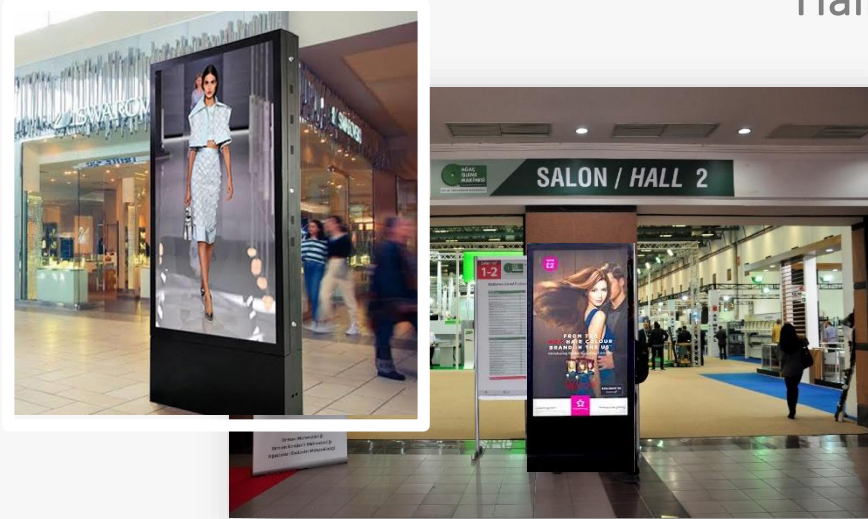
9 Illuminated Wall Panels

10 Jet Pass Registration Kiosk Ads

11 Hall 11 Escalator Illuminated Wall Panels

12 Show Floor Plan Ads

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). A maximum of 8 companies can advertise per screen. Advertisers can take place with only 1 ad slot 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

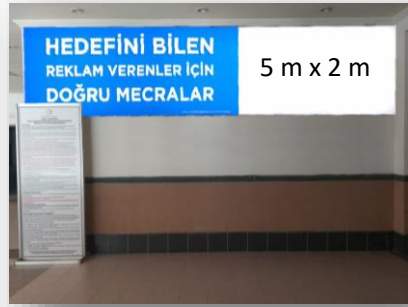
They are quite remarkable advertising applications with their large dimensions, interior lighting and textile printing applications, located at the entrances of the exhibition halls 2, 3, 7 and 12.



Hall 2 Entrance



Hall 3 Entrance



Hall 7 Entrance



Hall 12 Entrance

Benefits

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

Location: Hall 2 Foyer Entrance, Hall 3 Foyer Entrance

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

Hall 2 Dimensions: 6m x 2m | Hall 3 Dimensions: 3m x 2m

Material & Technical Information: Fabric printing with interior lighting

Quantity / Type
Hall 2 Textile Box
Hall 3 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

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
2 columns
4 columns
5 columns

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

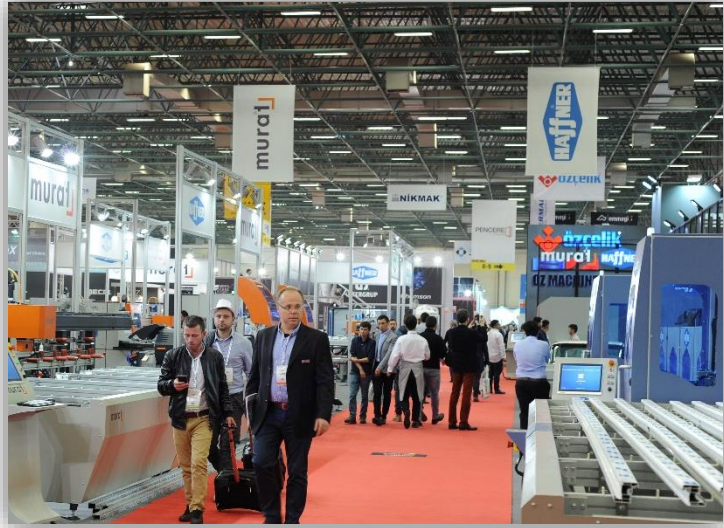
- Raise brand awareness
- Drive visitors to your stand

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

Quantity / Type
1 panel
2 panels

Hanging Banners Above Stands

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

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
1 panel
2 panels

Jet Pass Registration Kiosk Ads

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



Benefits

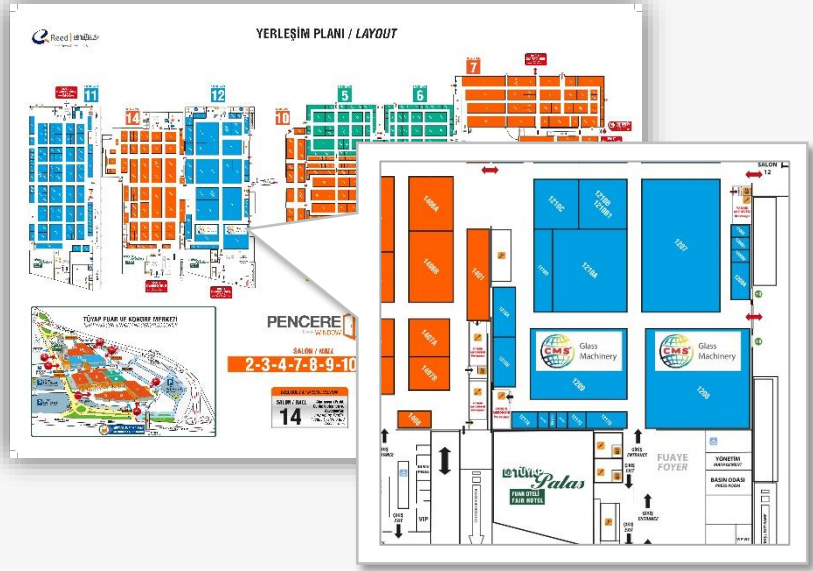
- Raise brand awareness
- Drive visitors to your stand

Location: All Registration Areas
 Quantity: Please consult with show team
 Screen Banner Size: 1120 (width) x 150 (height) pixels

Quantity / Type
Kiosk Advert Area

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

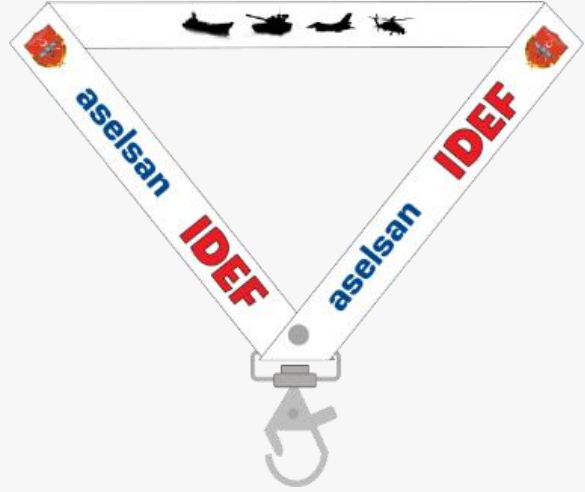
Quantity / Type
Your company logo on all floor plans

Sponsorships

- 1 Visitor Badge Lanyard Sponsor
- 2 Online Registration Sponsor
- 3 Platinum Sponsor
- 4 Gold Sponsor
- 5 WI-FI Sponsor
- 6 Hygiene Sponsor

Visitor Badge Lanyard Sponsor

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



Benefits

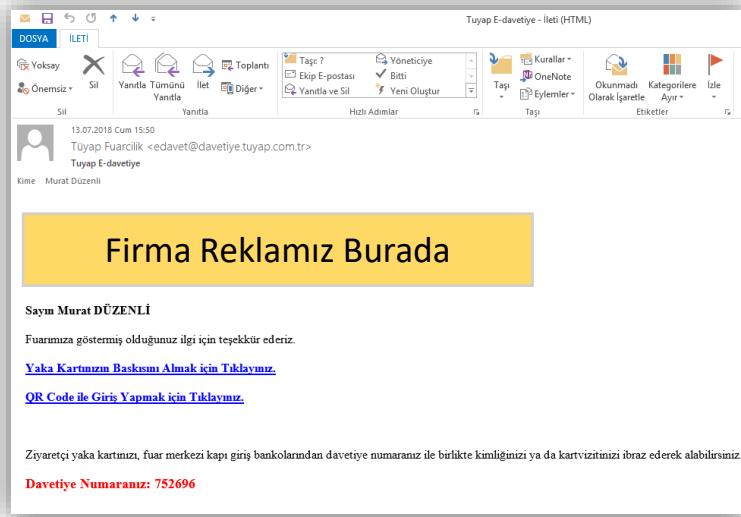
- Brand awareness

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
30.000 max.

Online Registration Sponsorship

Your company banners are placed in the confirmation email 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

Online Registration Sponsorship

PLATINUM SPONSORSHIP

	PACKAGE
BEFORE THE FAIR	<ol style="list-style-type: none"> 1. Sponsor firm's logo appears in online invitation. 2. Sponsor is e-mailed to previous year's visitor database twice. (In a mailing about Mining Turkey, it is mentioned that the sponsor firm is a Platinum Sponsor. An article and photo appear about the firm and its products to be exhibited in Mining Turkey.) 3. Sponsor firm is announced as a Platinum Sponsor in social media accounts of fair. 4. Sponsor firm's logo appears as a Platinum Sponsor on the footer in all e-mailing. 5. Sponsor firm's promo banner appears in fair website. 6. Sponsor firm's logo appears as a Platinum Sponsor on the footer of fair website.
DURING THE FAIR	<ol style="list-style-type: none"> 1. Sponsor can have a information stand at foyer. 2. Sponsor firm's logo appears as the Platinum Sponsor in all branding used for Mining Turkey in internal and external area. 3. Firm's logo appears as the Platinum Sponsor in the sponsor slide on the fair opening stage. 4. Sponsor's hanging banner(x2) appears on firm's booth. 5. The firm is granted the right to use 6 flag posts at the main entrance of the fairground. 6. Sponsor firm's logo appears as the Platinum Sponsor in the sponsor strip in the floor plans at foyer. 7. Firm logo + booth number on TV screens in the fairground (30 repetitions a day at min.) 8. Sponsor is granted the right to use 2 illuminated wall panels.
AFTER THE FAIR	<ol style="list-style-type: none"> 1. Sponsor firm's logo appears as the Platinum Sponsor in fair final report.

*one company only

GOLDEN SPONSORSHIP

PACKAGE

BEFORE THE FAIR

1. Sponsor is e-mailed to previous year's visitor database one time. (In a mailing about Mining Turkey, it is mentioned that the sponsor firm is a Golden Sponsor. An article and photo appear about the firm and its products to be exhibited in Mining Turkey.)
2. Sponsor firm is announced as a Golden Sponsor in social media accounts of fair.
3. Sponsor firm's logo appears as a Golden Sponsor on the footer in all e-mailing.
4. Sponsor firm's horizontal banner appears in fair website.
5. Sponsor firm's logo appears as a Golden Sponsor on the footer of fair website.

DURING THE FAIR

1. Sponsor firm's logo appears as the Golden Sponsor in all branding used for Mining Turkey in internal and external area.
2. Firm's logo appears as the Golden Sponsor in the sponsor slide on the fair opening stage.
3. Sponsor's hanging banner(x1) appears on firm's booth.
4. The firm is granted the right to use 4 flag posts at the main entrance of the fairground.
5. Sponsor firm's logo appears as the Golden Sponsor in the sponsor strip in the floor plans at foyer.
6. Firm logo + booth number on TV screens in the fairground (10 repetitions a day at min.)
7. Sponsor is granted the right to use 1 illuminated wall panel.

AFTER THE FAIR

1. Sponsor firm's logo appears as the Golden Sponsor in fair final report.

*one company only

	Platinum Sponsor	Golden Sponsor
Before the Fair		
Sponsor logo in online invitation	✓	X
Mail to previous year's visitor database	2 time	1 time
Announcement at fair's social media accounts	✓	✓
Sponsor logo in all fair mailings	✓	✓
Promo banner publishing	✓	X
Horizontal banner publishing	X	✓
Sponsor logo at mainpage of fair website	✓	✓
During the Fair		
Info desk	✓	X
Sponsor logo in all internal and external brandings	✓	✓
Hanging banner	2 banners	1 banner
Right to use flag posts at the main entrance	6 flags	4 flags
Sponsor logo in floor plan at foyer	✓	✓
Sponsor logo on opening stage	✓	✓
Firm logo + booth number on TV screens in the fairground	30 repetitions per day	10 repetitions per day
Illuminated wall panel	2 panels	1 panel
After the Fair		
Sponsor logo in final report	✓	✓
	one company only	one company only

WI-FI SPONSORSHIP

	PACKAGE
DURING THE FAIR	<ol style="list-style-type: none"> 1. Wi-Fi name is configured in sponsor firm's name. 2. Sponsor firm's logo appears on the Internet access main page. 3. Sponsor firm's name appears on the Internet access main page. 4. Sponsor firm can place the desired image on the background of Internet access main page with organizer's consent. 5. Firm's logo appears as Wi-Fi Sponsor on sponsor page in fair's website
AFTER THE FAIR	<ol style="list-style-type: none"> 1. Sponsor firm's logo appears as the Wi-Fi Sponsor in fair final report.

*one company only

HYGIENE SPONSORSHIP

PACKAGE

DURING THE FAIR

1. Disinfectant stand can be installed by the sponsor firm in the entrance of fair area, halls and foyer. Sponsor firm's logo appears on the disinfectant units in toilets.
2. Hygiene kit can be handed by the sponsor firm at the registration desks. (the kit can include hand sanitizer, mask etc.)
3. Sponsor firm's logo appears on the panel at the area where disinfection is carried out by the sponsor.

AFTER THE FAIR

1. Sponsor firm's logo appears as the Hygiene Sponsor in fair final report.

*one company only



Contact Us



info@madenturkiyefuari.com



+90 212 867 1100



Tüyap Fair, Convention and Congress Center
Büyüçekmece - İSTANBUL