

Tüyap Fair, Convention & Congress Centre

# Advertising & Promotion Opportunities



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## Outdoor Advertising Opportunities

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## 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	

## 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	

## 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)	

## 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	

## 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	



## 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	Reklam Bedeli
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	Price (Exc VAT)
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	Price (Exc VAT)
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: 1080 x 1920 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	Price (Exc VAT)
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	Price (Exc VAT)
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	Price (Exc VAT)
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	Price (Exc VAT)
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	Price (Exc VAT)
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	Price (Exc VAT)
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	Price (Exc VAT)
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	Price (Exc VAT)
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	Price (Exc VAT)
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	Price (Exc VAT)
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.

Ölçüler: 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	Price (Exc VAT)
1 Line	

## Sponsorships

1

Visitor Badge Lanyard Sponsor

2

Visitor Guide Ads



## 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)
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

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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	Price (Exc VAT)
Back Cover	
Prepage	



## Contact Us



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