



ITF
ISTANBUL TOURISM FAIR

TOURISM INDUSTRY IS
COMING TOGETHER WITH
ITS ALL COLORS



4-5 OCTOBER 2023

**ISTANBUL CONGRESS
CENTER**

Don't be late to reserve your place!
www.istanbulturizmfuari.com.tr

**dp DREAM
PROJECT**

THIS FAIR IS ORGANISED WITH THE PERMISSION OF TOBB IN ACCORDANCE WITH THE LAW NO: 5174





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ABOUT ISTANBUL TOURISM FAIR

Running for nine years with tremendous success, ACE of M.I.C.E. Exhibition by Turkish Airlines, continues as the Istanbul Tourism Fair in its tenth edition and welcoming a greater and stronger audience.

Istanbul Tourism Fair, which will take place at Istanbul Congress Center on October 4-5, 2023; aims to create a wide platform where new products and services will be promoted, while enabling the formation of new collaborations by bringing together tourism professionals in Turkey and the world. Within the scope of the fair, new trends and visions will broaden industry professionals' horizons with the seminar programs and entertainment will reach to peak with the AMEzing Party to be held at Swissotel The Bosphorus on the evening of the first day.





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WHAT AWAITS YOU AT ISTANBUL TOURISM FAIR?

- You can sign contracts with stakeholders in the industry by attending the Istanbul Tourism Fair. You will be able to have B2B meetings with national and international tourism industry professionals.
 - You can advertise early booking promotions.
 - You can launch new destinations and package programs.
 - You will benefit from accessing to a wide range of customer data.
- You will be invited to the networking activities organized within the scope of the exhibition.
- You will have a chance to attend the AMEzing Party which will take place at Swissotel Bosphorus on the evening of the first day of the exhibition.
- You will have the opportunity to meet with your existing network and get in touch with new contacts, as well as stay abreast of the recent advancements and innovations in the tourism industry.
- You can connect with facilities from different destinations and add them to your portfolio. You can announce new developments in your facilities to both the end consumers and stakeholders in the industry from a single portal.

Who Is Attending the Istanbul Tourism Fair?

- Hotels /Tourism Businesses (Luxury Hotels, Convention Hotels, Resort Hotels, Boutique Hotels and Other Hotel Options)
- Travel Agencies, Tour Operators, Incoming, Outgoing, DMC, Incentive Companies
- Countries, Convention Bureaus, Destination Promotion Offices
- Holiday Zones
- Summer/Winter & Outdoor Tourism Destinations
- Health Tourism
- Gastronomy Tourism
- Meeting Support Companies - Service Providers
- IT/ Technology Companies
- Active Tourism and Adventure Tourism Companies
- Yacht and Cruise Operators, Marinas
- Educational Tourism Companies
- Sports Tourism Companies
- Cultural Tourism Companies
- Business and Convention Tourism Companies
- Press Agencies
- Transportation Providers (Airlines, Tourism Transportation Companies, Car Rental Services)
- Entertainment Tourism (Shopping Malls, Playgrounds, Theme Parks, Restaurants, Cafes and Bars)
- Hotel Service Suppliers (Hotel Furniture, Hotel Software Systems, Hotel Equipment)
- National Bodies (Development Agencies, Governorships, Municipalities, Provincial Culture and Tourism Directorates, Promotion Offices)



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SPACE ONLY 275€ M2 +18% VAT /

SHELL SCHEME STAND 325€ M2 +18% VAT



Visitor Profile

- National and International Tour Operators
- Travel Agencies
- Hotels and Event Venues
- Tourism Facilities and Suppliers
- Meeting Support Companies /Service Providers
- Countries, CVBs
- Diplomatic Missions
- Event Organizers, DMC and Incentive Companies



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İSTANBUL TOURISM FAIR SPONSORSHIP OPPORTUNITIES MAIN SPONSOR

- Sponsor company's logo will be used in the communication campaign (written and visual media, digital platforms, outdoor areas, digital invitation, web site) as "Main Sponsor" at the top.
- 65 m² stand will be given to the sponsor company in the main hub of the exhibition, where they will have privilege of direct marketing opportunity for 15000+ visitors.
- Promotion video of the sponsor company will be displayed on the LED screens at the İstanbul Tourism Fair registration area as well as the entrance of B5 floor during the entire exhibition time.
- Promotion video of the sponsor company will be displayed on the LED screens at the exhibition opening.
- Brand managers will be specially hosted at the fair and the AMEzing Party



33.000€+VAT



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AMEzing PARTY (NAME SPONSORSHIP)

AMEzing Party which has become a classic, is getting ready to bring together the global and local participants of the fair on 4th October night at Swissotel The Bosphorus for an unforgettable night. Exhibitors, local and international hosted buyers, speakers and celebrities will attend the party. Catering, light shows, video mapping, DJs and performance artists will be provided by Dream Project.



- Sponsor company's logo will be used in the communication campaign (written and visual media, digital platforms, outdoor areas, digital invitation, web site) as "AMEzing Party Sponsor" at the top after the main sponsor.
- The party will be named together with the name of the sponsor company like "AMEzing Party by (Sponsor Company)".
- Sponsor company will have direct marketing opportunity.
- Branding opportunity at the party venue (Design and production belongs to the sponsor company).
- The promotional film of the sponsor company will be displayed on the LED screen.

14.000€+VAT



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İSTANBUL TOURISM SUMMIT NAME SPONSORSHIP

- The summit which will be held on 4-5 October will be named with the sponsor brand.
- There will be the opportunity to be a speaker or moderator at the summit.
- Logo of the sponsor company will take place as the "İstanbul Tourism Summit Name Sponsor" in the communication campaign (written and visual media, digital, outdoor areas, digital invitation, web site).
- Direct marketing opportunity will be provided at the show where 15,000+ people attend.
- The promotional film of the sponsor company will be showed on the led screens in the registration area during the event.
- The sponsor company will have the right to do direct marketing during the session.
- The promotional film of the sponsor company will be displayed on the led screens at the opening of the summit



15.000€+VAT

HOSTED BUYER LOUNGE SPONSOR

- Sponsor company's logo will be used in the communication campaign (written and visual media, digital platforms, outdoor areas, digital invitation, web site) as "Hosted Buyer Lounge Sponsor"
- Hosted Buyer Lounge area will be named with the name of the sponsor brand "..... Hosted Buyer Lounge"
- Decoration, technical design and catering services belong to the sponsor company at the sponsored lounge area and the company will have direct marketing right in this area.
- The promotional video of the sponsor company will take place on the led screens in the hosted buyer lounge area during the exhibition.

10.000€+VAT



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LED VIDEO SPONSORSHIP

- Introduction film of the sponsor company will be displayed on the LED screens located in the registration area of the exhibition visited by 15.000 + people and on the B5 floor during the entire exhibition time.
- Sponsor company's logo will be used in the communication campaign (written and visual media, digital platforms, outdoor areas, digital invitation, web site) as "Event Sponsor".



5.000€+VAT



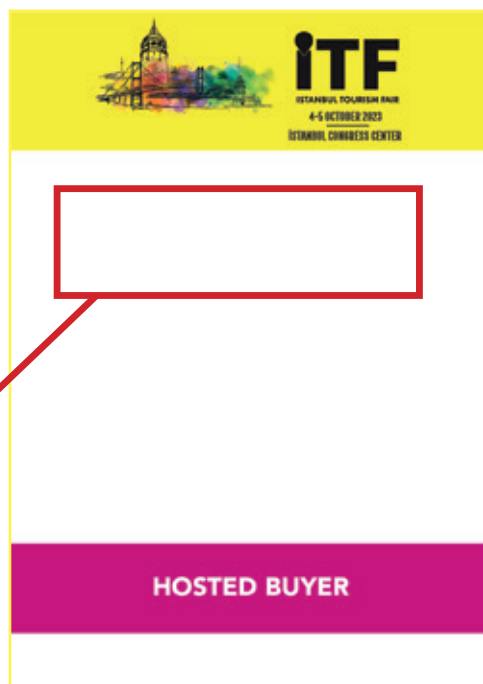
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BADGE SPONSORSHIP

- The logo of the sponsor company will take place on the badge which will be given. 15,000+ visitors, exhibitors, buyers and speakers
- Sponsor company's logo will be used in the communication campaign (written and visual media, digital platforms, outdoor areas, digital invitation, web site) as "Event Sponsor".
- Printing/manufacturing of badges belong to the sponsor company.

7.000€+VAT

Logo area



EXHIBITION BAGS

- SIZE OF LOGO AREA: 290 cm (h) x 210 cm (w) (Design and production belongs to the sponsor company) 5000 exhibition bags will be produced to give out the all registered attendees, visitors, hosted buyers and speakers. Services included in the exhibition bag sponsorship;
- One face of the bag will have the logo of the sponsor.
- Sponsor company can put 1 promotion material in the bag.
- Sponsor company's logo will be used in the communication campaign (written and visual media, digital platforms, outdoor areas, digital invitation, web site) as "Event Sponsor".

6.000€+VAT





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BROCHURES IN BAGS

- This includes adding an insert in the exhibition bag.
- Sponsor company's logo will be used in the communication campaign (written and visual media, digital platforms, outdoor areas, digital invitation, web site) as "Event Sponsor".

2.500€+KDV

DIRECT MARKETING - PRODUCT DISTRIBUTION

- Direct promotion opportunity & product distribution to the guests of the sponsor company will be provided at the exhibition area.
- A 6m2 empty stand area will be provided to the sponsor company upon request.
- Sponsor company's logo will be used in the communication campaign (written and visual media, digital platforms, outdoor areas, digital invitation, web site) as "Event Sponsor".

2.000€+VAT

COFFEE SPONSORSHIP

- During the exhibition, empty booth areas will be provided at 2 separate points (fairground and conference area). In these areas, the sponsor company will serve coffee for all our guests. (In these areas, the sponsor company can include any visual work they want)
- Sponsor company's logo will be used in the communication campaign (written and visual media, digital platforms, outdoor areas, digital invitation, web site) as "Event Sponsor".

2.000€+VAT

APPLICATION BANNER

- You can take part with your company advertisement in the mobile application that will be used by +15,000 exhibitors and visitors.

4.000€+VAT



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ISTANBUL CONGRESS CENTER - ICC AD AREAS

ICC B5 FLOOR AUTOMATIC GLASS SLIDING DOOR

- Sizes: 85 cm(w) x 207 cm(h)
- You can position your brand for 15,000 visitors by the automatic glass doors on the right and left sides of the ICC B5 floor (at the entrance of the fairground)

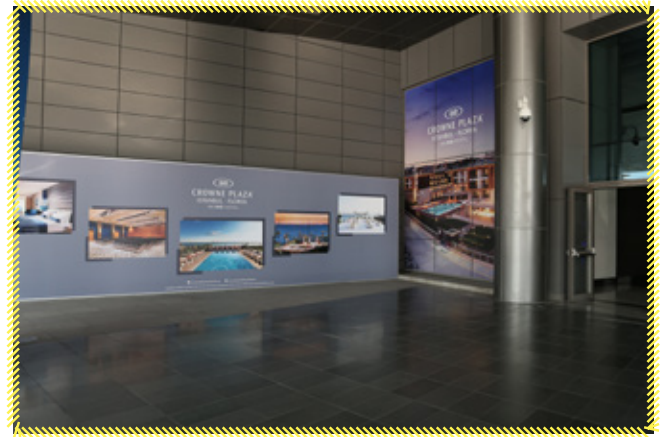
5.000€+VAT



ICC MAIN ENTRANCE LEFT WALL & LEFT GLASS AD AREA

- Sizes: Left Wall: 1140 cm(w) x 610 cm(h)
Left Glass: 426 cm(w) x 562 cm(h)
- You can draw the attention of visitors to your company by using the advertising areas located on the exterior of the main entrance of the Istanbul Congress Center. The design and production process belongs to the sponsor company.

6.000€+VAT





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ICC MAIN ENTRANCE RIGHT GLASS WALL AD AREA

- Sizes: 450 cm(w) x 450 cm(h)
- You can put your branding to Istanbul Congress Center's glass wall and increase the visibility of your company. (Production and design is up to the sponsor firm)CC

2.900€+VAT



ICC MAIN ENTRANCE INTERIOR WALL

- Sizes: 450 cm(w) x 450 cm(h)
- The branding area located in Istanbul Congress Center, after the registration desk, where all participants enter

7.000€+VAT





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ICC MAIN ENTRANCE OUTDOOR COLON AD (3 COLONS)

- You can draw the attention of the visitors to your company with the application of branding work on the columns at the main entrance of the Istanbul Congress Center.

4.000€+VAT



ICC MAIN ENTRANCE ESCALATORS AD AREA

- Front sizes: 418 cm(w) x 88 cm(h)
Back sizes: 418 cm(w) x 88 cm(h)
- The ad of the sponsor company will be placed on the front and back of the stairs at Istanbul Congress Center. The design and production process belongs to the sponsor company.

4.500€+VAT





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ICC B4 FLOOR STAIRS

- Sizes: 200 cm(w) x 16 cm(h)
- Branding application to the stairs through CashBar, the only food and beverage area of the exhibition.

5.000€+VAT



ELEVATOR BRANDING (8 IN TOTAL)

- Sizes: 90 cm(w) x 200 cm(h)
- You can apply branding to 8 elevator doors, which is located on the fairground B5 floor and will be used during the exhibition. The design and production process belongs to the sponsor company

8.000€+VAT





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EXHIBITION CORRIDOR FLOOR BRANDING

- Sizes: 1.5m x 1.5m
- You can use the corridor floor as a branding area at the exhibition entrance area which is ICC B5 floor.

3.500€+VAT



SMOKING AREA SPONSORSHIP

- The area located on the ICC Floor B5 will be used as a smoking area during the exhibition. The sponsor company will have branding and direct marketing opportunities in this area.

15.000€+VAT

ICC B5 FAIR AREA WC ADVERTISING AREA

- You can position your company's advertisement on the back of the door and the mirror in the men's and women's restrooms.

4.000€+VAT

THANKS...

