




**ITF**  
ISTANBUL TOURISM FAIR

 **9-10 OCTOBER 2024**

 Yenikapı – Eurasia  
Performance and  
Art Center

***TOURISM INDUSTRY IS  
COMING TOGETHER WITH  
ITS ALL COLORS***

Don't be late to reserve your place!  
[www.istanbulturizmfuari.com.tr](http://www.istanbulturizmfuari.com.tr)

 **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

Istanbul Tourism Fair which will take place on October 9-10, 2024 at Yenikapı - Eurasia Performance and Art Center; 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 ITF Gala 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?

- Opportunity to meet and cooperate with agencies and tour operators in Turkey with great potential.
- 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 ITF Gala 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 Enterprises  
(Luxury Hotels, Congress Hotels,  
Resort Hotels, Boutique Hotels and  
Other Hotel Options)
- Travel Agencies, Tour Operators,  
Inbound, Outgoing, DMC, Incentive  
companies
- Countries, Convention Bureaus,  
Promotion Bureaus
- Holiday Regions
- Transportation Companies  
(Airlines, Tourism Transportation,  
Car Rental Services)
- Organization Companies  
(Invitation, Catering, Decor  
Companies and Other Suppliers of  
Organization)
- Summer / Winter Tourism and  
Outdoor Tourism Destinations
- Meeting Support Companies -  
Service Providers
- IT / Technology Companies
- Active Tourism and Adventure  
Tourism Companies
- Yacht and Cruise Tourism  
Companies, Marinas
- Health Tourism Companies
- Sports Tourism Companies
- Cultural Tourism Companies
- M.I.C.E. Companies
- Media Organizations
- Hotel Service Suppliers (Hotel  
Furniture, Hotel Software Systems,  
Hotel Equipment)



## ITF – 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
  - Top-Level Buyers of Corporate Firms

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## STAND TYPES

### 9 M<sup>2</sup> STAND



- Top header digital printing
- Welcome counter digital printing
- 3 m<sup>2</sup> digital printing inside the booth
- 9 m<sup>2</sup> carpet
- One socket outlet
- One 100 w day for every 4 m<sup>2</sup> light LED floodlight
- 1 glass table
- 4 white leather chairs
- 1 bar chair
- 1 reception desk
- Free WiFi service

STAND  
M<sup>2</sup> PRICE  
**325 EURO**  
**+VAT**

### 12-40 M<sup>2</sup> STAND



- 1 glass table, 4 white leather chairs per 15m<sup>2</sup>, 1 counter, 1 bar table, 3 bar chairs
- Top header digital printing
- Digital printing in front of the welcome desk
- Digital printing inside the booth (3 m<sup>2</sup> digital printing for every 15 m<sup>2</sup> area) printing and application will be done.)
- Carpet according to stand m<sup>2</sup>
- One 1x2m warehouse (for stands between 25-40 m<sup>2</sup>) 2x2 storage space and desk)
- One socket for storage
- One 100 w daylight LED projector for every 4 m<sup>2</sup>
- Free WiFi service



## 40-100 M<sup>2</sup> STAND



- 1 glass table for every 15m<sup>2</sup>, 4 white tables leather chair, 1 counter, 1 bar table, 3 bar chairs
- 2x3m meeting room
- One 70x120 cm meeting room inside the meeting room table and 6 white leather chairs
- Top header digital printing
- Digital printing in front of the welcome desk
- Digital printing inside the booth (Every 15 m<sup>2</sup>, 3 m<sup>2</sup> digital printing and application will be made for the area.)
- Carpet according to the m<sup>2</sup> of the stand
- One 2x2m sized warehouse (including table inside)
- One power socket in the warehouse and meeting room
- One 100 w daylight LED for every 4 m<sup>2</sup> projector
- Free WiFi service

## STANDS OF 100 M<sup>2</sup> AND ABOVE



- 1 glass table for every 15m<sup>2</sup>, 4 pieces white leather chairs, 1 counter, 1 bar table, 3 bar chairs
- Two 2x4m meeting rooms
- One meeting room inside each meeting room 70x120 cm table and 6 white leather chairs
- Top header digital printing
- Digital printing in front of the welcome desk
- Digital printing inside the stand (Every 15 m<sup>2</sup>, 3 m<sup>2</sup> digital printing and application will be made for the area.)
- Carpet according to the m<sup>2</sup> of the stand
- One 2x2m sized warehouse (including table inside)
- One each in storage and meeting rooms socket
- One 100 w daylight LED for every 4 m<sup>2</sup> projector
- Free WiFi service



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## ISTANBUL TOURISM FAIR SPONSORSHIP OPPORTUNITIES

### MAIN SPONSOR



- The logo of the sponsor company will be placed at the top of the communication campaign (print and visual media, digital, outdoor media, website, digital fair invitation) as “Main Sponsor” together with the brand logo.
- The sponsor company will be allocated a 65m<sup>2</sup> booth space in the main center of the fairground and will be given direct marketing opportunities in the fair attended by 15,000+ people.
  - The promotional film of the sponsor company will be used on the led screens in the registration area of Istanbul Tourism Fair and at the entrance of the fairground during the fair.
  - Sponsoring company’s promotional film will be shown on the led screen at the opening of the fair.
  - Brand managers will be specially hosted at the fair and ITF Gala Party.

**33.000€+VAT**  
**(SOLD)**

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## ITF GALA PARTY NAME SPONSORSHIP

ITF Gala Party which has become a classic, is getting ready to bring together the global and local participants of the fair on 9th October night at Swissotel The Bosphorus for an unforgettable night. The party will be attended by exhibitors, local and foreign hosted buyers, speakers and celebrities. Catering, bar catering, light shows, video mapping, DJs, performance artists will be provided by Dream Project.



- The party will be named with the name of the sponsoring company, ITF Gala Party by ..... (sponsoring company).
- The logo of the sponsoring company will appear as “ITF Gala Party Sponsor” at the top after the main sponsor in the communication campaign (print and visual media, digital, outdoor media, website, digital fair invitation).
- Direct marketing opportunities will be given to the sponsor company.
- Branding rights at the party venue (Design and production belongs to the sponsor company).
- Promotional movie of the sponsor company will be shown on the led screens.

**14.000€+VAT**

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## TOURISM SUMMIT NAME SPONSORSHIP



- The name of the summit, which will take place between October 9-10, 2024, will be associated with the sponsor brand.
  - The opportunity to be a speaker or moderator at the summit will be offered.
  - The logo of the sponsor company; in the communication campaign (print and visual media, digital, outdoor media, digital fair invitation, website) “.....Tourism Summit Name Sponsor” will take place.
  - Direct marketing opportunity will be given at the fair attended by 15.000+ people.
  - The promotional film of the sponsor company will be used on the led screens in the registration area during the event.
  - The sponsor company’s promotional movie will take place on the led screens at the opening of the summit.
  - The sponsor company will be given direct marketing rights between sessions.

**15.000€+VAT**

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## SESSION NAME SPONSOR



- The name of the session, which will take place between October 9-10, 2024, will be associated with the sponsor brand.
- The logo of the sponsor company; in the communication campaign (print and visual media, digital, outdoor media, digital fair invitation, website) “..... Session Name Sponsor” will take place.
- At the beginning of the session, the sponsor company’s promotional film will be displayed on LED screens.
- The sponsor company will be given direct marketing rights during sessions.

**4.000€+VAT**

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## VIDEO SPONSORSHIP ON LED SCREENS

- 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 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**

**(SOLD)**



## BADGE SPONSORSHIP

- The logo of the sponsor company will be placed on the front side of the name badge to be given to 15.000+ visitors, exhibitors, buyers and speakers.
- The logo of the sponsor company will appear as "EVENT SPONSOR" in the communication campaign (print and visual media, digital, outdoor media, digital fair invitation, website).
- Name badge printing belongs to the sponsor company.



**7.000€+VAT**

**(SOLD)**



**Logo alanı**

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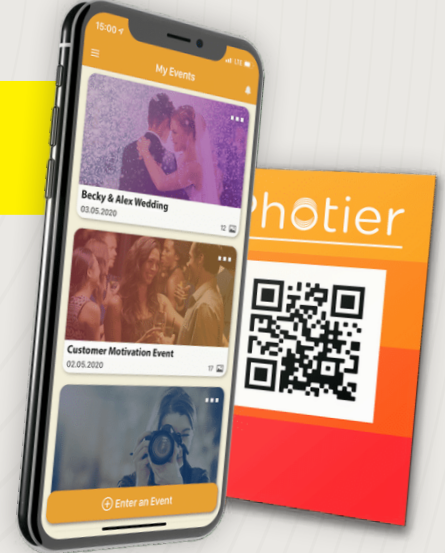


## DIRECT MARKETING PRODUCT DISTRIBUTION

- Direct promotion and product distribution opportunities will be provided to our sponsor company guests in the fair area.
- The logo of the sponsor company will be featured as “Event Sponsor” in the communication campaign (print and visual media, digital, outdoor media, digital fair invitation, website).

**2.000€+VAT**

## LOGO SPONSORSHIP OF PHOTO FRAMES



**4.000€+VAT**

## TEA/COFFEE SPONSORSHIP

- Free stand space will be provided during the fair. In these areas, the sponsor company will serve tea/coffee for all our guests. (In these areas, the sponsor company can place any visual work they want)
- The logo of the sponsor company will be displayed as “Event Sponsor” in the communication campaign (print and visual media, digital, outdoor media, digital fair invitation, website).

**2.000€+VAT**

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## YENİKAPI-EURASIA PERFORMANCE AND ART CENTER ADVERTISING AREAS

*\*THE DESIGN, PRODUCTION AND DISMANTLING PROCESS IN ALL  
ADVERTISING AREAS BELONGS TO THE SPONSOR COMPANY.*

### MAIN ENTRANCE TOP HEADER & FAIR ENTRANCE FLAG

➤ You can attract the attention of visitors to the fair by using the advertising spaces at the main entrance of Yenikapı-Eurasia Show and Art Center.

➤ Dimensions:  
26 m (w) x 50 cm (h)

➤ 10 flags in total on the entrance path will take place.



**7.500€+VAT**  
**(SOLD)**

### FRONT AND BACK SIDE BRANDING APPLICATION OF ALL GLASS DOORS ON THE EXTERIOR OF THE FAIR



**7.500€+VAT**

➤ You can place your brand on glass doors where 15.000 visitors enter.



➤ Center Door Dimensions:

- 68.5 cm(w) x 269 cm(h) 4 pcs
- 45 cm(w) x 243 cm(h) 2 pcs
- 99 cm(w) x 243 cm(h) 2 pcs

➤ Right-Left Door Dimensions:

- 68.5 cm(w) x 269 cm(h) 4 pcs
- 94 cm(w) x 286 cm(h) 2 pcs
- 81 cm(w) x 279 cm(h) 2 pcs

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## OUTDOOR RIGHT AND LEFT FACADE BRANDING



➤ Sizes:  
611 cm(w) x 484 cm(h)

**6.000€+VAT**  
**(SOLD)**

## FAIR REGISTRATION AREA TOP HEADER BRANDING APPLICATION





➤ Sizes:  
29,6 m(w) x 1,9 m(h)

**8.500€+VAT**



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## REGISTRATION AREA BOARD BRANDING APPLICATION

- Sizes:  
583 cm(w) x 440 cm (h)-Sides 50 cm
- You can ensure the visibility of your brand by dressing the board in the registration area where all visitors enter.



**5.000€+VAT**  
**(SOLD)**

## FAIRGROUND ENTRANCE ADVERTISING AREA




- You can place your brand advertisement on the right wall at the entrance of the fairground.

- Sizes:
  - 365 cm(w) x 360 cm(h)

**4.000€+VAT**

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## FAIR ENTRANCE AREA RIGHT AND LEFT WALL, GLASS DOORS FRONT AND BACK FACE BRANDING APPLICATION

- Glass door sizes:  
70 cm(w) x 253 cm (h) 6 pcs
- Left wall sizes:  
5 m(w) x 3 m (h)
- Right wall sizes:  
408 cm(w) x 360 cm (h)

**6.500€+VAT**



## FAIR EXIT AREA RIGHT AND LEFT WALL, GLASS DOORS FRONT AND BACK FACE BRANDING APPLICATION

- Glass door sizes:  
70 cm(w) x 253 cm (h) 6 pcs
- Left wall sizes:  
5 m(w) x 3 m (h)
- Right wall sizes:  
4 m(w) x 3 m (h)

**6.000€+VAT**





## FAIRGROUND CEILING FLAG

► You can position your brand on the flags to be attached to the exhibition ceiling.

**1.000€+VAT**



## FAIR REGISTRATION AREA FRONT FLOOR BRANDING APPLICATION



► Sizes:

● 1.5m x 1.5m

► You can use the corridor floor as a branding area in the fair registration area.

**3.500€+VAT**

## SMOKING AREA

► Sponsor company will be able to benefit from branding and direct marketing opportunities in the area that will be used as a smoking area during the fair.

**15.000€+VAT**

## WC ADVERTISEMENT AREA

► You can position your company's advertisement behind the door and on the mirrors in men's and women's restrooms.

**4.000€+VAT**

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***Thank you...***