iTF INTERNATIONAL ISTANBUL TOURISM FAIR

ARE YOU READY FOR NEW CONNECTIONS AND PARTNERSHIPS?

25-26 November 2027 **IFM -** Istanbul Expo Center | Halls 5-6-7



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

DREAM PROJECT

THIS FAIR IS ORGANISED WITH THE PERMISSION OF TOBB IN ACCORDANCE WITH THE LAW NUMBERED 5174

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ABOUT INTERNATIONAL ISTANBUL TOURISM FAIR



THE ISTANBUL TOURISM FAIR, set to take place for the 5th time on November 25-26, 2026, at IFM – Istanbul Expo Center, brings together the key representatives of Türkiye's high tourism potential and tourism professionals around the world. It provides an opportunity for new collaborations while offering a broad platform for the promotion of new products and services. The fair, which is B2B focused and open only to professionals, will also host the Tourism Summit, offering new trends and visions, providing industry professionals with fresh perspectives. Additionally, the ITF Gala Party, taking place on the evening of 26th November, will take the entertainment to a whole new level.

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WHAT AWAITS YOU AT THE ISTANBUL TOURISM FAIR?

- You will have to opportunity to hold B2B meetings with national and international tourism industry professionals.
- You will be able to finalize your contracts.
- You will be able to promote your early booking offers.
- You will gain the advantage of accessing a large customer database.
- You will have to opportunity to participate as an invitee in the networking activities organized during the fair.
- You will be able to follow the latest developments and innovations in the tourism sector through the Tourism Summit.
- You will be able to attend the ITF Gala Party, which will take place on the evening of the last day of the fair.













EXHIBITOR AND VISITOR PROFILE

- Hotels
- Travel Agencies, Tour Operators, Incoming, Outgoing, DMC, Incentive Companies
- Countries, Convention Bureaus and Promotion Offices
- Municipalities and Chambers of Commerce
- Transportation Companies (Airlines, Tourism Transportation, Car Rental Services)
- Meeting Support Companies – Service Providers
- IT / Technology Companies
- Yacht and Cruise Tourism Companies, Marinas
- Health Tourism Companies
- Sports Tourism Companies
- M.I.C.E. Companies

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ITF GALA PARTY NAMING SPONSORSHIP

15.000€+VAT

THE ITF GALA PARTY, on the evening of November 26, is set to offer guests an unforgettable night. The evening, attended by fair exhibitors, national and international hosted buyers, and prominent figures of the tourism industry, will be held at a high level as a cocktail and prolonge event.

Catering, bar catering, light shows, video production, DJs and performance artists at the party will be provided by Dream Project.

ITF GALA PARTY DIRECT MARKETING

2.000€+VAT

- The sponsor company will be granted the right to conduct direct marketing through product promotion and product distribution.
- The sponsor company's logo will be featured among the "Event Sponsors" in the communication campaign.

Opportunities Offered by the ITF Gala Party Sponsorship;

- The party will be named with the sponsor company's name, as 'ITF Gala Party by [Sponsor Company]'
- The sponsor company's logo will feature as the 'ITF Gala Party Sponsor' across the fair's communication campaign.
- The sponsor company will be provided with direct marketing opportunities.
- Branding rights at the party venue (Design and production are the responsibility of the sponsor company)
- The sponsor company's promotional video will be displayed on the LED screen at the opening of the party.

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TOURISM SUMMIT SPONSORSHIP

11.000€+VAT

- On November 25, 2027, the hall where the official opening ceremony of the fair and the summit will take place will be covered with the sponsor company's branding on both the left and right wings (design and implementation are the responsibility of the sponsor company)
- During the summit opening and between sessions, the sponsor company's promotional video will be displayed on the LED screens.
- The sponsor company representative is granted the right to participate as a speaker in a designated session.
- The sponsor company's logo will be included as the 'Summit Sponsor' in the fair's communication campaign.
- The sponsor company will be granted direct marketing rights between sessions.



SESSION SPONSORSHIP

4.000€+VAT

- The name of the session taking place on November 25-26, 2027, will be associated with the sponsor brand.
- The session sponsor will participate as a speaker.
- At the beginning of the session, the sponsor company's promotional video will be displayed on the LED screens.
- The sponsor company will be granted direct marketing rights between session.
- The sponsor company's logo will feature as the '... Session Name Sponsor' across the communication campaign.

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CIRCLE LED SPONSORSHIP

2.750€+VAT

◆ Your 15-second commercial will be broadcast in high-visibility rotation throughout the fair on two prominent ceiling-mounted giant Circle LED screens located in central areas of the venue.



ENTRANCE LED SCREEN SPONSORSHIP

3.200€+VAT

◆ The sponsor company's 10-second promotional video will be displayed in rotation on the high-visibility vertical LED screen located at the main entrance of the exhibition area throughout the fair. The sponsor's logo will be featured as an 'Event Sponsor' in the communication campaign.

Pixel Resolution: W: 576 x H: 1920

USAGE INFO
Daily Impressions: 480
Ad Duration: 10 Seconds

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REGISTRATION AREA LED SCREEN SPONSORSHIP

3.200€+VAT

◆ The sponsor company's 10-second promotional video will be displayed in rotation on the high-visibility vertical LED screen located at the main entrance of the exhibition area throughout the fair. The sponsor's logo will be featured as an 'Event Sponsor' in the communication campaign.

Pixel Resolution: W: 7872 x H: 1280

USAGE INFO
Daily Impressions: 480
Ad Duration: 10 Seconds



HALL 5 ENTRANCE LED SCREEN SPONSORSHIP

1000€+VAT

◆ The sponsor company's 10-second promotional video will be displayed in rotation on the LED screen located at the entrance of Hall 5 (Hotels Section) and the foyer area throughout the fair. The sponsor's logo will be featured as an "Event Sponsor" in the communication campaign.

Pixel Resolution: W: 1024 x H: 768

USAGE INFO
Daily Impressions: 480
Ad Duration: 10 Seconds

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HALL 6 ENTRANCE LED SCREEN SPONSORSHIP

1.950€+VAT

◆ The sponsor company's 10-second promotional video will be displayed in rotation on the LED screen located at the entrance of Hall 6, where travel agencies, DMCs, tour operators, airlines, cruise companies, and related industry professionals are located. The sponsor's logo will be featured as an "Event Sponsor" in the communication campaign.

Pixel Resolution: W: 4352 x H: 768

USAGE INFO
Daily Impressions: 480
Ad Duration: 10 Seconds



HALL 7 ENTRANCE LED SCREEN SPONSORSHIP

1.950€+VAT

◆ The sponsor company's 10-second promotional video will be displayed in rotation on the LED screen located at the entrance of Hall 7, where countries, destinations, and related industry professionals are located. The sponsor's logo will be featured as an "Event Sponsor" in the communication campaign.

Pixel Resolution: W: 4352 x H: 768

USAGE INFO
Daily Impressions: 480
Ad Duration: 10 Seconds

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HALL 5 ABOVE-DOOR BRANDING SPONSORSHIP

1.450€+VAT

◆ The sponsor company's artwork will be placed above the interior doors of Hall 5, housing hotels. The sponsor's logo will be featured as an "Event Sponsor" in the communication campaign.

*Price per unit.

*Production and dismantling operations are managed by Dream Project.

Gross Size: W: 400 x H: 300 cm

Net Size: W: 385 x H: 285 cm



HALL 6 ABOVE-DOOR BRANDING SPONSORSHIP

1.450€+VAT

◆ The sponsor company's artwork will be placed above the interior doors of Hall 6, housing DMCs, tour operators, airlines, cruise lines, and travel agencies. The sponsor's logo will be featured as an "Event Sponsor" in the communication campaign.

*Price per unit.

*Production and dismantling operations are managed by Dream Project.

Gross Size: W: 400 x H: 300 cm

Net Size: W: 385 x H: 285 cm

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HALL 6 INTERIOR WALL BRANDING SPONSORSHIP

1.450€+VAT

◆ The sponsor company's artwork will be displayed on the interior wall print advertising spaces in Hall 6, housing DMCs, tour operators, airlines, cruise lines, and travel agencies. The sponsor's logo will be featured as an "Event Sponsor" in the communication campaign.

*Price per unit.

*Production and dismantling operations are managed by Dream Project.

Gross Size: W: 500 x H: 300 cm

Net Size: W: 485 x H: 285 cm



HALL 7 ABOVE-DOOR BRANDING SPONSORSHIP

1.450€+VAT

◆ The sponsor company's artwork will be placed above the interior doors of Hall 7, housing participating countries and destinations. The sponsor's logo will be featured as an "Event Sponsor" in the communication campaign.

*Price per unit.

*Production and dismantling operations are managed by Dream Project.

Gross Size: W: 400 x H: 300 cm

Net Size: W: 385 x H: 285 cm

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HALL 5 ENTRANCE PILLAR BRANDING SPONSORSHIP

829€+VAT

◆ The sponsor company's artwork will be displayed on the entrance pillar of Hall 5, housing hotels. The sponsor's logo will be featured as an "Event Sponsor" in the communication campaign.

*Production and dismantling operations are managed by Dream Project.

Gross Size: W: 250 x H: 240 cm

Net Size: W: 235 x H: 225 cm

OTHER ADVERTISING AREAS

MEDIA / LOCATION	*DIMENSIONS*	*UNIT PRICE*
Footprint Sticker	15 x 30	25 EUR + VAT
Feather Flag (Beach Flag)	75x 200	150 EUR + VAT
Hall Ceiling Banner	300 x 150	400 EUR + VAT
Vehicle Display	Car	2810 EUR + VAT
Vehicle Display	Minibus	3750 EUR + VAT
Vehicle Display	Truck	4400 EUR + VAT
Vehicle Display	Trailer / Semi-Truck	5620 EUR + VAT







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Thank you...