



www.tuyap.com.tr

Advertising Opportunities For International Exhibitors Tüyap Fair and Congress Center – Istanbul

Discover Advertising Solutions!

Elevate your brand above the competition



Increase Your Visibility

Our digital and physical advertising options allow you to attract the attention of visitors before, during and after the show.



Highlight Products and Services

Be at the forefront of visitors' minds before they make a decision with advertising options that will highlight your products and services.



Guide Visitors to Your Booth

Guide visitors to your stand with indoor and outdoor advertising channels, and make your company the center of attraction of the show.

Solutions for Your Goals

Examine the digital and physical advertising options in our advertising file; many alternatives can be adapted to your needs and presented in advertising packages. Share your goals with your expert sales representative and we will recommend the right solutions for you. We offer our international exhibitors advertising options that include production and implementation prices for variety of physical products.

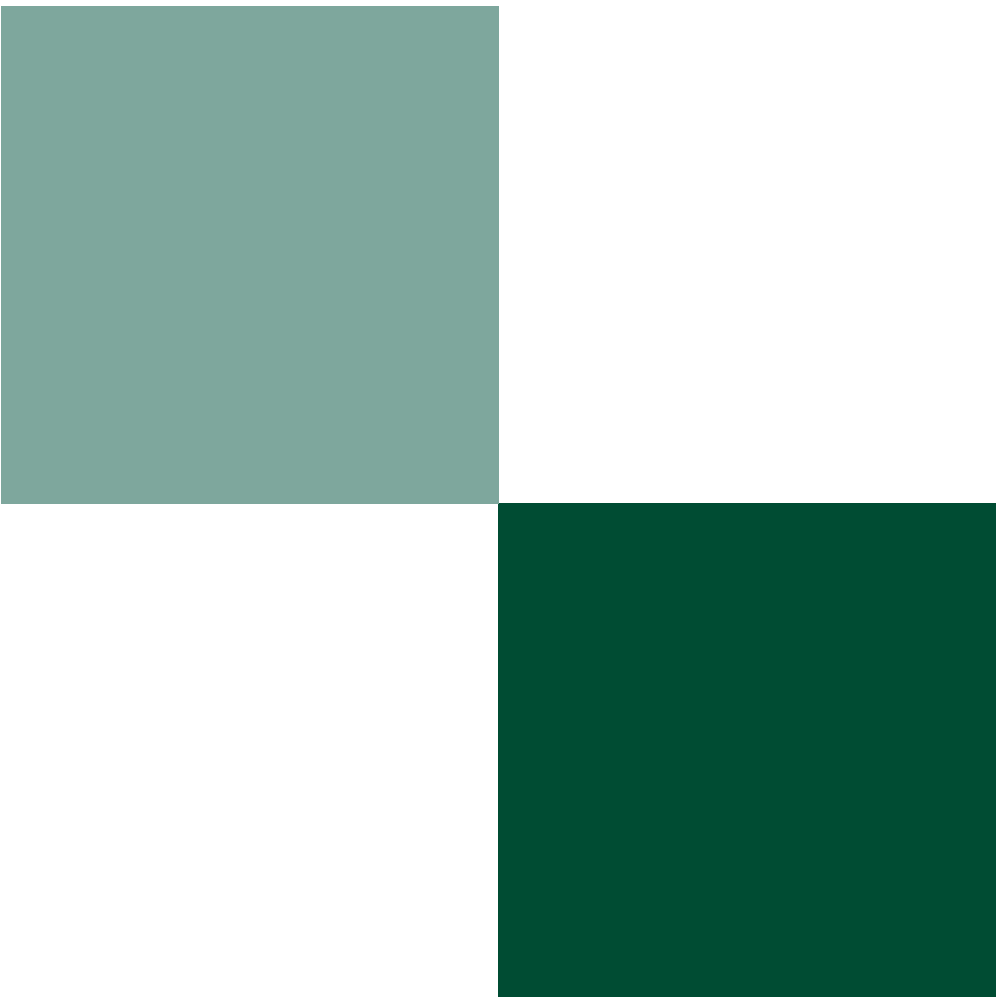
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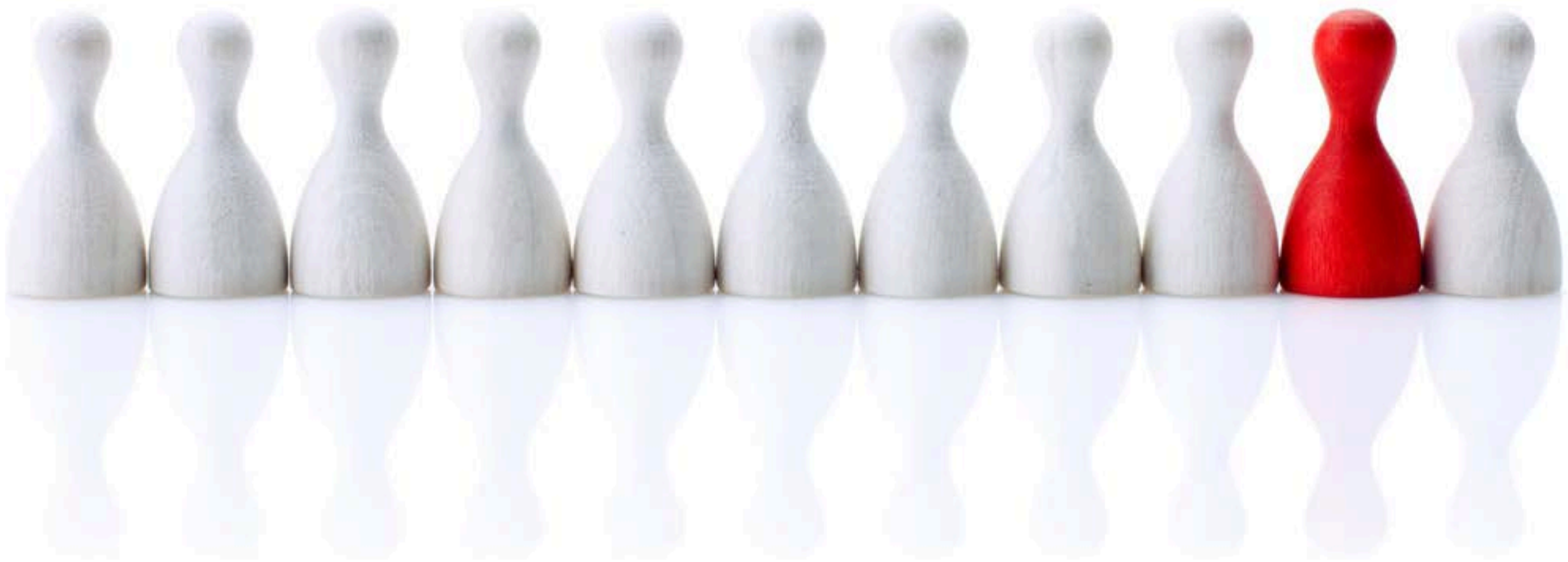
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Be one step ahead of the competition



OUTDOOR ADVERTISING OPPORTUNITIES



I. OUTDOOR ADVERTISING OPPORTUNITIES

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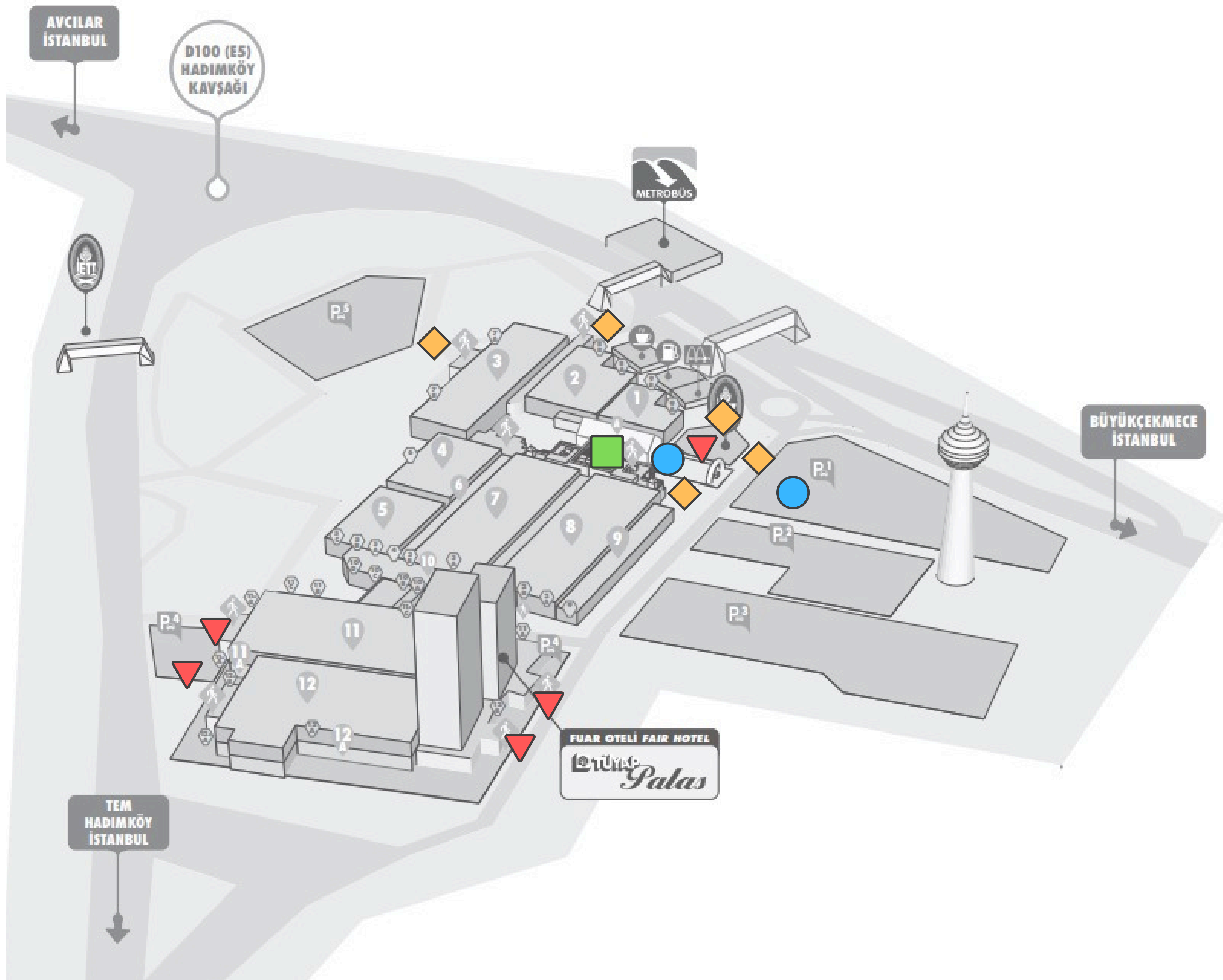
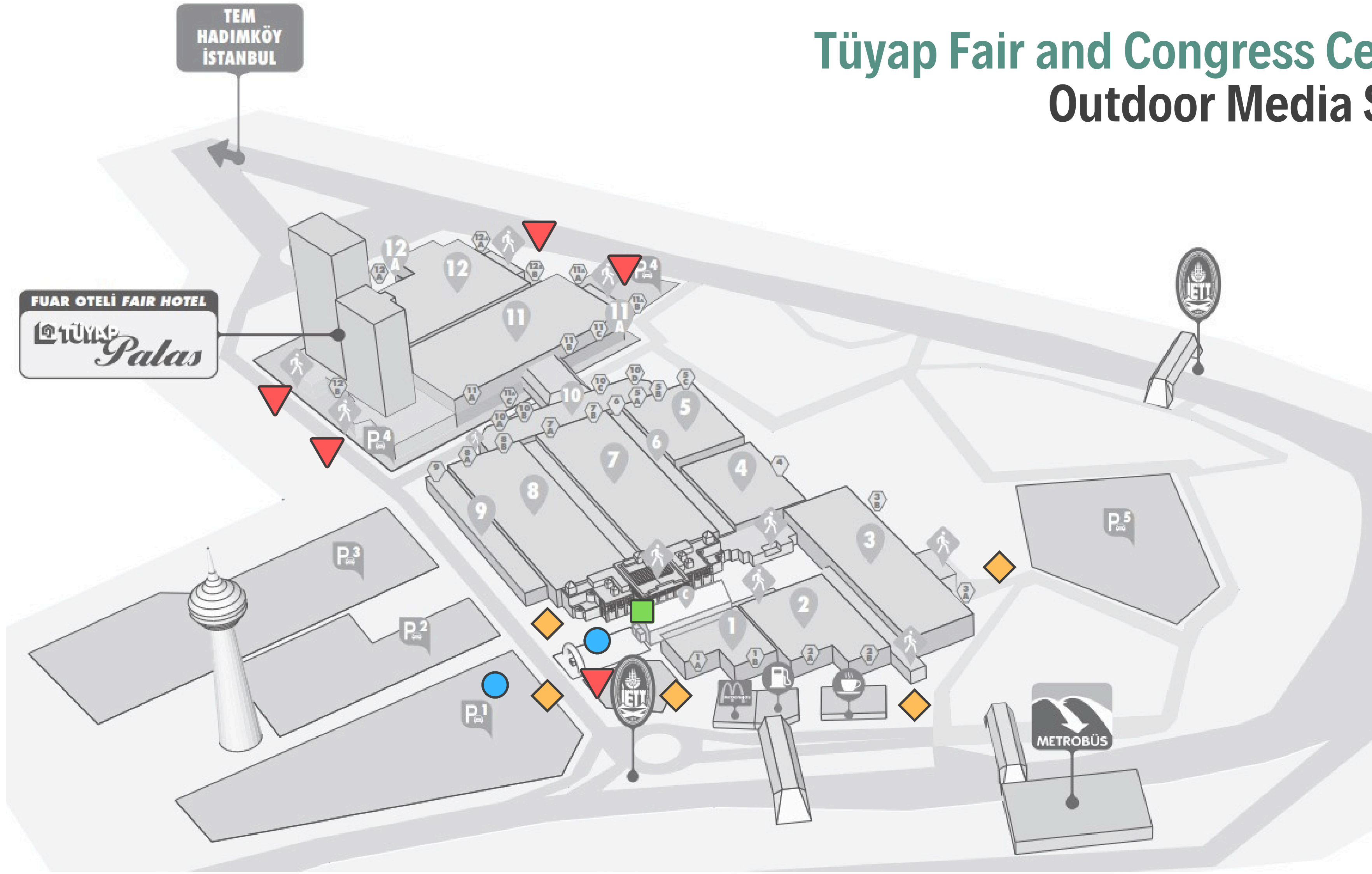
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Tüyap Fair and Congress Center Outdoor Media Sites



SYMBOL	PRODUCT CATEGORY	WEST 1 ENTRANCE	SOUTH ENTRANCE	P1 PARKING LOT	SHUTTLE AREA	EAST 1 ENTRANCE	HALL 11 ENTR.	HALL 12 ENTR.	HALL 11A ENTR.	HALL 12A ENTR.
	BILLBOARDS	1 PIECE	2 PCS	1 PIECE	2 PCS	1 PIECE	-	-	-	-
	FEATHER FLAGS	3 LINES	-	2 LINES		-	-	-	-	-
	FLAGPOLES	10 PAIRS	-	-		-	4 PAIRS	4 PAIRS	4 PAIRS	4 PAIRS
	COLUMN WRAPS	7 PCS	-	-		-	-	-	-	-



MEGABOARD

Megaboard is an illuminated large scale advertising board located at the West 1 (P1) parking lot entrance which is frequently used by visitors.

PRODUCT CODE

MBB-01

FEATURES

SINGLE SIDED

LOCATION

[VIEW](#)



LOCATION

P1 ENTRANCE



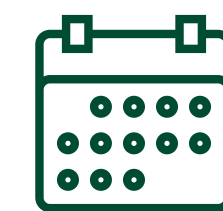
TECHNICALITY

Print on vinyl. 10 cm margin on each side.



DIMENSIONS

6,00 m (w)
3,00 m (h)



DELIVERY

1 week before
exhibition setup

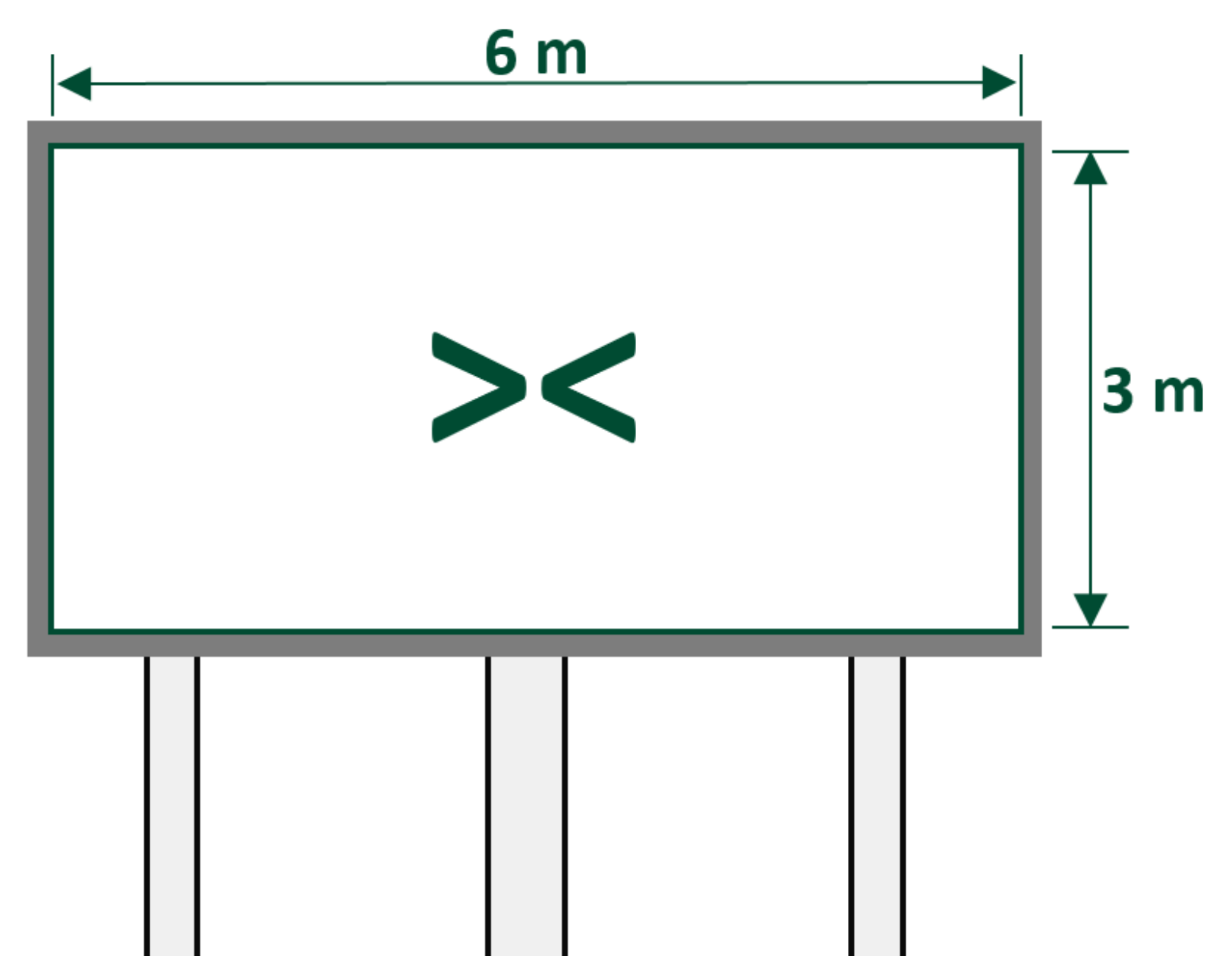
INSTALLATION

Client caters design. Tüyap provides production, installation and removal.

IMPORTANT INFO

Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.

Print file specs: Print Format PDF / 300 dpi CMYK TIFF





BILLBOARD – WEST 1 ENTRANCE

This billboard is located in a striking position in the courtyard where exhibitors and visitors enter the venue on foot or by vehicle. It is one of the prestigious and effective advertising applications for companies that want to strengthen their brand awareness.



LOCATION

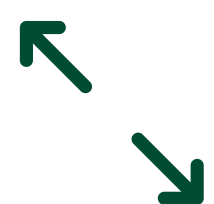
WEST 1 ENTRANCE



TECHNICALITY

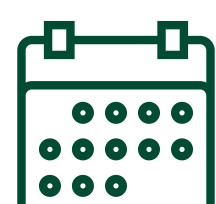
Horizontal print on vinyl

PRODUCT CODE	FEATURES	LOCATION
ABB-01	SINGLE SIDED	VIEW



DIMENSIONS

3,50 m (w)
2,00 m (h)



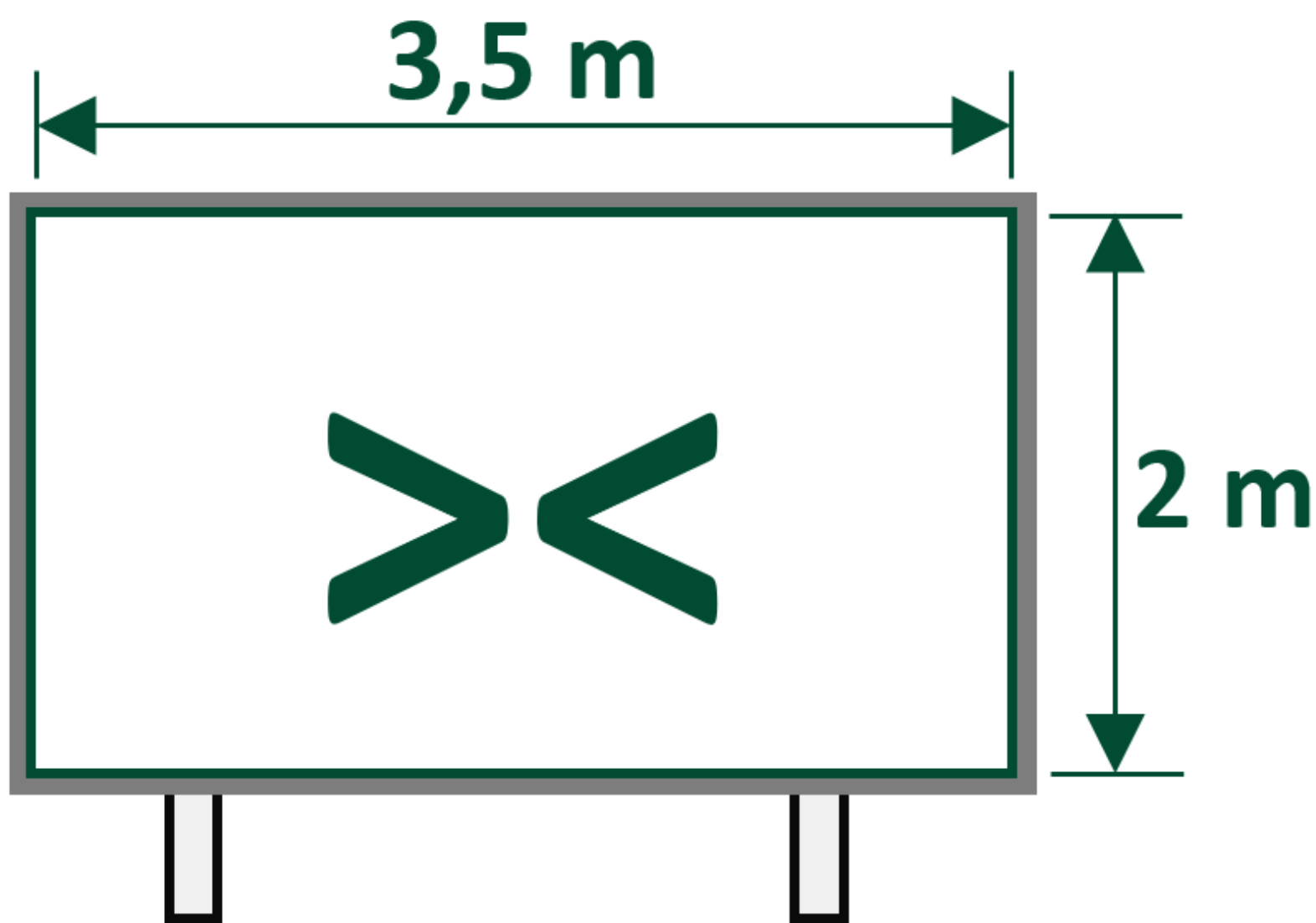
DELIVERY

1 week before exhibition setup

INSTALLATION

Client caters design. Tüyap provides production, installation and removal.

IMPORTANT INFO



Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.

Print file specs: Print Format PDF / 300 dpi CMYK TIFF



BILLBOARD – SOUTH ENTRANCE

You can be the first to attract the attention of the visitors by appearing with your advertisement on the giant billboards located in front of busy South (Metrobus) entrance. It is an ideal channel to highlight your brand and new products.



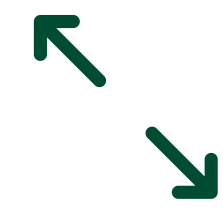
LOCATION

SOUTH ENTRANCE



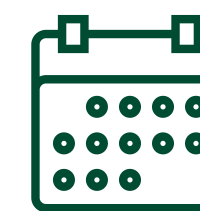
TECHNICALITY

Horizontal print on vinyl



DIMENSIONS

7,00 m (w)
2,00 m (h)



DELIVERY

1 week before
exhibition setup

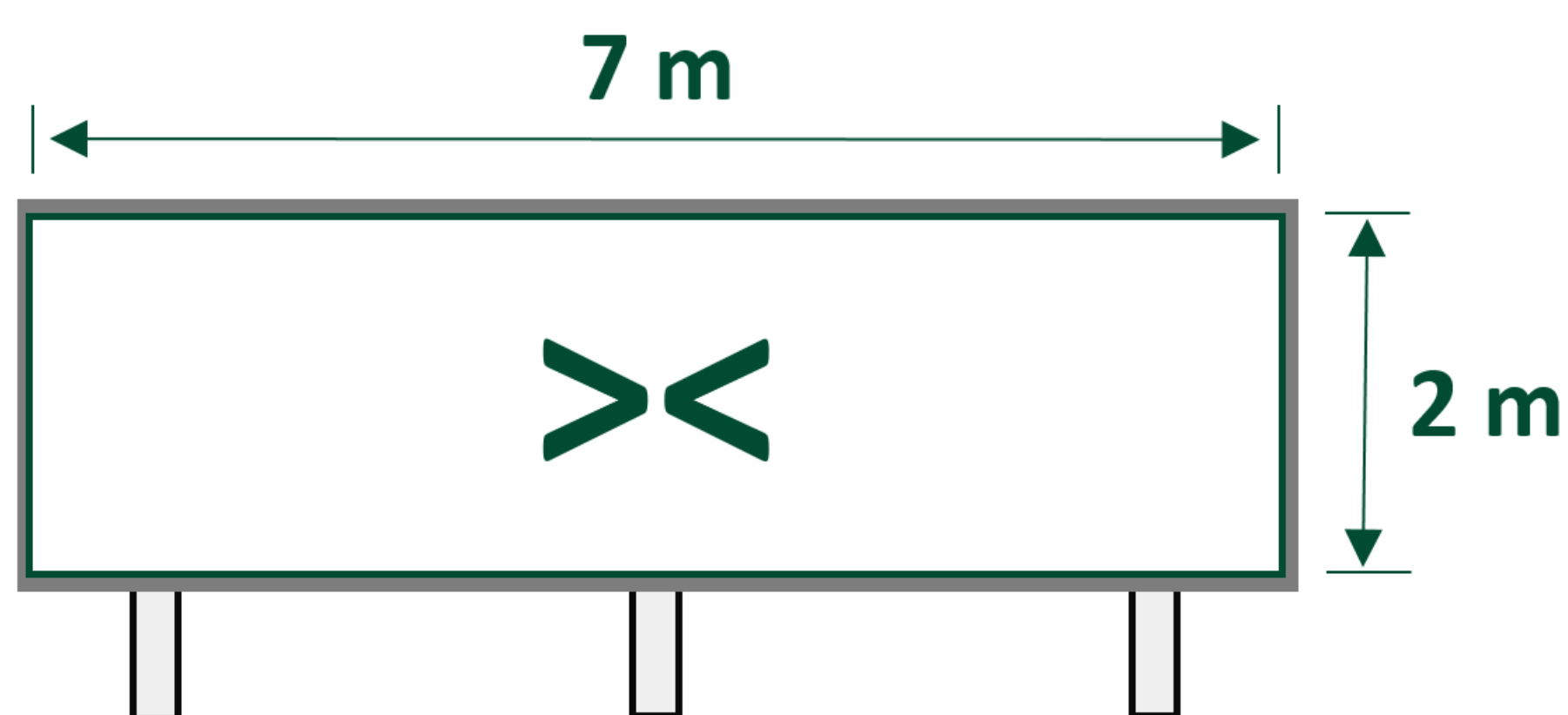


PRODUCT CODE	FEATURES	LOCATION
GZB-01	SINGLE SIDED	VIEW
GZB-02	SINGLE SIDED	VIEW

INSTALLATION

Client caters design. Tüyap provides production, installation and removal.

IMPORTANT INFO



Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.

Print file specs: Print Format PDF / 300 dpi CMYK TIFF



BILLBOARD – SHUTTLE AREA

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


PRODUCT CODE	FEATURES	LOCATION
SBB-01	SINGLE SIDED	VIEW
SBB-02	SINGLE SIDED	VIEW

**LOCATION**

WEST 1 ENTRANCE

**TECHNICALITY**

Horizontal one-piece print on vinyl

**DIMENSIONS**

7,00 m (w)
2,00 m (h)

**DELIVERY**

1 week before exhibition setup

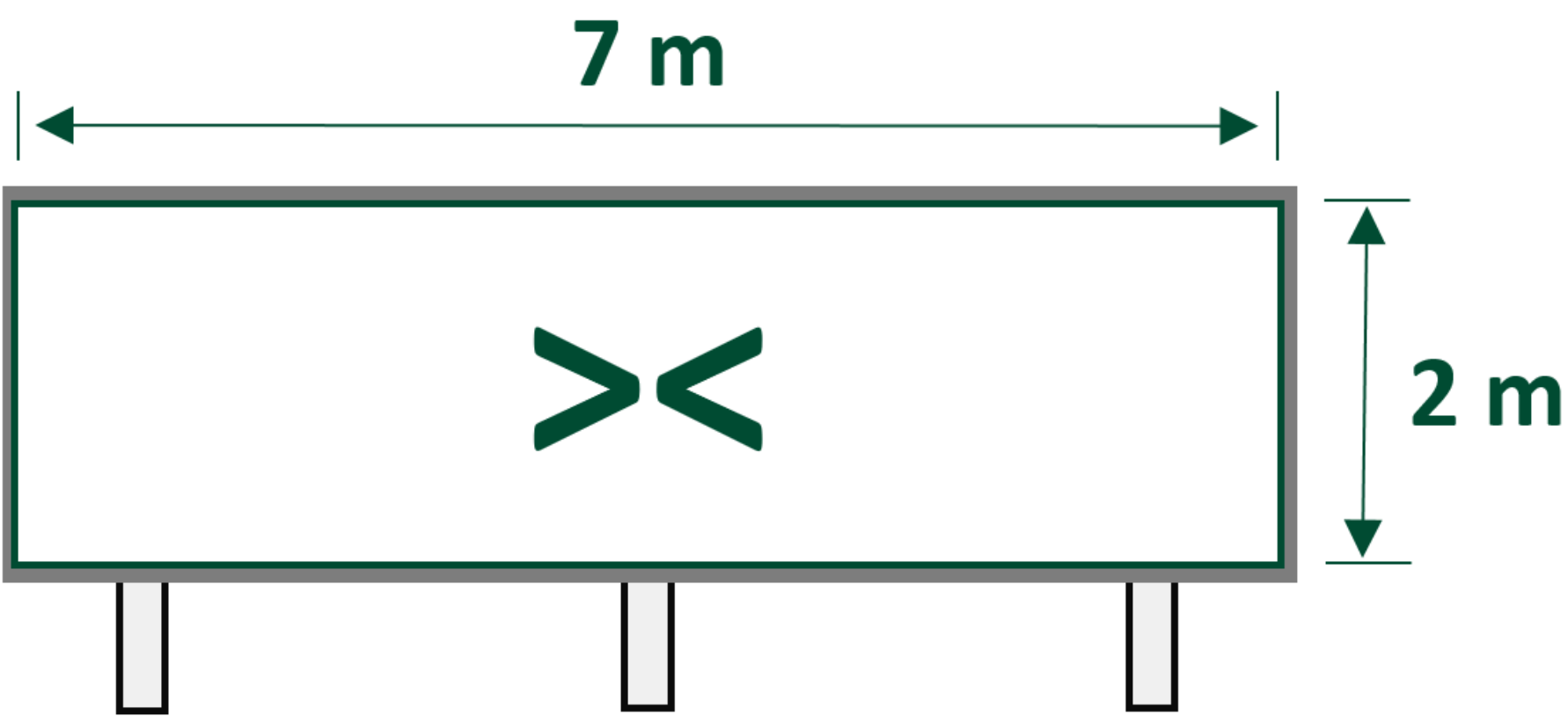
INSTALLATION

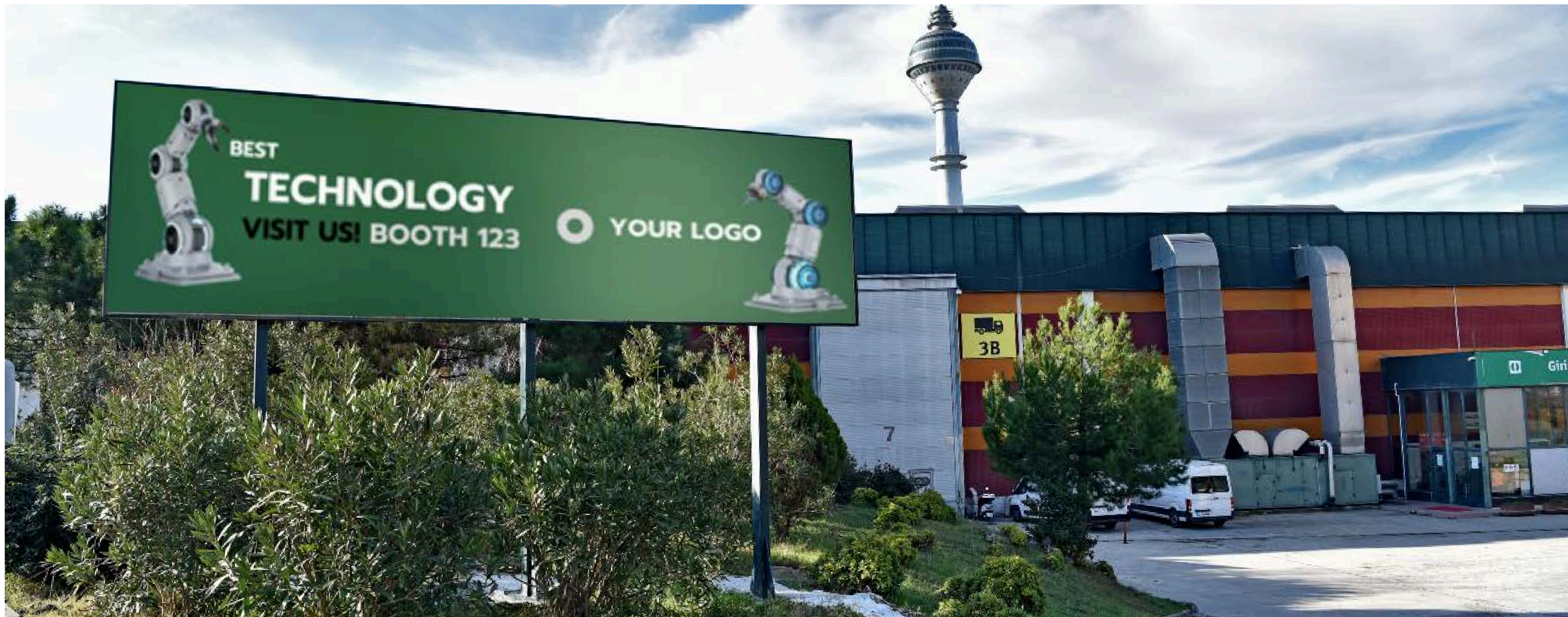
Client caters design. Tüyap provides production, installation and removal.

IMPORTANT INFO

Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.

Print file specs: Print Format PDF / 300 dpi CMYK TIFF





BILLBOARD – EAST 1 ENTRANCE

These billboards welcome exhibitors and visitors entering the exhibition center from the East Parking Lot. They are an effective solution in terms of highlighting your products and services and guiding visitors to your stand.


PRODUCT CODE	FEATURES	LOCATION
SBB-06	SINGLE SIDED	VIEW

**LOCATION**

EAST 1 ENTRANCE

**TECHNICALITY**

Horizontal one–
piece print on vinyl

**DIMENSIONS**

7,00 m (w)
2,00 m (h)

**DELIVERY**

1 week before
exhibition setup

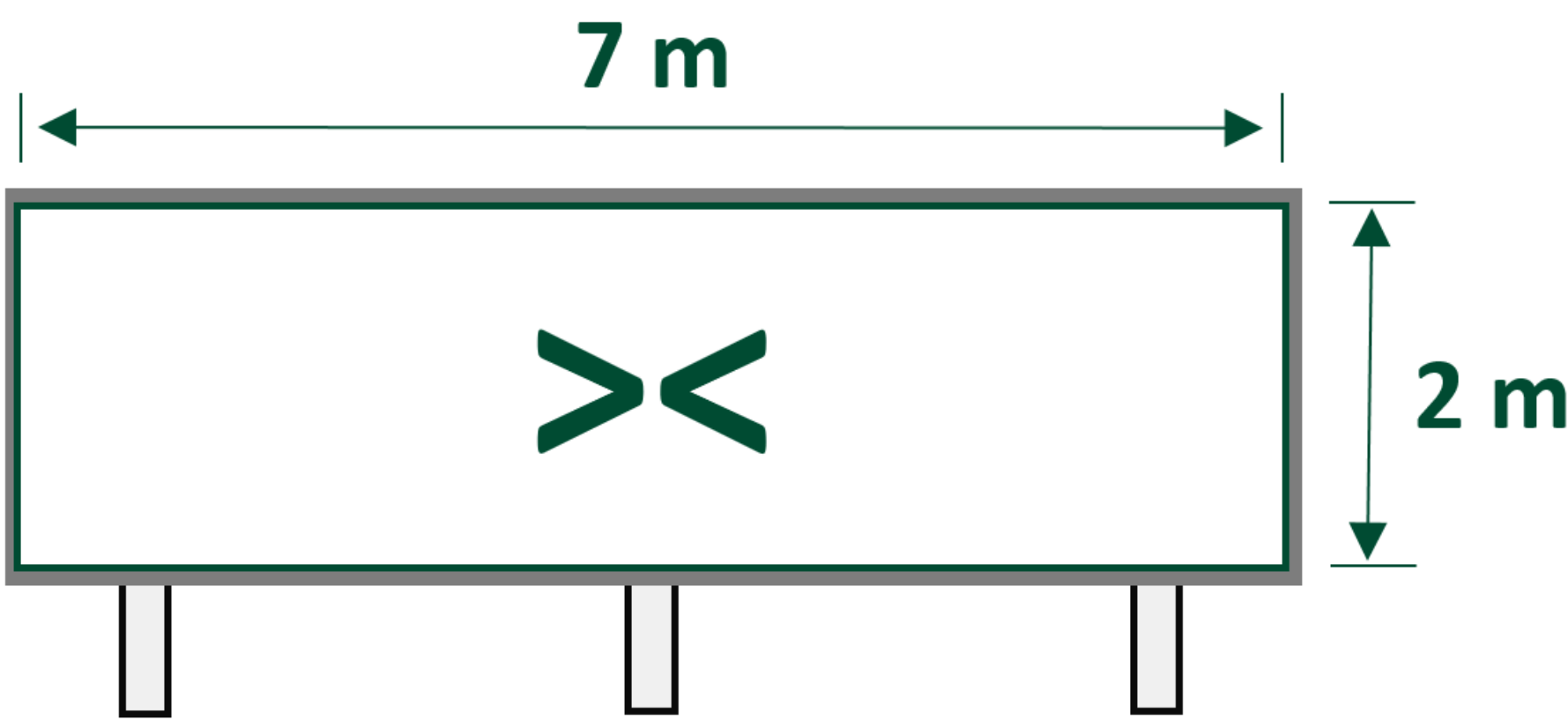
INSTALLATION

Client caters design. Tüyp provides production, installation and removal.

IMPORTANT INFO

Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.

Print file specs: Print Format PDF / 300 dpi CMYK TIFF





PRODUCT CODE	FEATURES	LOCATION
YBA-01	10 PCS	VIEW
YBA-02	10 PCS	VIEW
YBA-03	10 PCS	VIEW

FEATHER FLAGS – WEST 1 ENTRANCE

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.

LOCATION
WEST 1 ENTRANCE

TECHNICALITY
Flag fabric

DIMENSIONS
0,75 m (w)
2,50 m (h)

DELIVERY
1 week before
exhibition setup

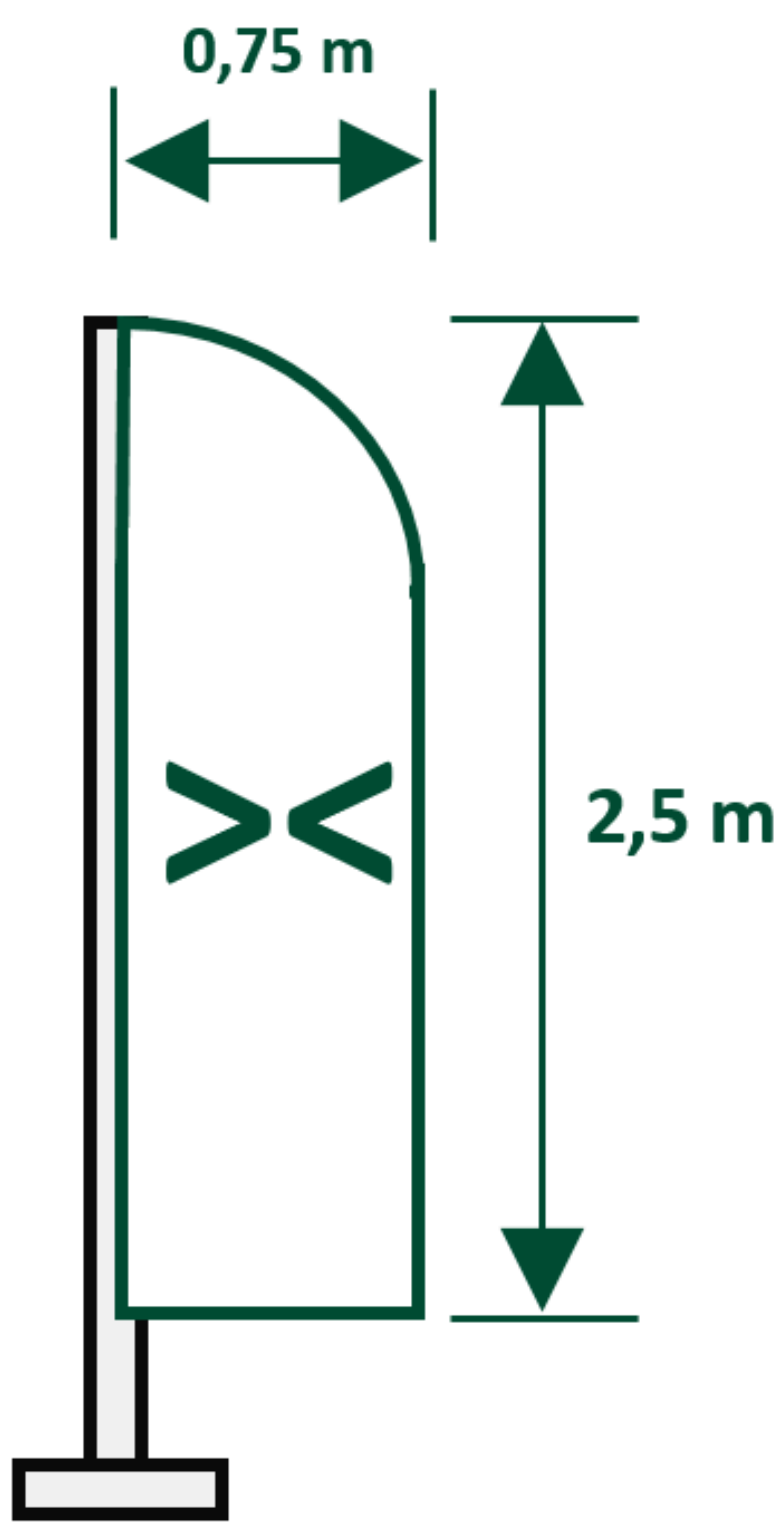
INSTALLATION

Client caters design. Tüyap provides production, installation and removal.

IMPORTANT INFO

Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.

Print file specs: Print Format PDF / 300 dpi CMYK TIFF





FEATHER FLAGS – P1 PARKING LOT

Be the first exhibitor to welcome visitors with your company flags in the West 1 (P1) car park, the largest parking area of the venue. You can achieve high visibility over the road connecting Tüyap Fair and Congress Center to the ring road.

PRODUCT CODE	FEATURES	LOCATION
BOY-01	25 PCS	VIEW
BOY-02	25 PCS	VIEW



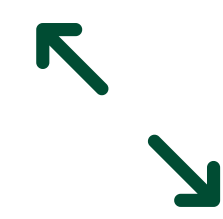
LOCATION

P1



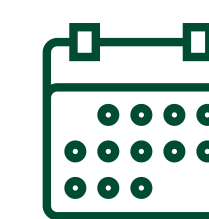
TECHNICALITY

Flag fabric



DIMENSIONS

0,75 m (w)
2,50 m (h)



DELIVERY

1 week before
exhibition setup

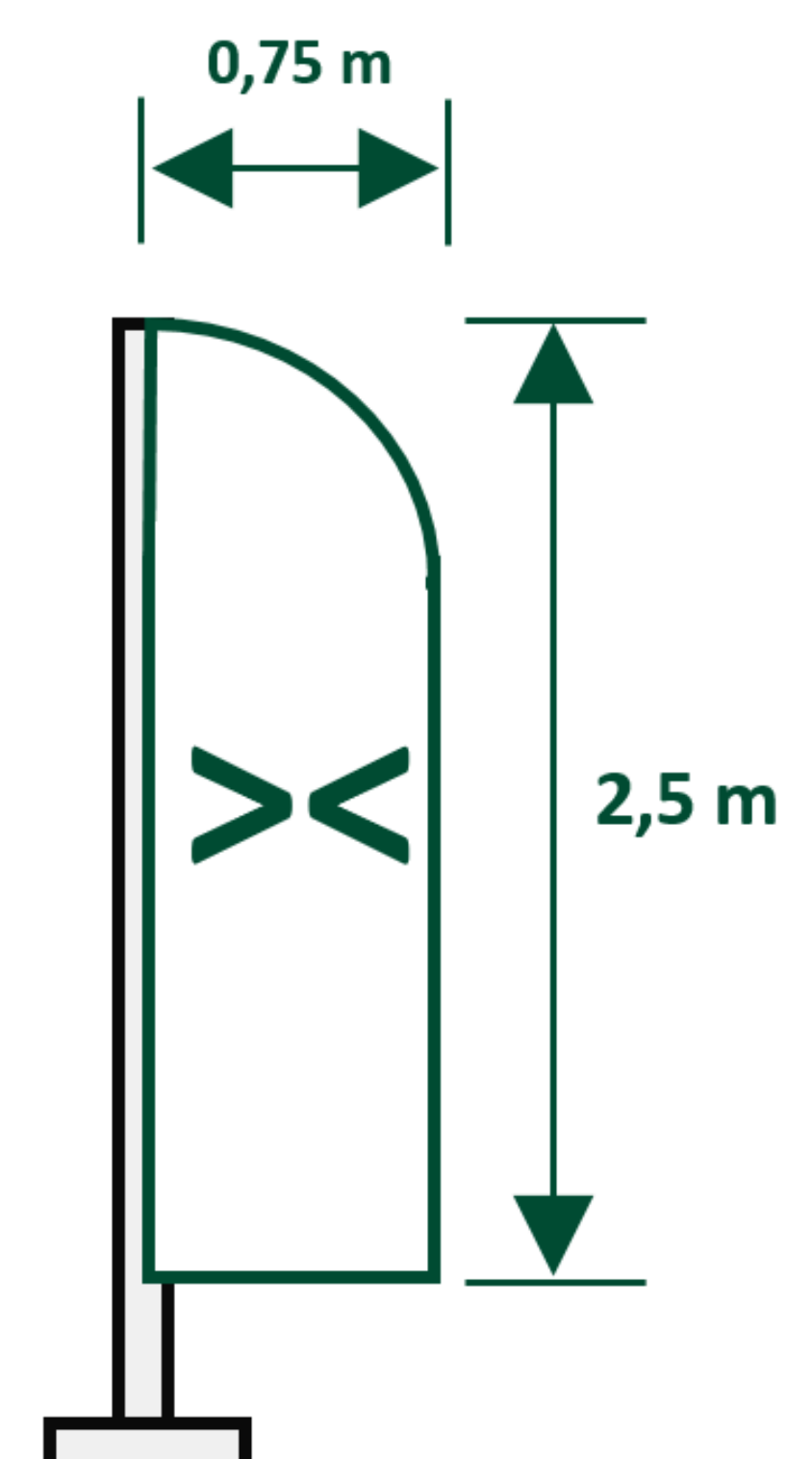
INSTALLATION

Client caters design. Tüyap provides production, installation and removal.

IMPORTANT INFO

Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.

Print file specs: Print Format PDF / 300 dpi CMYK TIFF



PRODUCT CODE	FEATURES	LOCATION
BDİ-01	2 PCS	VIEW
BDİ-02	2 PCS	VIEW
BDİ-03	2 PCS	VIEW
BDİ-04	2 PCS	VIEW
BDİ-05	2 PCS	VIEW
BDİ-06	2 PCS	VIEW
BDİ-07	2 PCS	VIEW
BDİ-08	2 PCS	VIEW
BDİ-09	2 PCS	VIEW
BDİ-10	2 PCS	VIEW



FLAGPOLES – WEST 1

Flagpoles at the West 1 entrance is an ideal option for companies that want to strengthen their presence and increase brand visibility. Flags will create a special opportunity for a limited number of exhibiting companies.



LOCATION

WEST 1 ENTRANCE



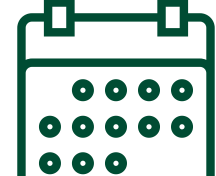
TECHNICALITY

Double-sided print
on flag fabric.
Vertical design



DIMENSIONS

1,50 m (w)
4,00 m (h)



DELIVERY

1 week before
exhibition setup

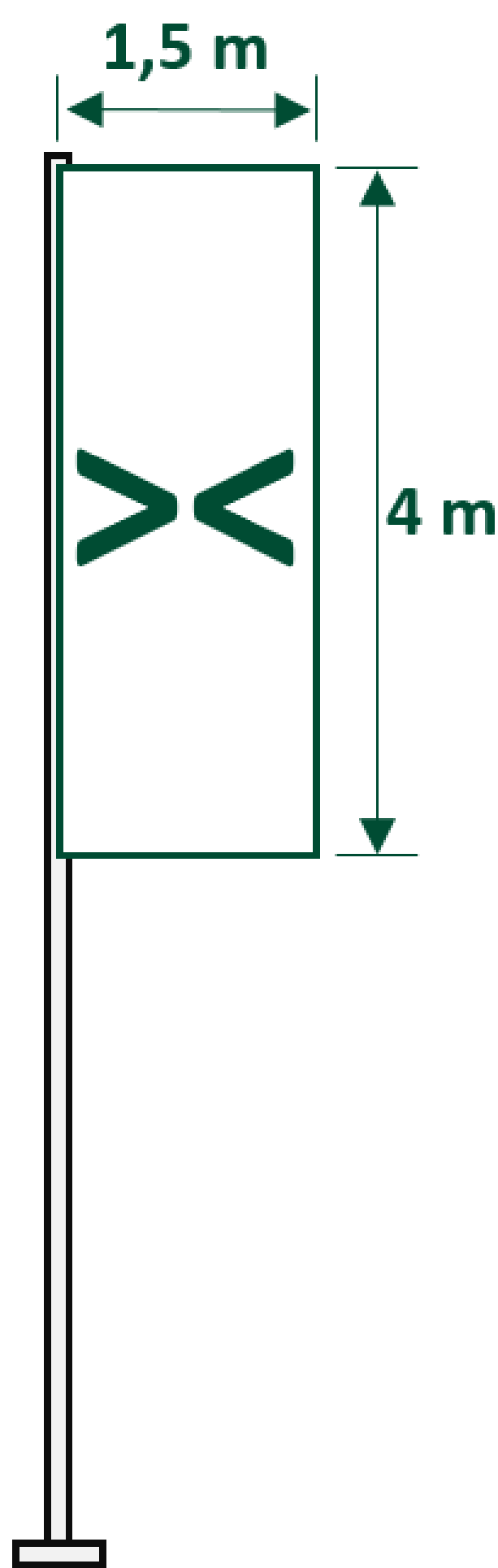
INSTALLATION

Client caters design. Tüyap provides production, installation and removal.

IMPORTANT INFO

Printed ad material must be designed regarding given technical specs in the catalog.
Ad file must be delivered to project team until delivery due dates to prevent possible complications.

Print file specs: Print Format PDF / 300 dpi CMYK TIFF



PRODUCT CODE	FEATURES	LOCATION
BDİ-12	2 PCS	VIEW
BDİ-13	2 PCS	VIEW
BDİ-14	2 PCS	VIEW
BDİ-15	2 PCS	VIEW
BDİ-20	2 PCS	VIEW
BDİ-21	2 PCS	VIEW
BDİ-22	2 PCS	VIEW
BDİ-23	2 PCS	VIEW



FLAGPOLES – HALLS 11 & 11A ENTRANCES

Flagpoles at West 2 and East 2 entrances are an ideal option for companies that want to strengthen their presence and increase brand visibility. Flags will create a special opportunity for a limited number of exhibiting companies.



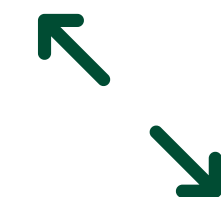
LOCATION

WEST 2 ENTR.
EAST 2 ENTR.



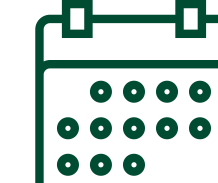
TECHNICALITY

Double-sided print
on flag fabric.
Vertical design



DIMENSIONS

1,50 m (w)
4,00 m (h)



DELIVERY

1 week before
exhibition setup

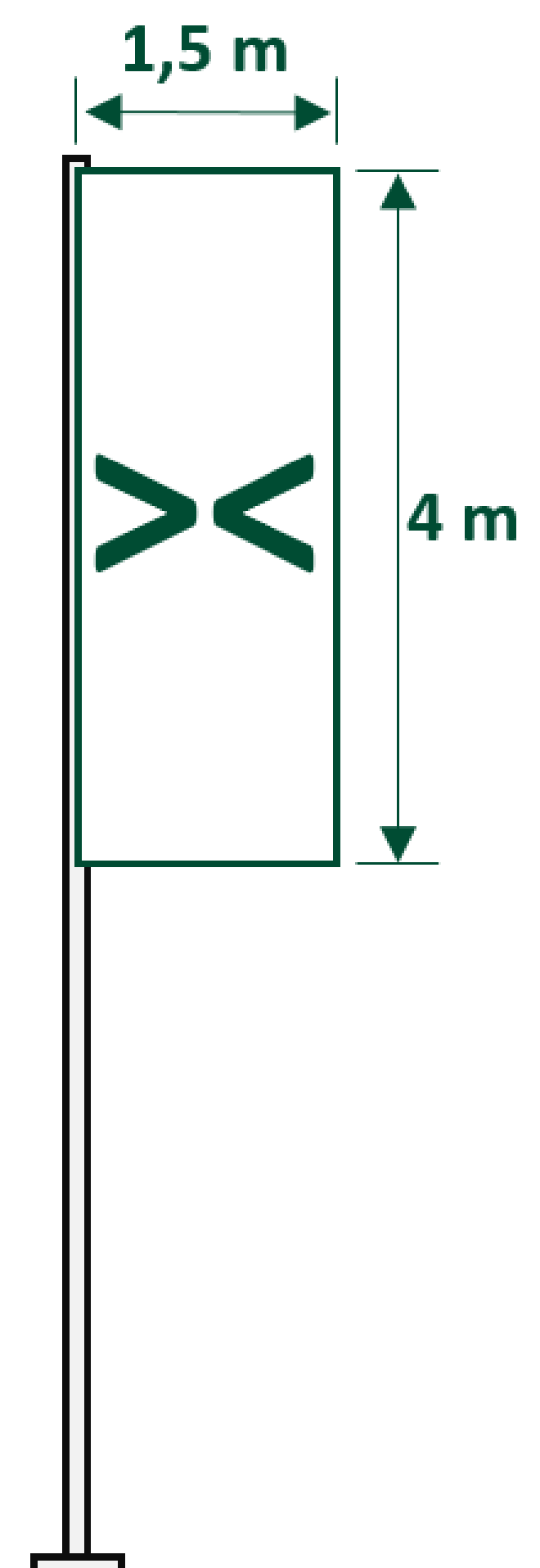
INSTALLATION

Client caters design. Tüyap provides production, installation and removal.

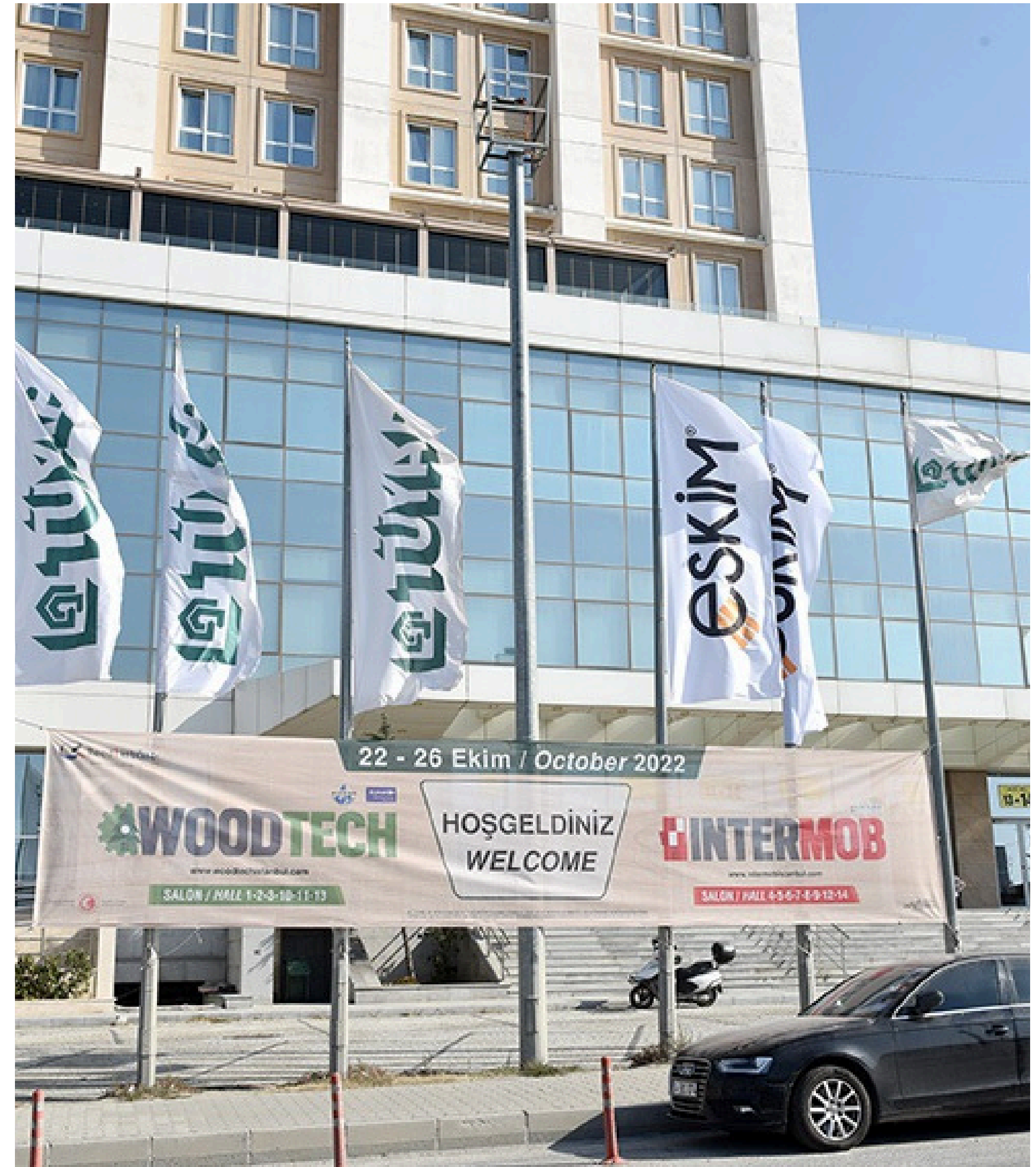
IMPORTANT INFO

Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.

Print file specs: Print Format PDF / 300 dpi CMYK TIFF



PRODUCT CODE	FEATURES	LOCATION
BDİ-16	2 PCS	VIEW
BDİ-17	2 PCS	VIEW
BDİ-18	2 PCS	VIEW
BDİ-19	2 PCS	VIEW
BDİ-24	2 PCS	VIEW
BDİ-25	2 PCS	VIEW
BDİ-26	2 PCS	VIEW
BDİ-27	2 PCS	VIEW



FLAGPOLES – HALLS 12 & 12A ENTRANCES

Flagpoles at West 3 and East 3 entrances are an ideal option for companies that want to strengthen their presence and increase brand visibility. Flags will create a special opportunity for a limited number of exhibiting companies.



LOCATION

WEST 3 ENTR.
EAST 3 ENTR.



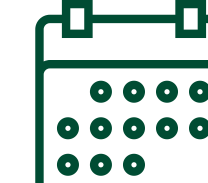
TECHNICALITY

Double-sided print
on flag fabric.
Vertical design



DIMENSIONS

1,50 m (w)
4,00 m (h)



DELIVERY

1 week before
exhibition setup

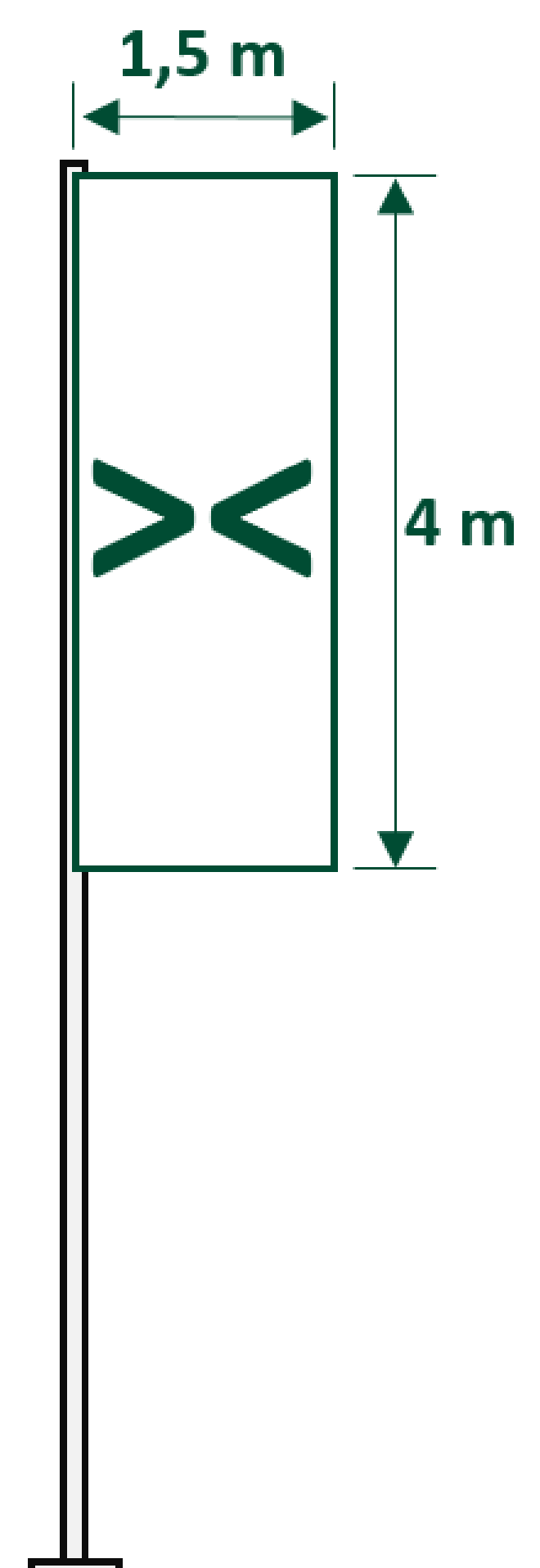
INSTALLATION

Client caters design. Tüyap provides production, installation and removal.

IMPORTANT INFO

Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.

Print file specs: Print Format PDF / 300 dpi CMYK TIFF





PRODUCT CODE	FEATURES	LOCATION
DKG-01	4 SIDED	VIEW
DKG-02	4 SIDED	VIEW
DKG-03	4 SIDED	VIEW
DKG-04	4 SIDED	VIEW
DKG-05	4 SIDED	VIEW
DKG-06	4 SIDED	VIEW
DKG-07	4 SIDED	VIEW

COLUMN WRAPS – WEST 1 ENTRANCE

Columns located at the West 1 entrance, right outside the registration area are an ideal ad solution for exhibitors that are aiming to promote products & services and guide visitor to their stand.

LOCATION
WEST 1 ENTRANCE

TECHNICALITY
 Laminated vinyl film.
 Self-adhesive /
 Vertical

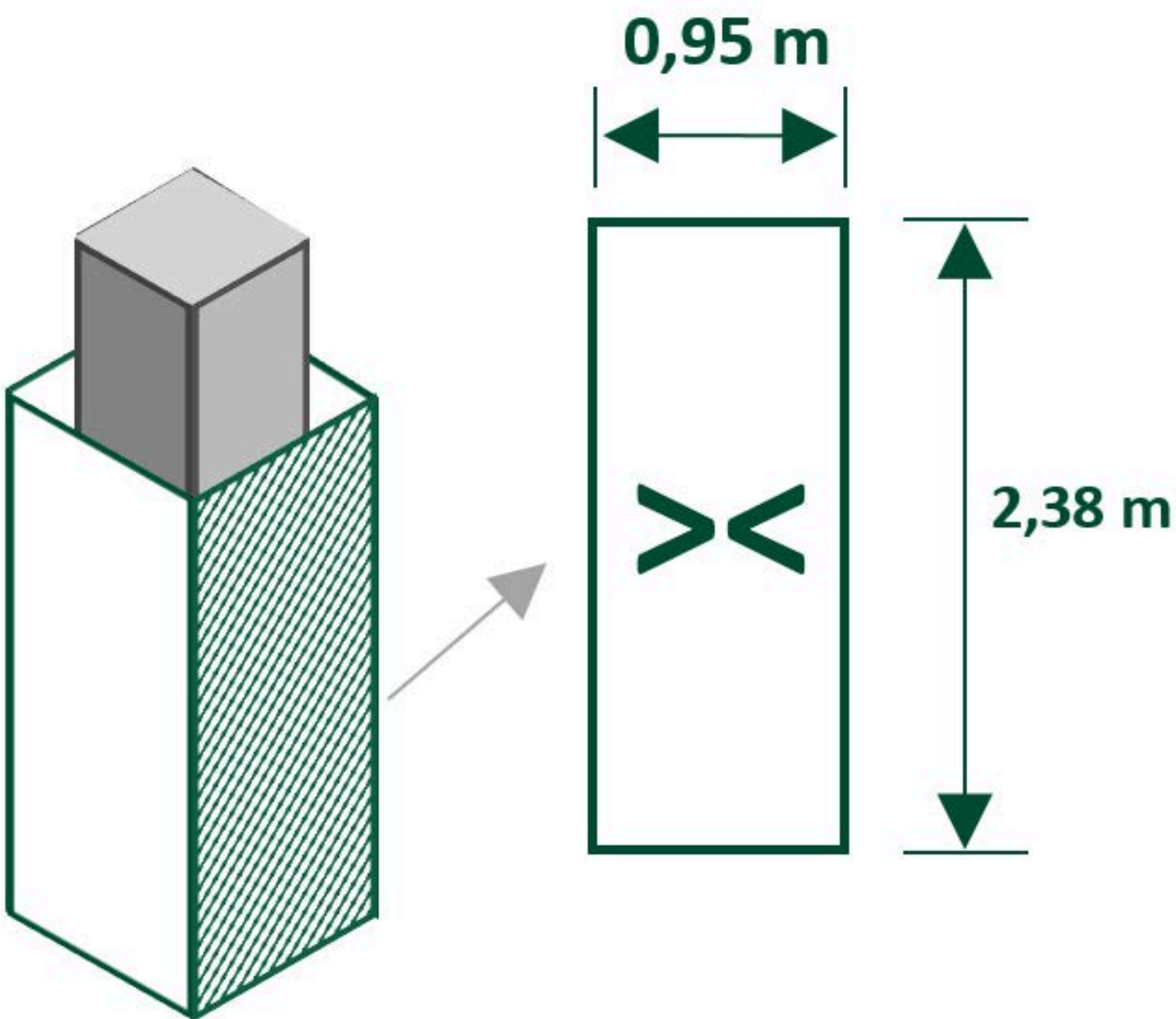
DIMENSIONS
 0,95 m (w)
 2,38 m (h)

DELIVERY
 1 week before
 exhibition setup

INSTALLATION

Client caters design. Tüyap provides production, installation and removal.

IMPORTANT INFO



Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.

Print file specs: Print Format PDF / 300 dpi CMYK TIFF



ADVERTISING SPACE – WEST 1 ENTRANCE

Available only at the court of West 1 entrance and suitable for creative applications, this advertising solution allows exhibitors to stand out from the competition.



LOCATION

WEST 1 ENTRANCE



TECHNICALITY

Outdoor–suitable materials

PRODUCT CODE

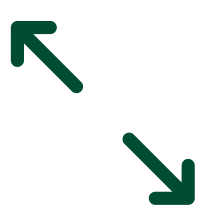
TDR-01

FEATURES

1 UNIT

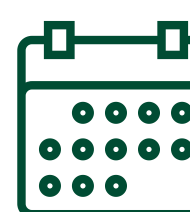
LOCATION

[VIEW](#)



DIMENSIONS

9 m² (base)
6 m (max height)



DELIVERY

During exhibition setup

INSTALLATION

Client caters all production, printings, installation and removal. Limits of the pitch regarding implementation space will be defined by Tüyap. Implementation proceeds during setup dates. Caterer company must inform Tüyap Technical Office. Permission will not be granted for advertising applications that display video content, such as LED and LCD screens. Applications that may cause damage to the floor, such as drilling holes, is not permitted.

IMPORTANT INFO

The drawing of the project must be submitted to the show team, and Technical Office approval must be obtained before implementation.

Cater company must inform project team and technical office about implementation date latest 3 days before the setup. Special applications must be approved by project management.

INDOOR ADVERTISING OPPORTUNITIES



II. INDOOR ADVERTISING OPPORTUNITIES

Ad Screens

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Tüyap Fair and Congress Center Indoor Media Sites

LCD SCREENS

LOCATION	UNIT
HALL 11 FOYER	1 PIECE
HALL 8 ENTR.	1 PIECE
HALL 7 ENTR.	1 PIECE
HALL 6 ENTR.	1 PIECE

LED SCREEN

LOCATION	UNIT
HALL 10 – 11A PASSAGEWAY	1 PIECE

TEXTILE LIGHTBOX

LOCATION	UNIT
HALL 8 ENTR.	1 PIECE
HALL 7 ENTR.	2 PCS
HALL 6 ENTR.	1 PIECE
HALL 3 ENTR.	1 PIECE
HALL 11 ENTR.	1 PIECE
HALL 2 ENTR.	1 PIECE

LIGHTBOX

LOCATION	UNIT
WEST 1 REGISTRATION AREA	2 PCS
HALL 11 FOYER	2 PCS
HALL 12 FOYER	4 PCS
HALL 11A ENTR.	2 PCS
HALL 12A ENTR.	2 PCS

COLUMN WRAPS

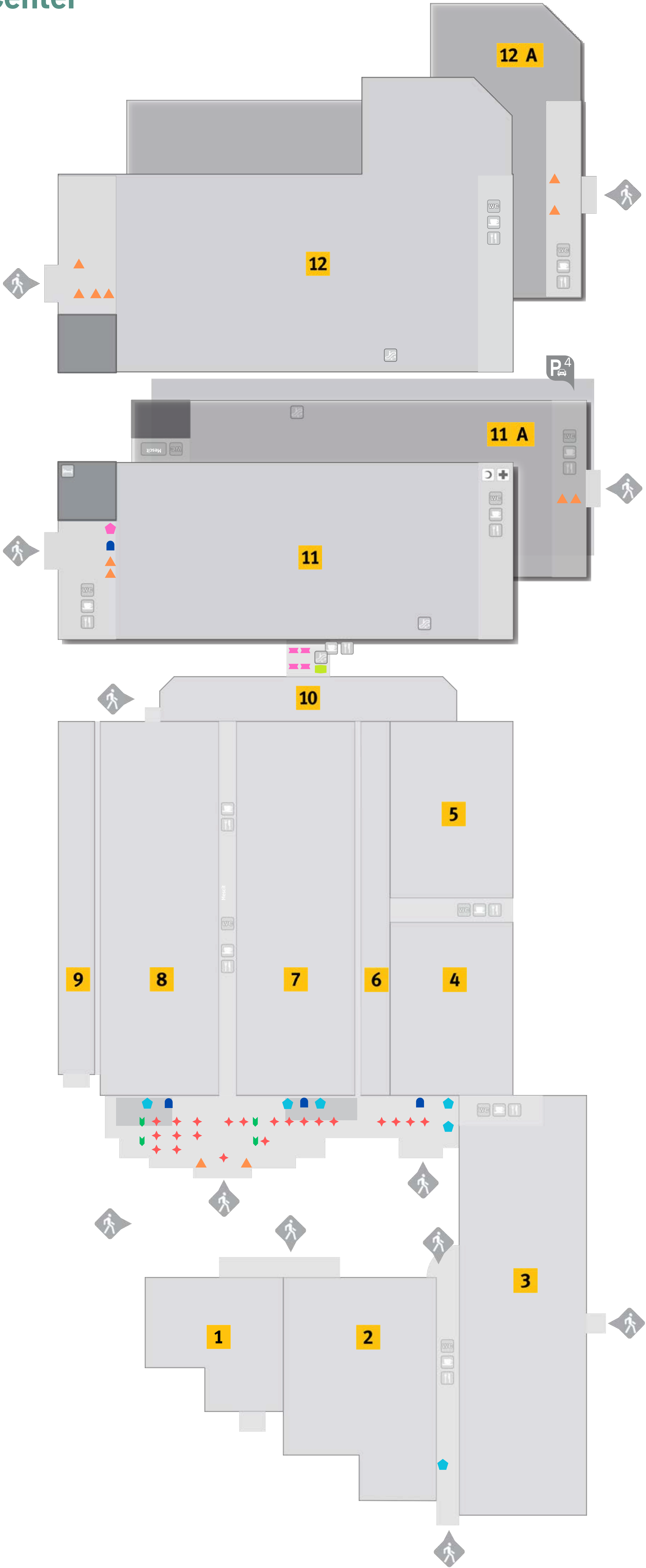
LOCATION	UNIT
WEST 1 FOYER REGISTRATION AREA	1 GROUP (3 COLUMNS)
HALL 7 – 8 FOYER	12 PCS
WEST 1 FOYER PASSWAY	5 PCS
SECONDARY FOYER (HALL 3 – 4 ENTR.)	4 PCS

FOYER HANGING BANNERS

LOCATION	UNIT
WEST 1 FOYER	4 PCS

AD PANELS

LOCATION	UNIT
HALL 10 – 11A PASSAGEWAY ESCALATOR	4 PCS





PRODUCT CODE	FEATURES	LOCATION
DEP-01	1 SLOT / 20 sec	VIEW
DEP-02	1 SLOT / 20 sec	VIEW
DEP-03	1 SLOT / 20 sec	VIEW
DEP-04	1 SLOT / 20 sec	VIEW
DEP-05	1 SLOT / 20 sec	VIEW
DEP-06	1 SLOT / 20 sec	VIEW
DEP-07	1 SLOT / 20 sec	VIEW
DEP-08	1 SLOT / 20 sec	VIEW

LCD SCREENS – AD BUNDLE

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.

**LOCATION**
REGISTRATION
AREAS

**TECHNICALITY**
Jpg, mpeg or mp4
video format and
vertical design

**DIMENSIONS**
65 inch Vertical LCD
Screen. Resolution:
1080 x 1920 pixels

**DELIVERY**
Exhibition opening day

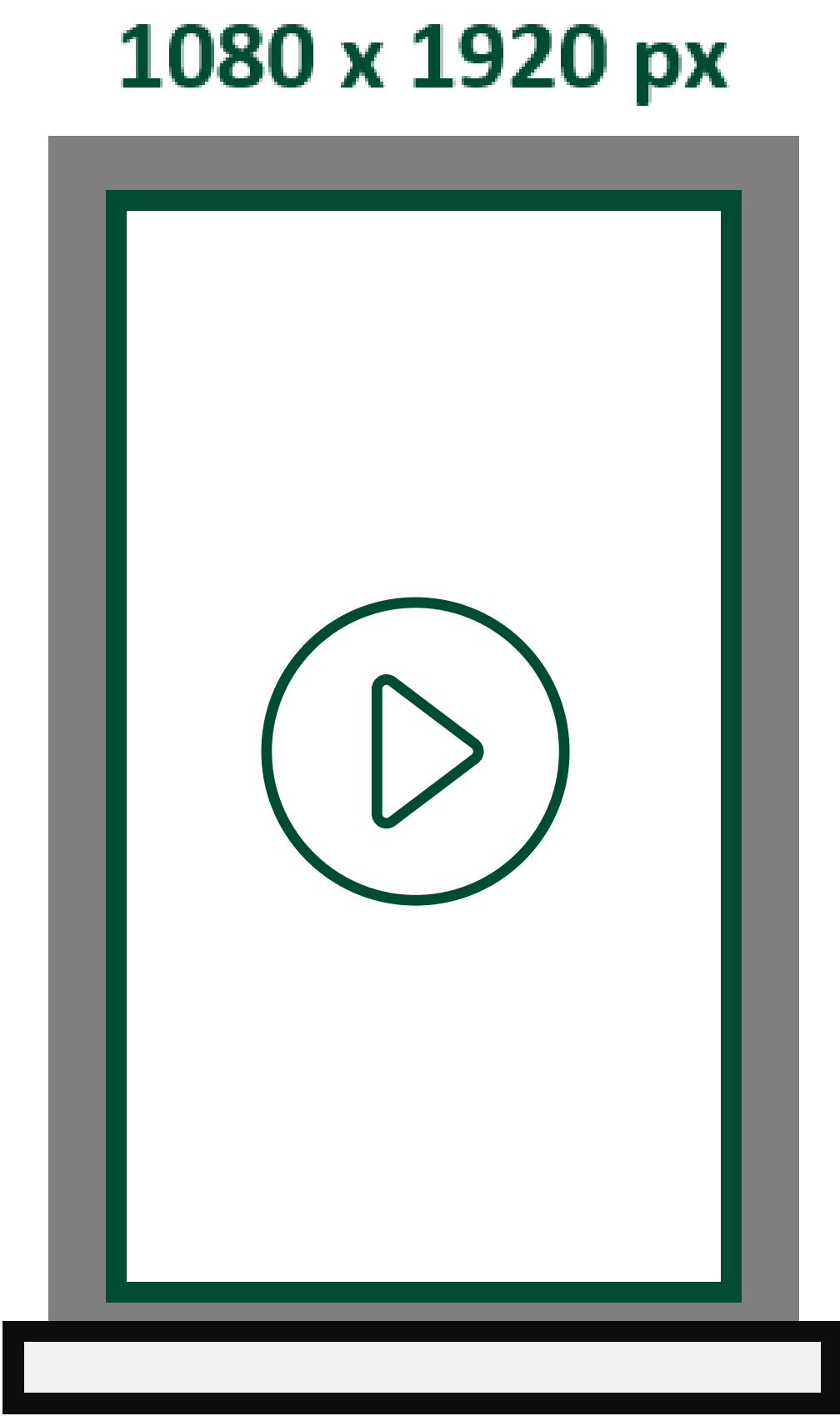
INSTALLATION

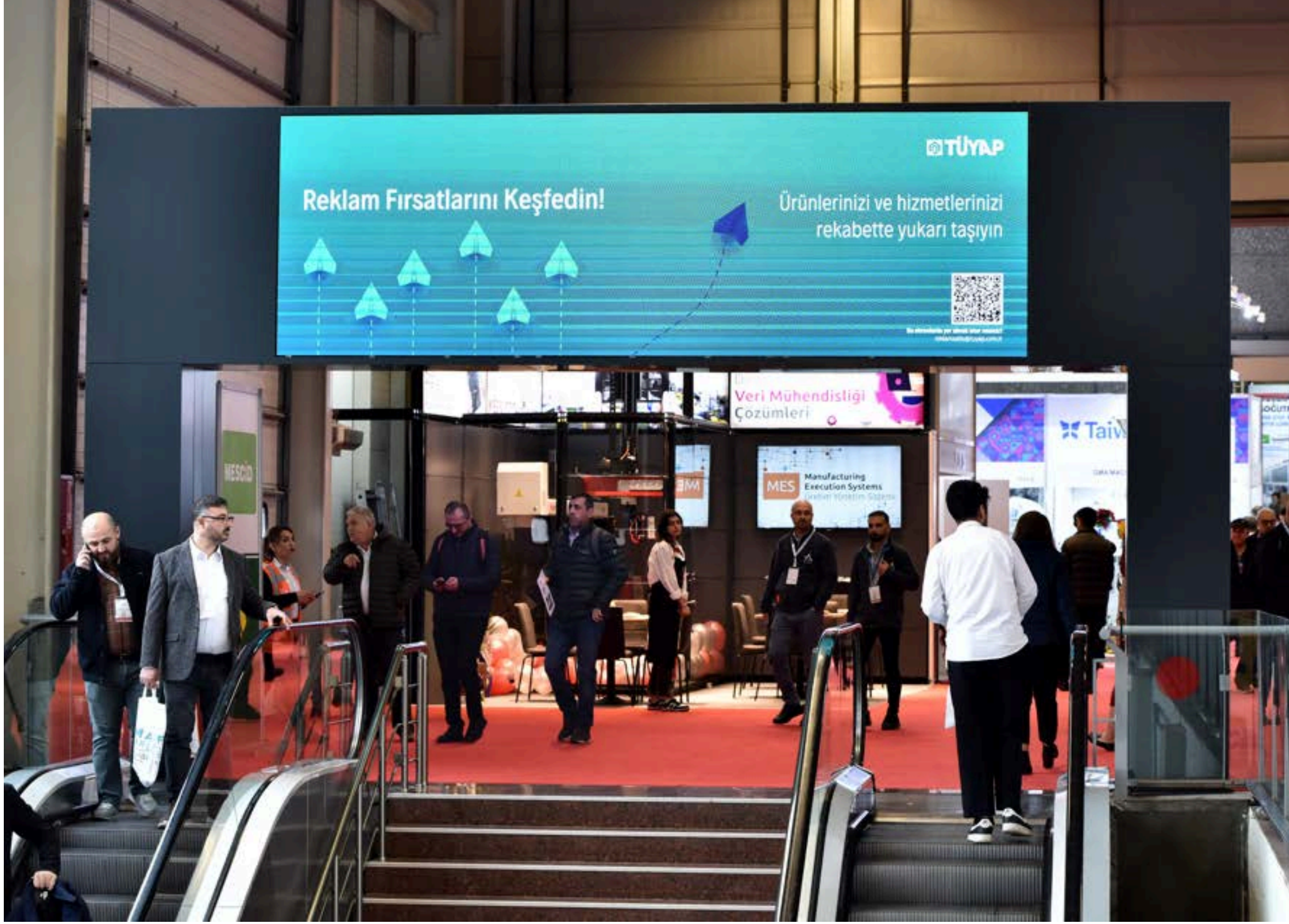
Client caters video design and production. Tüyap provides televising.

IMPORTANT INFO

4 LCD screens are available in the venue. 20 second video ad will be televised on all screens once in every 3 minutes. Televising continues non-stop during exhibition hours.

Ad content must be produced regarding given technical specs in the catalog and must be delivered to relevant sales representative latest 1 week before the exhibition opening to prevent possible complications.





NEW AD SOLUTION!

LED SCREENS – PASSAGEWAY

Maximize your impact on your event with our new double-sided LED screen advertising option for exhibitors. Captivate audiences with high-definition displays, showcasing your brand and promotions seamlessly. Stand out, engage, and leave a lasting impression effortlessly.

PRODUCT CODE	FEATURES	LOCATION
TLE-01	1 SLOT / 30 sec	VIEW
TLE-02	1 SLOT / 30 sec	VIEW
TLE-03	1 SLOT / 30 sec	VIEW
TLE-04	1 SLOT / 30 sec	VIEW
TLE-05	1 SLOT / 30 sec	VIEW
TLE-06	1 SLOT / 30 sec	VIEW



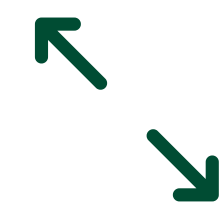
LOCATION

10 – 11A
PASSAGEWAY



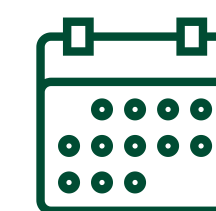
TECHNICALITY

Jpg, mpeg or mp4
video format and
horizontal design



DIMENSIONS

448 cm x 144 cm
horizontal LED Screen
Res: 1792 x 576 px



DELIVERY

Exhibition opening day

INSTALLATION

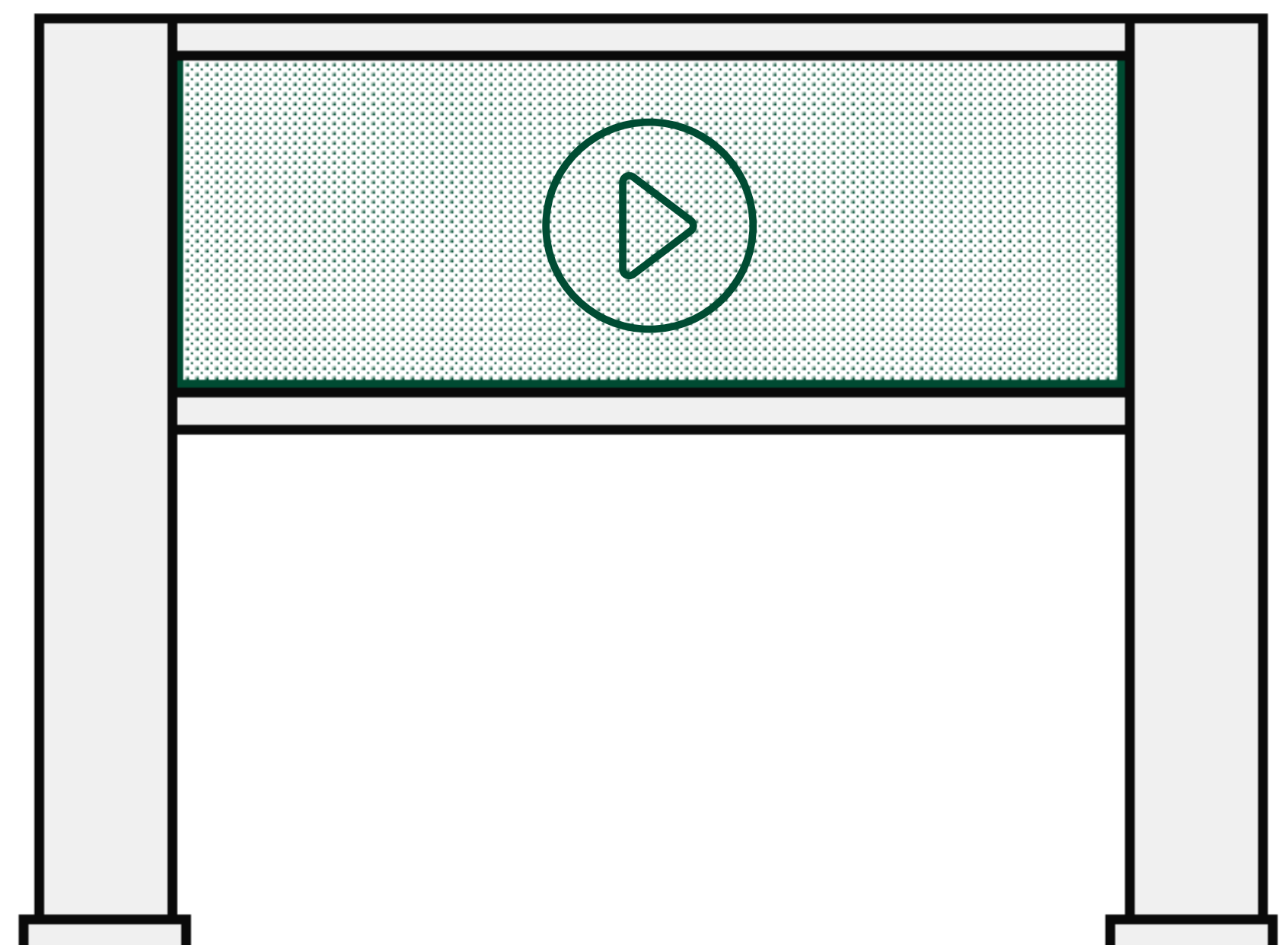
Client caters video design and production. Tüyap provides televising.

IMPORTANT INFO

30 second video ad will be televised on both sides once in every 3 minutes. Televising continues non-stop during exhibition hours.

Ad content must be produced regarding given technical specs in the catalog and must be delivered to relevant sales representative latest 1 week before the exhibition opening to prevent possible complications.

1792 x 576 px MPEG-4
4096 x 2304 px H.264/AVC





PRODUCT CODE	FEATURES	LOCATION
FTB-01	6,00 m (w) 2,00 m (h)	HALL 8 ENTR. VIEW
FTB-02	3,00 m (w) 2,00 m (h)	HALL 7 ENTR. VIEW
FTB-03	5,00 m (w) 2,00 m (h)	HALL 3 ENTR. VIEW
FTB-04	4,00 m (w) 2,00 m (h)	HALL 11 ENTR. VIEW
FTB-05	3,00 m (w) 2,00 m (h)	HALL 4 ENTR. VIEW
FTB-06	2,00 m (w) 2,00 m (h)	HALL 2 ENTR. VIEW
FTB-07	3,00 m (w) 2,35m (h)	HALL 7 ENTR. VIEW

TEXTILE LIGHTBOX

These remarkable advertising products with their large dimensions and interior lighting are located at the entrances of the exhibition halls. They are an ideal channel to highlight your products & services and guide visitors to your booth.



LOCATION

HALL ENTRANCES
2, 3, 4, 7, 8 and 11



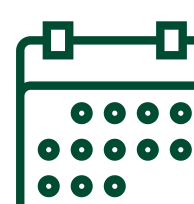
TECHNICALITY

Print on translucent fabric.
Horizontal design.
With 2,5 cm rubber strips



DIMENSIONS

P.S. Table > FEATURES



DELIVERY

1 week before
exhibition opening

INSTALLATION

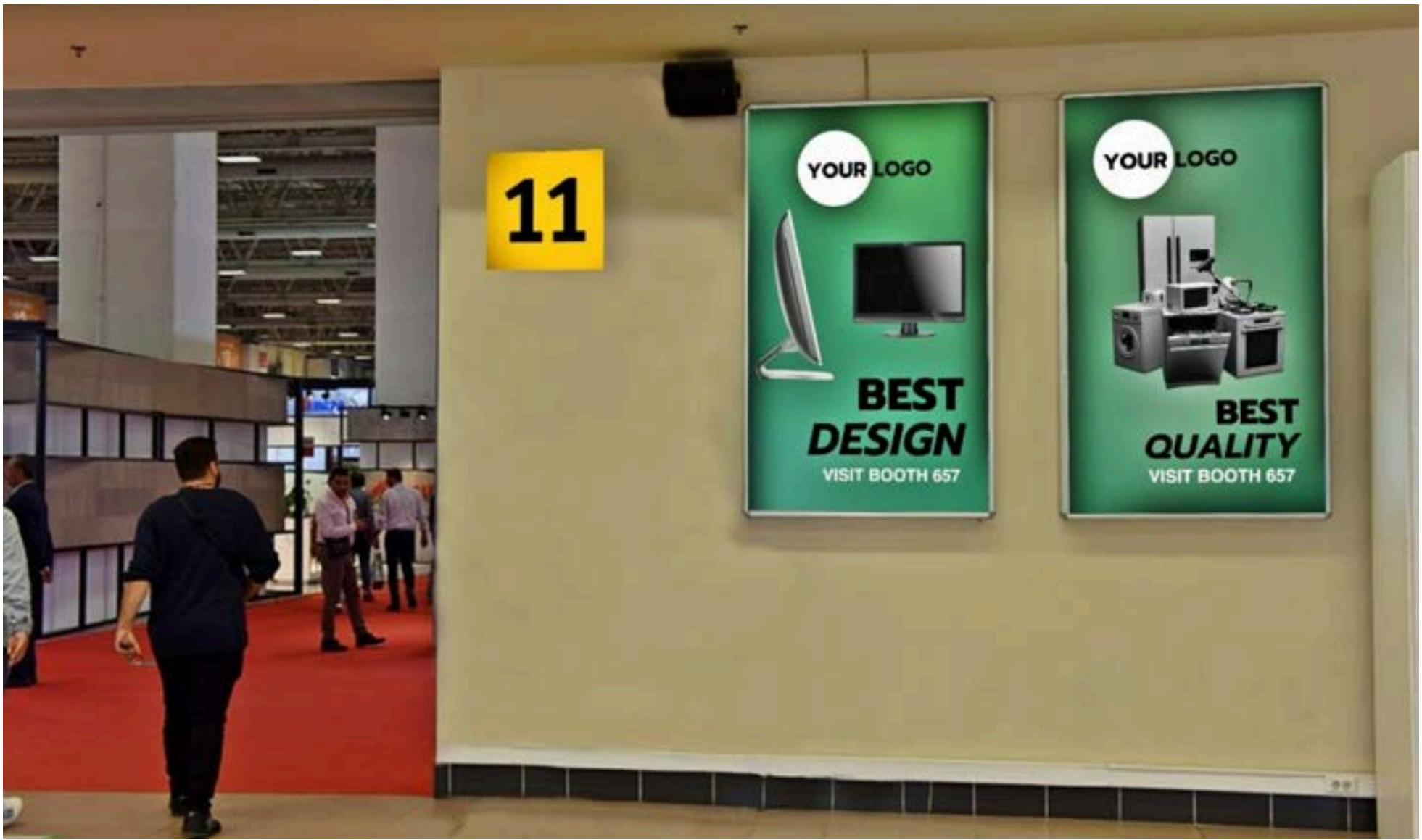
Client caters design. Tüyap provides production, installation and removal.


IMPORTANT INFO

Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.


Print file specs: Print Format PDF / 300 dpi CMYK TIFF

PRODUCT CODE	FEATURES	LOCATION
FDP-29	195 cm (w) 115 cm (h)	HALL 11A ENTR. VIEW
FDP-30	195 cm (w) 115 cm (h)	HALL 11A ENTR. VIEW
FDP-37	120 cm (w) 200 cm (h)	HALL 12A ENTR. VIEW
FDP-38	200 cm (w) 120 cm (h)	HALL 12A ENTR. VIEW
FDP-33	120 cm (w) 200 cm (h)	HALL 11 ENTR. VIEW
FDP-34	120 cm (w) 200 cm (h)	HALL 11 ENTR. VIEW
FDP-41	200 cm (w) 120 cm (h)	HALL 12 ENTR. VIEW
FDP-42	200 cm (w) 120 cm (h)	HALL 12 ENTR. VIEW
FDP-43	120 cm (w) 200 cm (h)	HALL 12 ENTR. VIEW
FDP-44	120 cm (w) 200 cm (h)	HALL 12 ENTR. VIEW




**LOCATION**

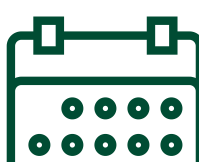
11 – 11A – 12 – 12A
FOYERS

**TECHNICALITY**

Citylight paper
(125 – 150 g)

**DIMENSIONS**

P.S.
Table > FEATURES

**DELIVERY**

1 week before
exhibition opening

LIGHTBOX – FOYERS

Located in registration areas of Halls 11, 11A, 12, and 12A illuminated wall panels provide high visibility and can be used to attract visitors to your booth.

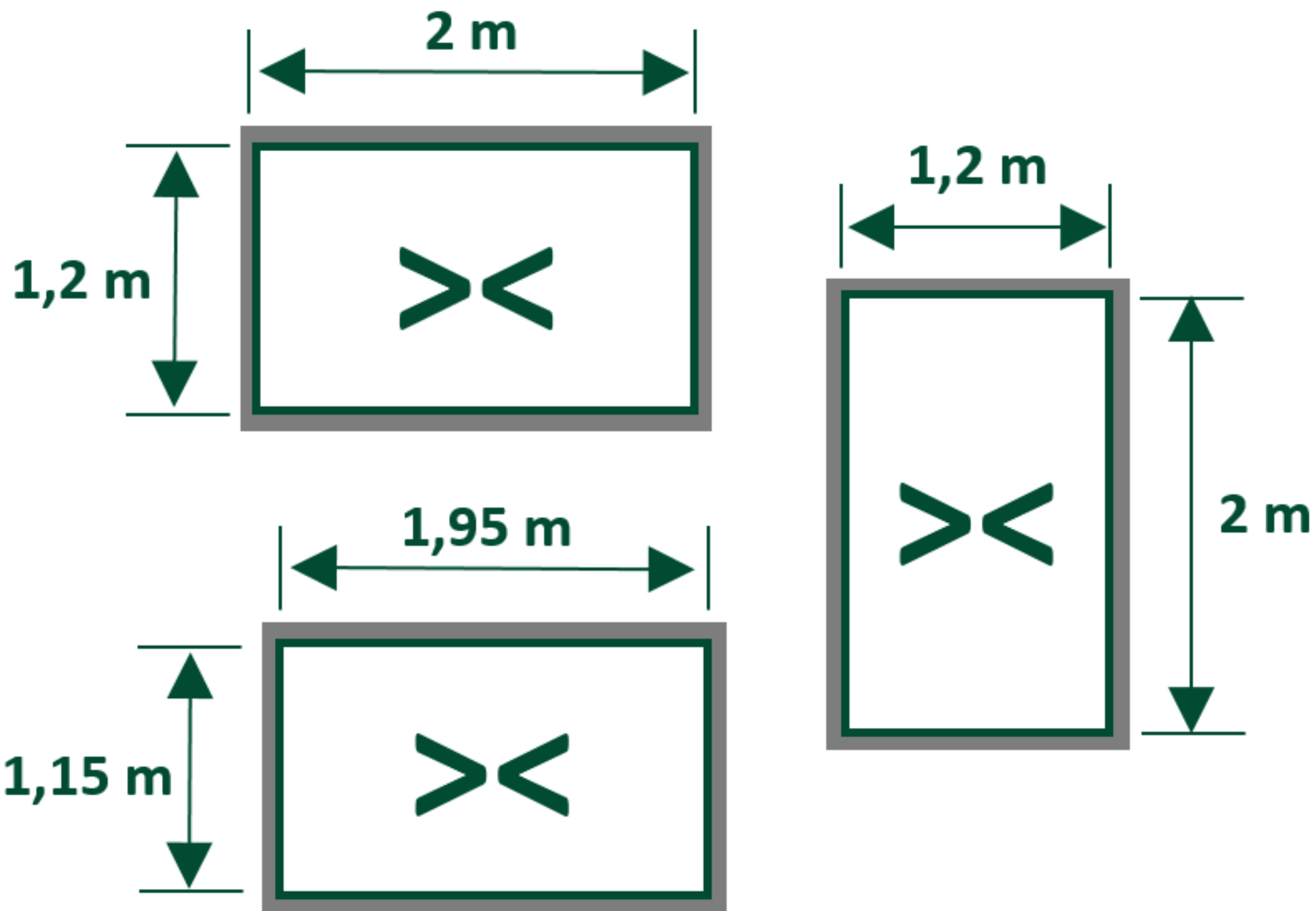
INSTALLATION

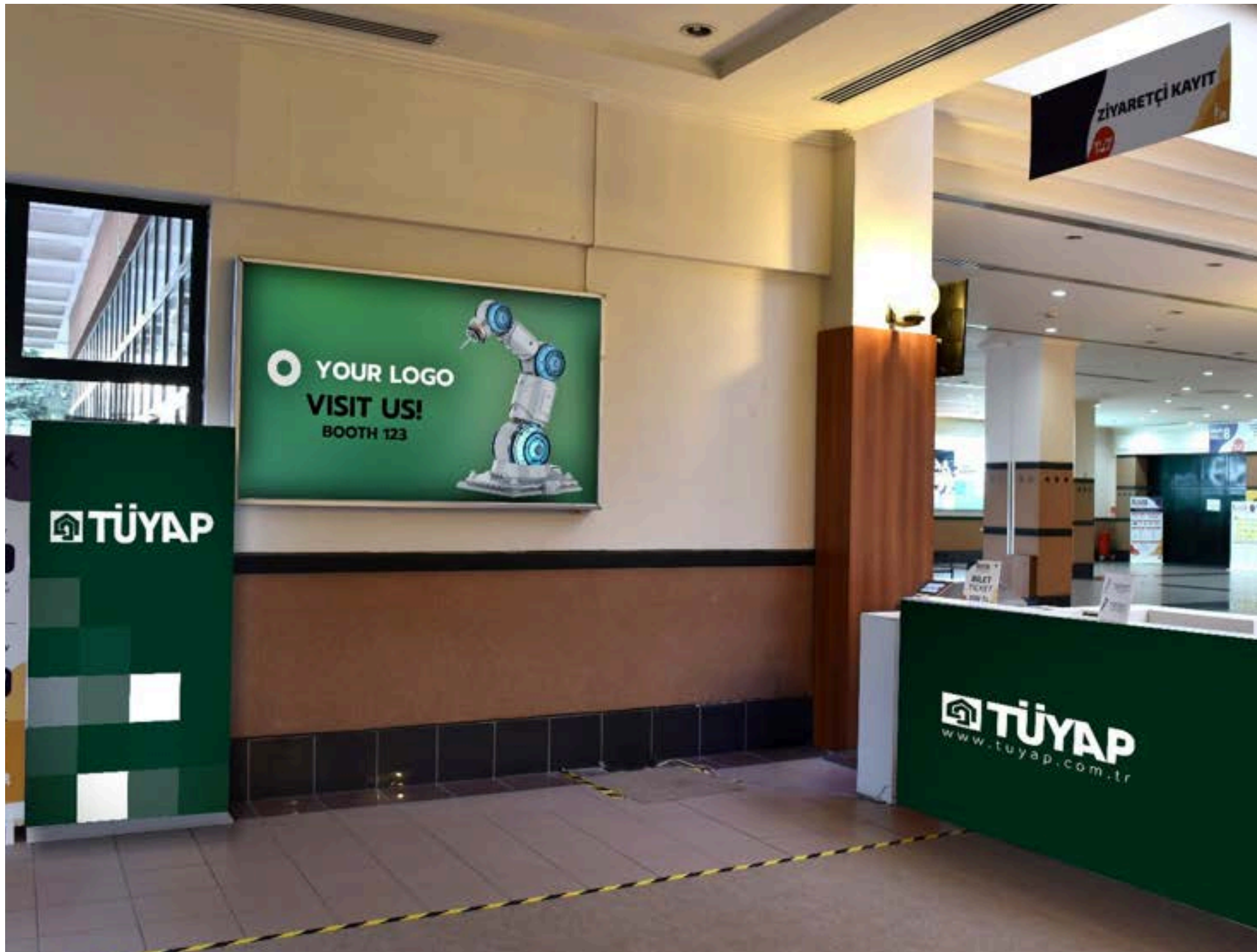
Client caters design. Tüyap provides production, installation and removal.

IMPORTANT INFO

Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.

Print file specs: Print Format PDF / 300 dpi CMYK
TIFF





LIGHTBOX – REGISTRATION AREA

Located at the West 1 registration area, these panels provide high visibility and can be used to attract visitors to your booth.



LOCATION

WEST 1
REGISTRATION AREA



TECHNICALITY

Citylight paper
(125 – 150 g)

PRODUCT CODE

FEATURES

LOCATION

KDP-01

1 SIDED

[VIEW](#)

KDP-02

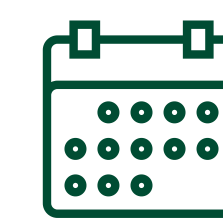
1 SIDED

[VIEW](#)



DIMENSIONS

2,00 m (w)
1,20 m (h)



DELIVERY

1 week before
exhibition opening

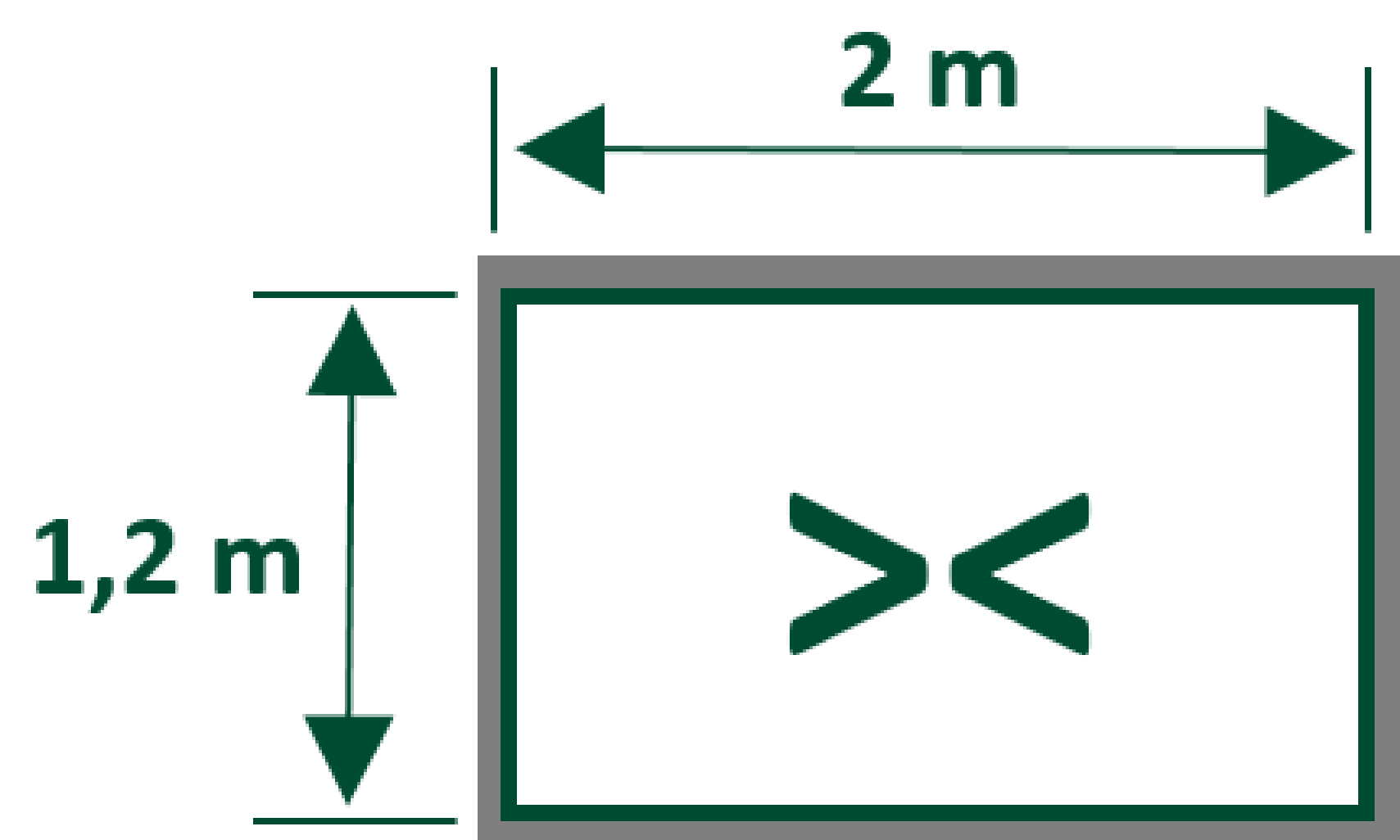
INSTALLATION

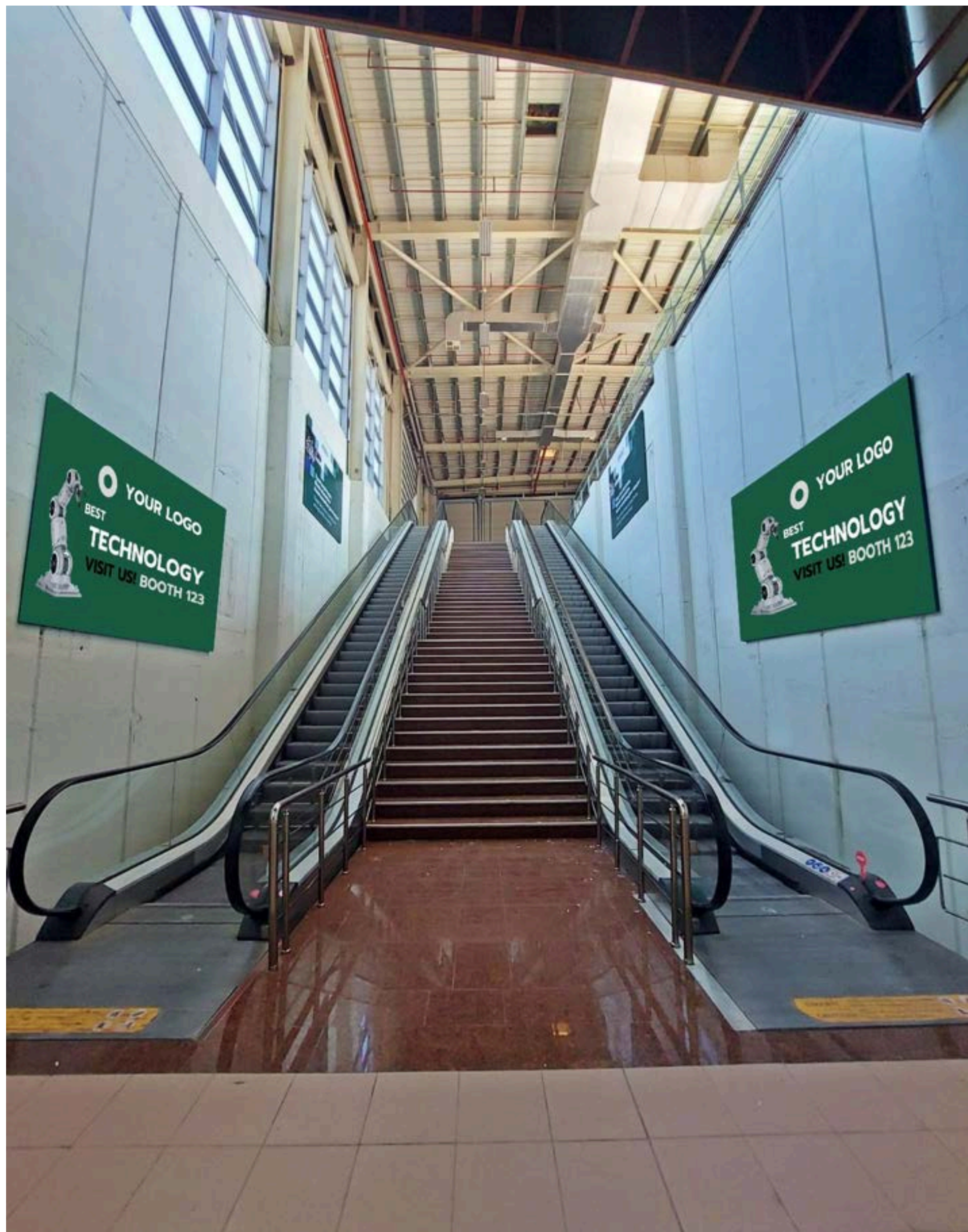
Client caters design. Tüyap provides production, installation and removal.

IMPORTANT INFO

Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.

Print file specs: Print Format PDF / 300 dpi CMYK TIFF





AD PANELS – PASSAGEWAY ESCALATOR

Wall panels located on both sides of the escalator that provide access to halls 11A and 12A, theses large–sized ad boards are an ideal channel to highlight your products and brands and to direct visitors to your stand.

PRODUCT CODE	FEATURES	LOCATION
RPY-01	1 SIDED	VIEW
RPY-02	1 SIDED	VIEW
RPY-03	1 SIDED	VIEW
RPY-04	1 SIDED	VIEW



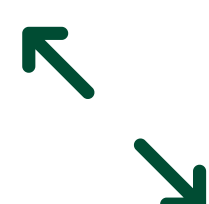
LOCATION

10 – 11A PASSAGEWAY
ESCALATOR



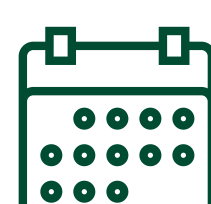
TECHNICALITY

Print on vinyl.
5 cm margin on each side.



DIMENSIONS

3,00 m (w)
2,00 m (h)



DELIVERY

1 week before
exhibition setup

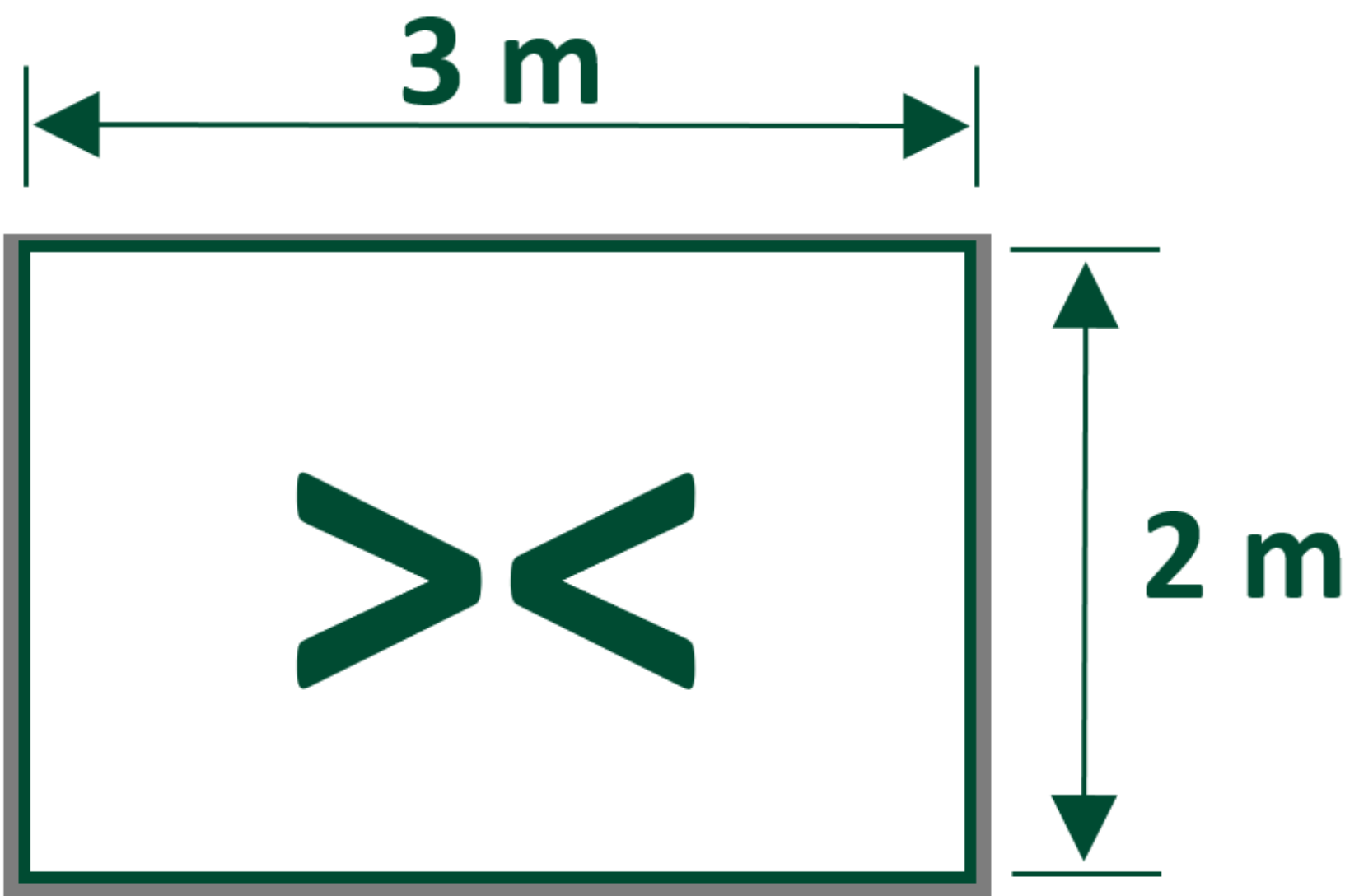
INSTALLATION

Client caters design. Tüyap provides production, installation and removal.

IMPORTANT INFO

Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.

Print file specs: Print Format PDF / 300 dpi CMYK TIFF





PRODUCT CODE	FEATURES	LOCATION
KRP-01	1 SIDED	VIEW
KRP-02	1 SIDED	VIEW
KRP-03	1 SIDED	VIEW
KRP-04	1 SIDED	VIEW

AD PANELS – REGISTRATION AREA

These are 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.

LOCATION
**WEST 1
REGISTRATION AREA**

TECHNICALITY
Horizontal print on vinyl
20 cm background margin
on each side

DIMENSIONS
4,50 m (w)
2,00 m (h)

DELIVERY
1 week before
exhibition setup

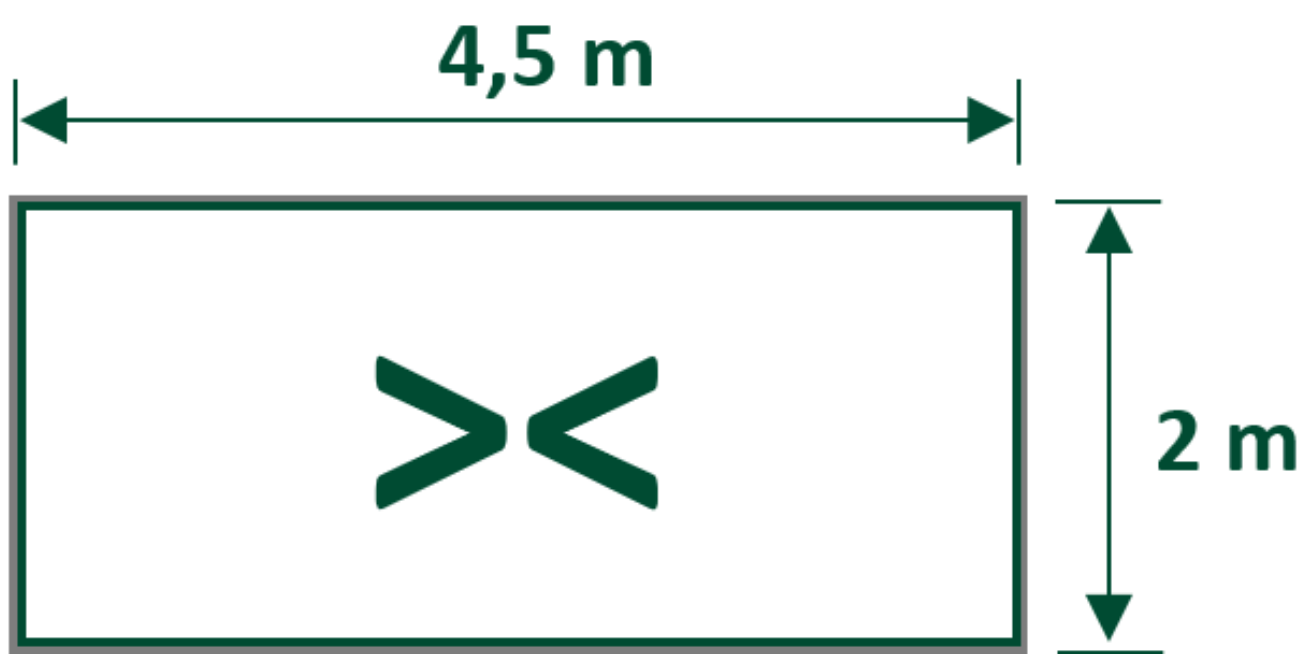
INSTALLATION

Client caters design. Tüyap provides production, installation and removal.

IMPORTANT INFO

Only available for events with a temporary registration area set up in the West 1 courtyard. The installation height of the medium from the ground and its position within the registration area may vary depending on the architecture. Please consult your sales representative for detailed information about the medium before creating the design to be applied.

Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.



Print file specs: Print Format PDF / 300 dpi CMYK TIFF



AD PANELS – RESTROOMS

Ad panels located in restrooms at different points of the exhibition center are an effective solution for product promotion and guiding visitors to your booth.

PRODUCT CODE	FEATURES	LOCATION
WCP	Maksimum 100 PCS	VIEW



LOCATION

VENUE RESTROOMS



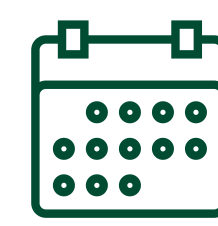
TECHNICALITY

A4, Single-Side



DIMENSIONS

A4



DELIVERY

1 week before
exhibition opening

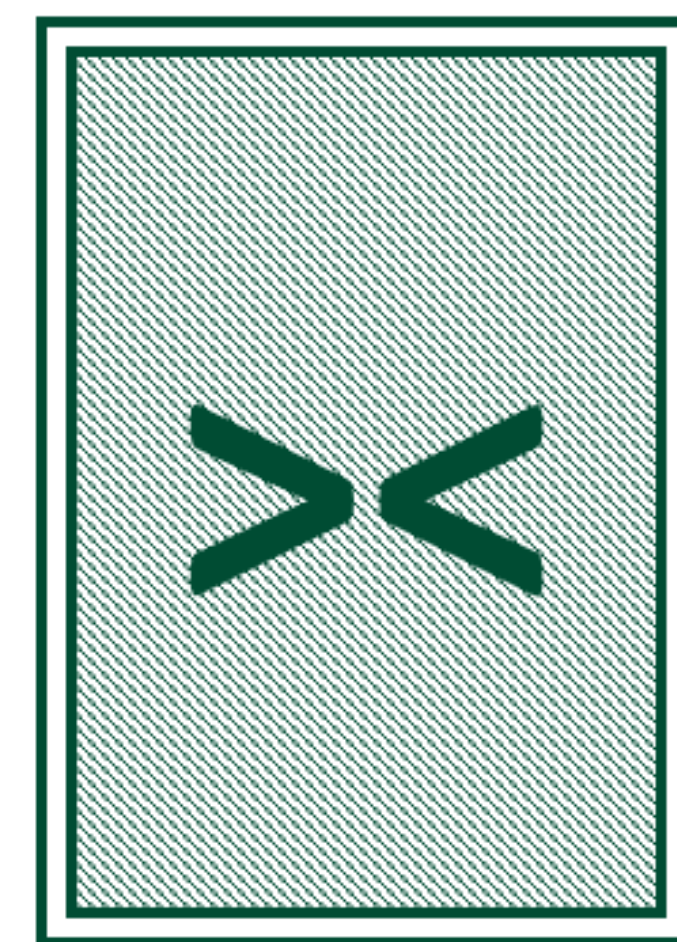
INSTALLATION

Client caters design. Tüyap provides production, installation and removal.
Available panel quantities may vary regarding active halls in the venue.

IMPORTANT INFO

Design should have 2 cm margin on each side.
Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.

Print file specs: Print Format PDF / 300 dpi CMYK TIFF



A4

PRODUCT CODE	FEATURES	LOCATION
FKG-01	4 SIDED	VIEW
FKG-02	4 SIDED	VIEW
FKG-03	4 SIDED	VIEW
FKG-04	4 SIDED	VIEW
FKG-05	4 SIDED	VIEW
FKG-06	4 SIDED	VIEW
FKG-07	4 SIDED	VIEW
FKG-08	4 SIDED	VIEW
FKG-09	4 SIDED	VIEW
FKG-10	4 SIDED	VIEW
FKG-11	4 SIDED	VIEW
FKG-12	4 SIDED	VIEW



COLUMN WRAPS – MAIN FOYER

Located at the West 1 foyer these highly visible column ads allow you to target visitors before they reach the exhibition halls and reaffirm your message as they leave.



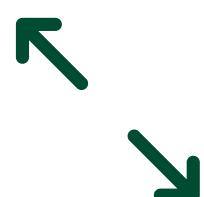
LOCATION

WEST 1 FOYER



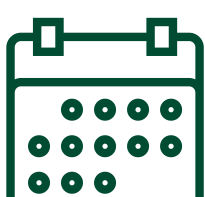
TECHNICALITY

Laminated vinyl film.Self-adhesive / Vertical



DIMENSIONS

0,95 m (w)
2,38 m (h)



DELIVERY

1 week before
exhibition opening

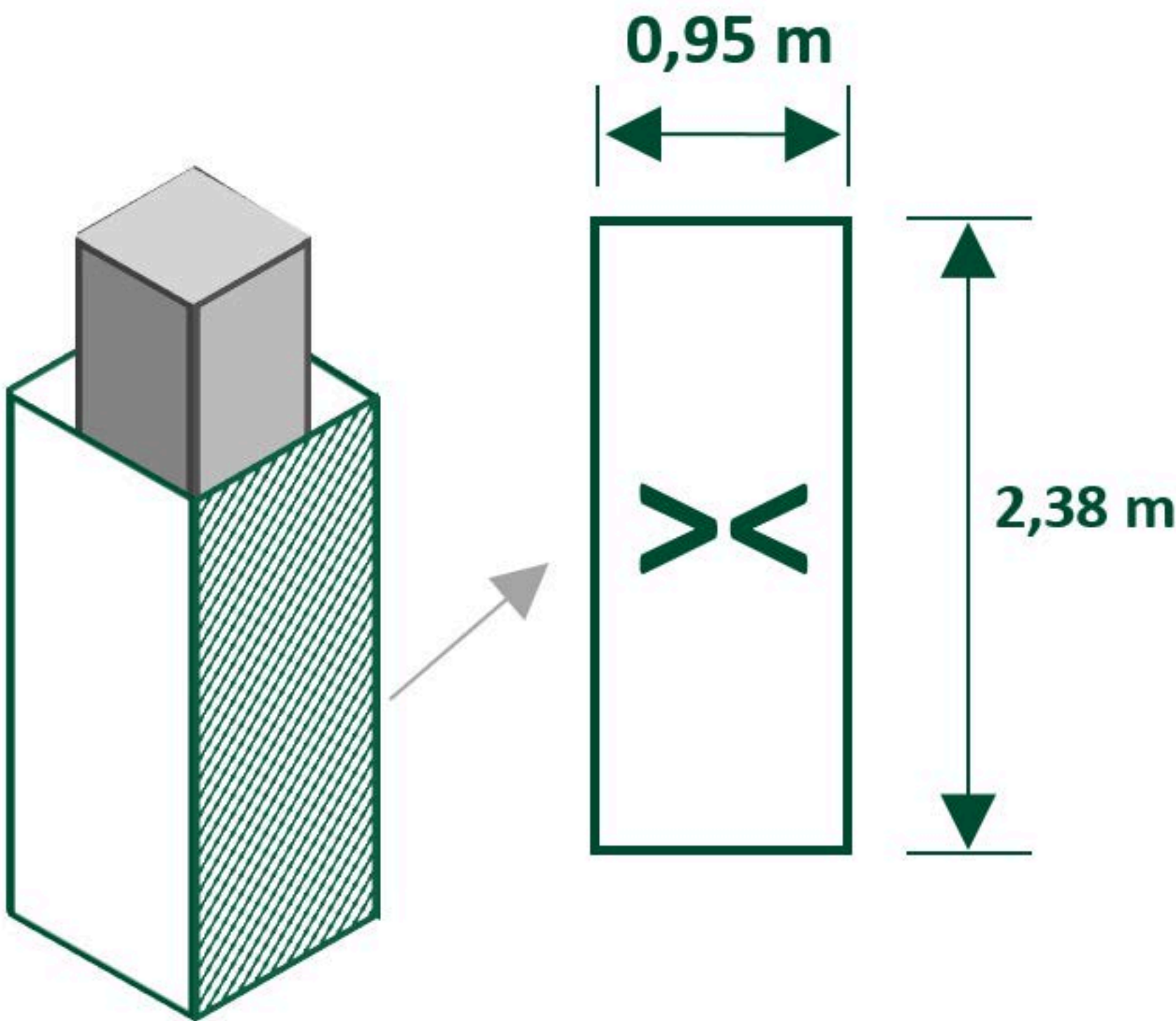
INSTALLATION

Client caters design. Tüyap provides production, installation and removal.

IMPORTANT INFO

Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.

Print file specs: Print Format PDF / 300 dpi CMYK TIFF





COLUMN WRAPS – REGISTRATION AREA

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.

PRODUCT CODE	FEATURES	LOCATION
KKG-01	3 PCS / 12 SIDED	VIEW

LOCATION
**WEST 1
REGISTRATION AREA**

TECHNICALITY
Laminated vinyl film.
Self-adhesive /
Vertical

DIMENSIONS
0,72 m (w)
2,70 m (h)

DELIVERY
1 week before
exhibition opening

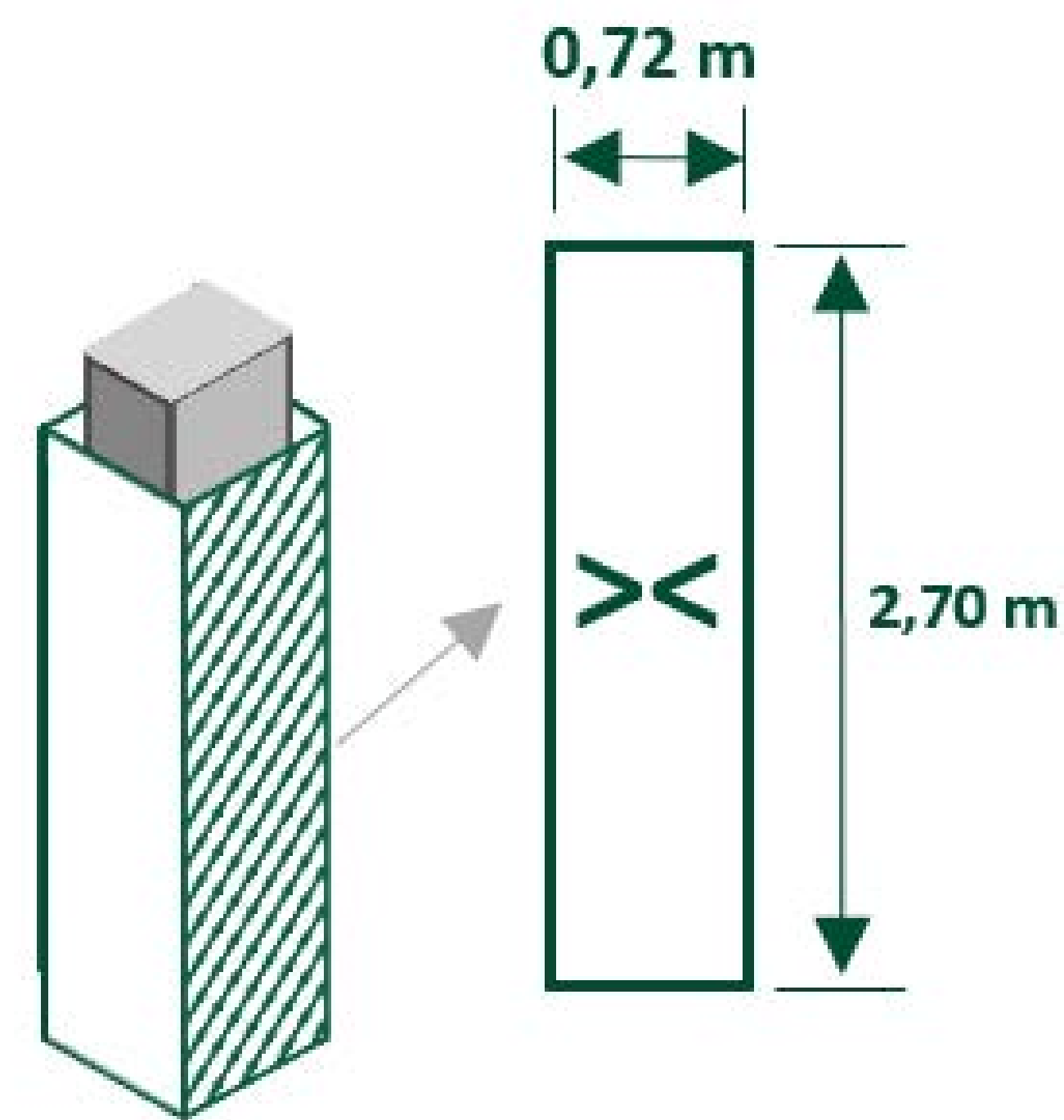
INSTALLATION

Client caters design. Tüyap provides production, installation and removal.
The design should be created with consideration of the visible area dimensions:
2 cm margin on both sides: 68 cm width

IMPORTANT INFO

In shows where registration is located in this area, the design area may vary on the side facades of the columns. You can consult your sales representative for the correct installation.
Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.

Print file specs: Print Format PDF / 300 dpi CMYK TIFF



PRODUCT CODE	FEATURES	LOCATION
FKG-13	4 SIDED	VIEW
FKG-14	4 SIDED	VIEW
FKG-15	4 SIDED	VIEW
FKG-16	4 SIDED	VIEW
FKG-17	4 SIDED	VIEW



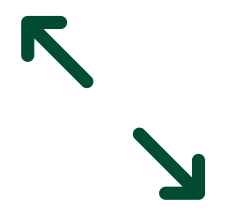
LOCATION

WEST 1 FOYER
HALLWAY



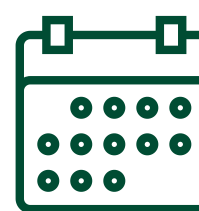
TECHNICALITY

Laminated vinyl film.
Self-adhesive /
Vertical



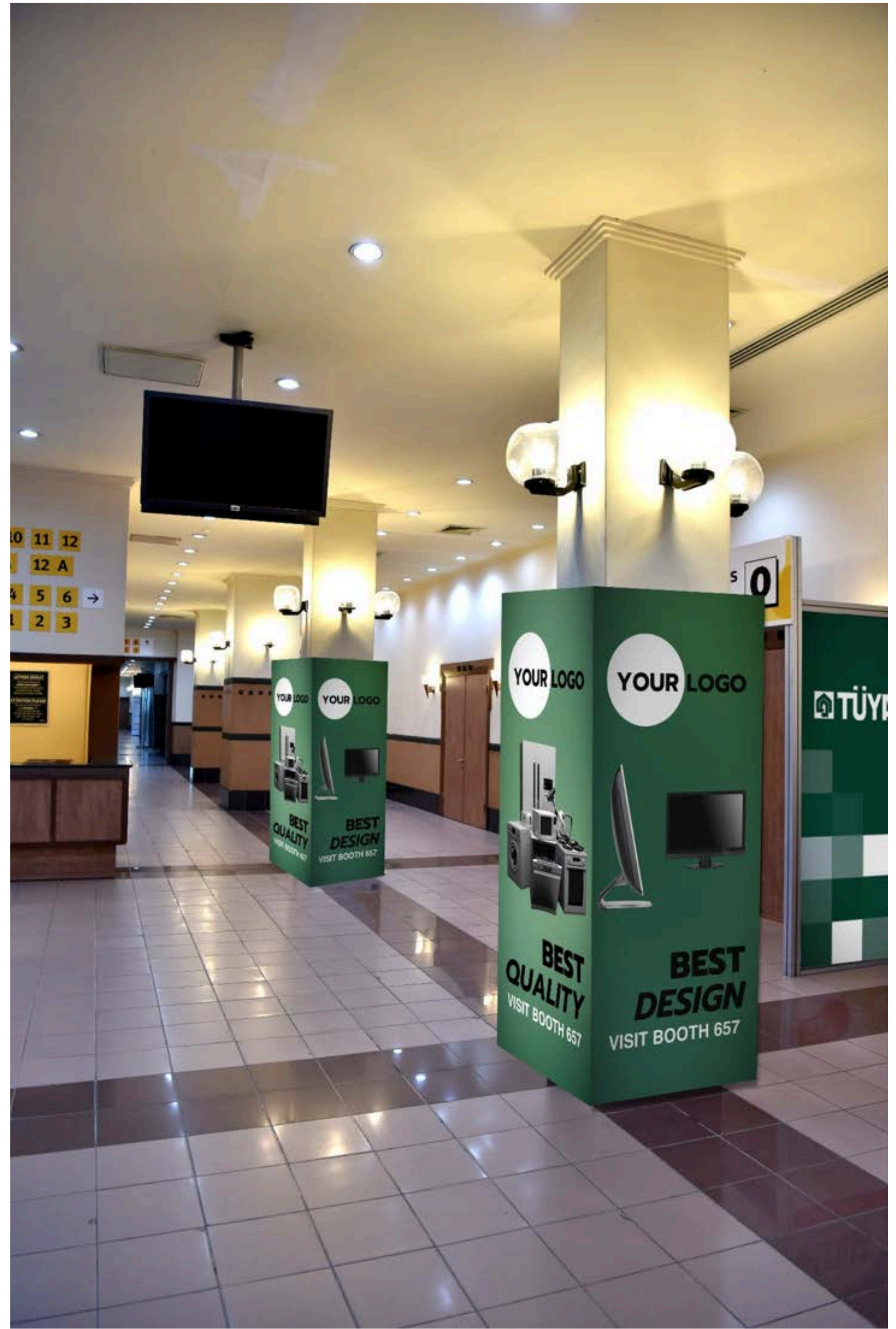
DIMENSIONS

0,95 m (w)
2,38 m (h)



DELIVERY

1 week before
exhibition opening



COLUMN WRAPS – PASSWAY

Located at the West 1 foyer these highly visible column ads allow you to target visitors before they reach the exhibition halls and reaffirm your message as they leave.

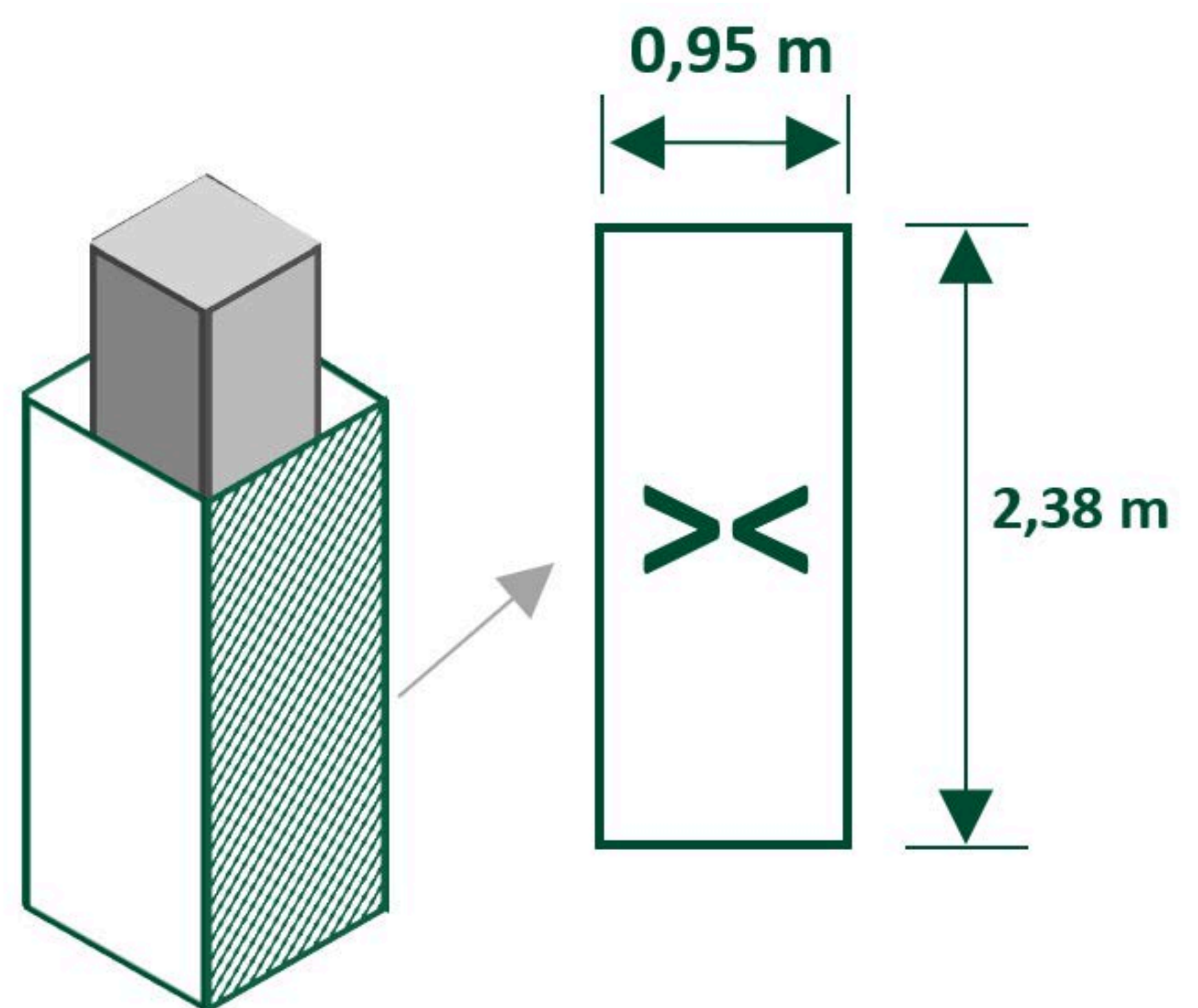
INSTALLATION

Client caters design. Tüyap provides production, installation and removal.

IMPORTANT INFO

Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.

Print file specs: Print Format PDF / 300 dpi CMYK TIFF



PRODUCT CODE	FEATURES	LOCATION
FKG-18	4 SIDED	VIEW
FKG-19	4 SIDED	VIEW
FKG-20	4 SIDED	VIEW
FKG-21	4 SIDED	VIEW



LOCATION

**WEST 1
SECONDARY FOYER**



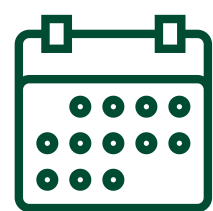
TECHNICALITY

Laminated vinyl film.
Self-adhesive /
Vertical



DIMENSIONS

0,95 m (w)
2,38 m (h)



DELIVERY

1 week before
exhibition opening



COLUMN WRAPS – SECONDARY FOYER

Located at the West 1 foyer these highly visible column ads allow you to target visitors before they reach the exhibition halls and reaffirm your message as they leave.

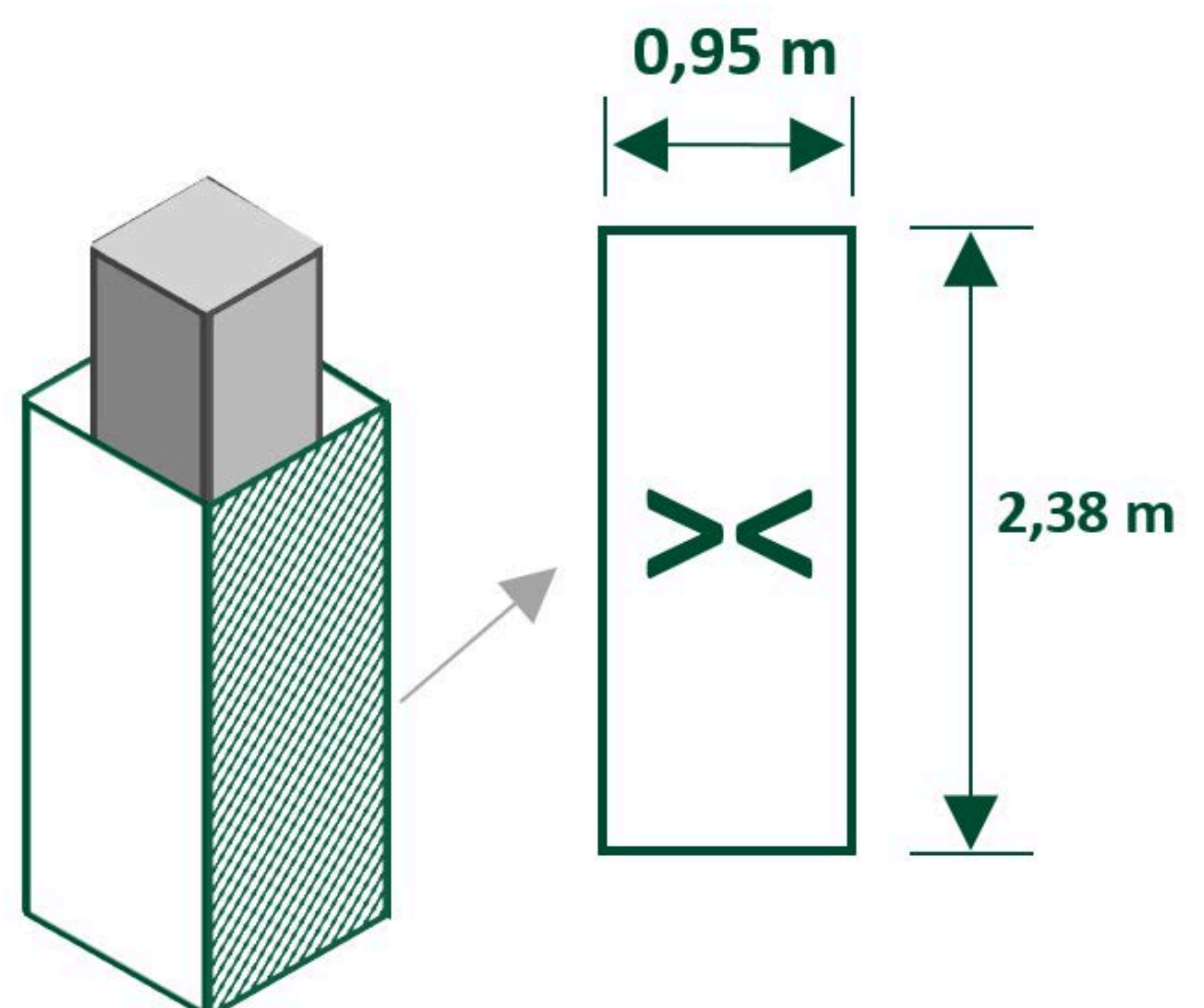
INSTALLATION

Client caters design. Tüyap provides production, installation and removal.

IMPORTANT INFO

Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.

Print file specs: Print Format PDF / 300 dpi CMYK TIFF





JET PASS KIOSK ADS

Jet Pass kiosks are used by the pre-registered visitors to get their badges. Being the fastest and easiest way to enter the venue, more and more visitors prefer online registration every year. Let your brand be in the minds of thousands of visitors with Jet Pass ads.



LOCATION

REGISTRATION AREA



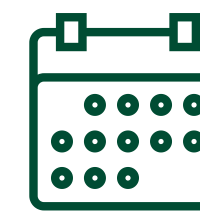
TECHNICALITY

Foil Sticker



DIMENSIONS

40 cm (w)
10 cm (h)



DELIVERY

1 week before
exhibition opening

PRODUCT CODE

KRG

FEATURES

6 PCS

LOCATION

[VIEW](#)

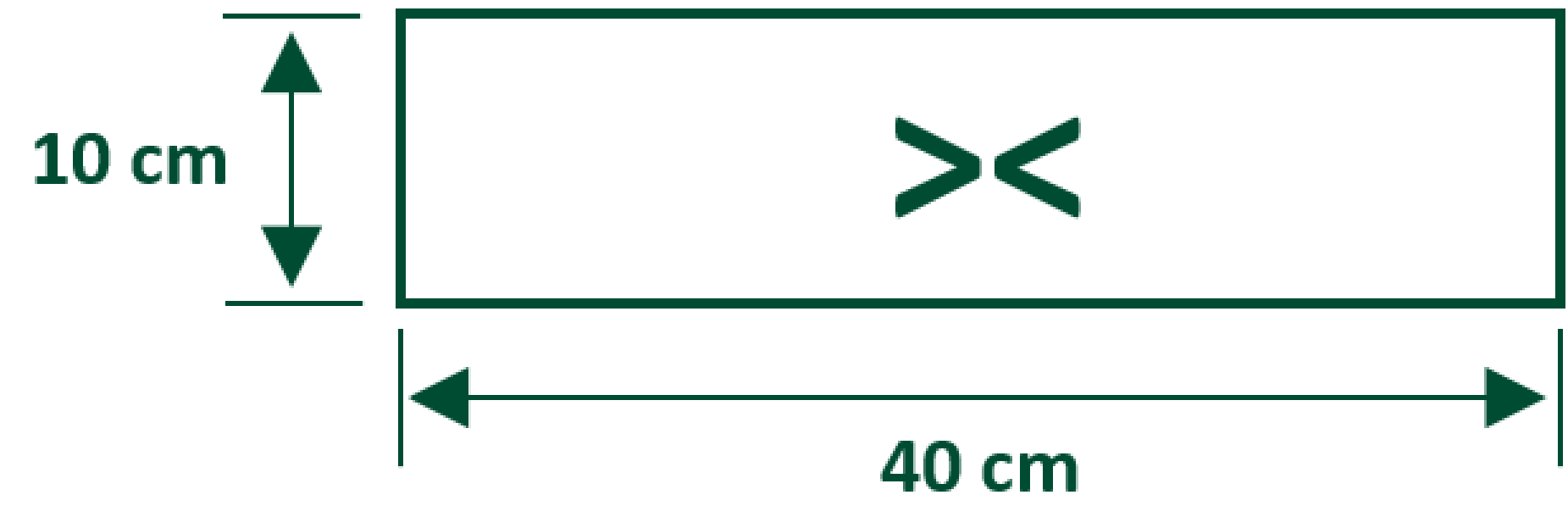
INSTALLATION

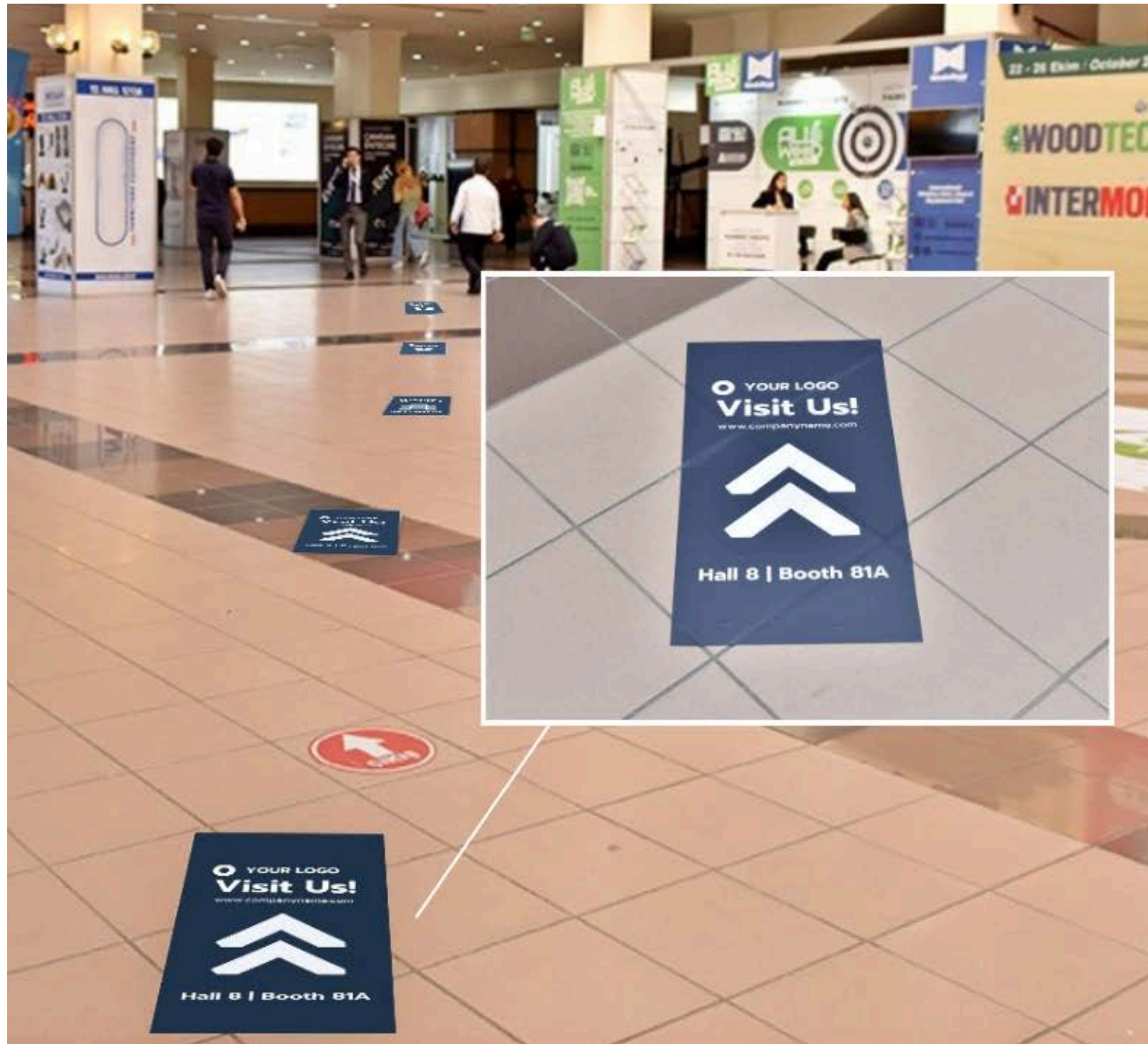
Client caters design. Tüyap provides production, installation and removal.

IMPORTANT INFO

Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.

Print file specs: Print Format PDF / 300 dpi CMYK TIFF





FLOOR ADS

Applied on the floor in entrance areas and connecting hallways that are frequently used by visitors, floor ads are a great option to guide visitors to your booth location.



LOCATION

FOYERS



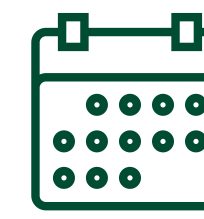
TECHNICALITY

Floor Graphic Print



DIMENSIONS

Route:
35 cm (w) / 70 cm (h)
Single: 1 m (w) / 1 m (h)



DELIVERY

1 week before
exhibition opening

PRODUCT CODE	FEATURES	LOCATION
ZRT	1 PIECE	VIEW
ZRH	10 PCS	VIEW

INSTALLATION

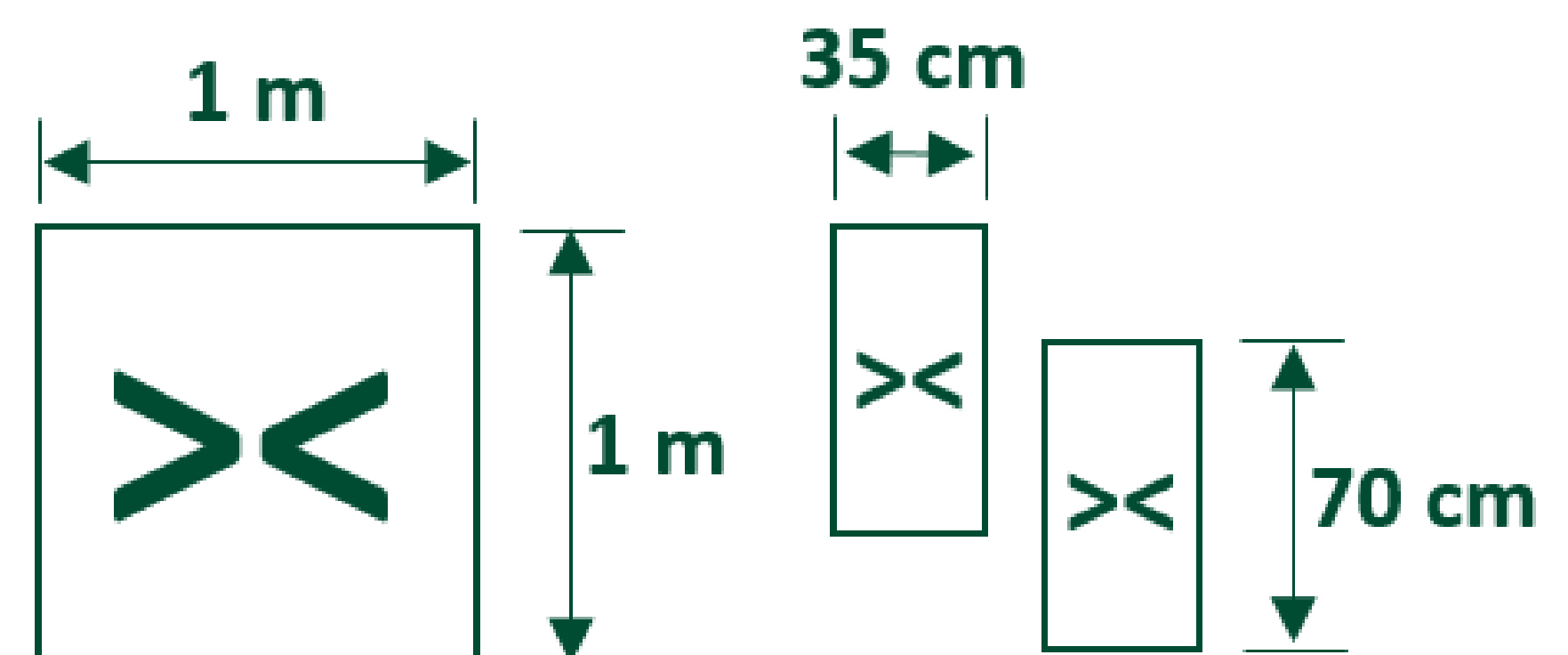
This ad can be located only in foyers. Hall interiors are not the area of usage.
Client caters design. Tüyap provides production, installation and removal.

IMPORTANT INFO

The number of advertisers may vary depending on the exhibition halls opened and the entrances to be used during relevant event. For details regarding the available spaces, please consult your sales representative.

Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.

Print file specs: Print Format PDF / 300 dpi CMYK TIFF





HANGING BANNERS – BOOTH & HALLWAY

Double sided blackout banners hanging right above your booth maximise your presence and help visitors locate your booth at the exhibition hall.

PRODUCT CODE	FEATURES	LOCATION
SÜF-01	1 PIECE	ABOVE STAND
SÜF-02	1 PIECE	ABOVE STAND
KÜF	3 PCS	ABOVE SIDE HALLWAYS



LOCATION

ABOVE EXHIBITOR BOOTH
ABOVE HALLWAYS



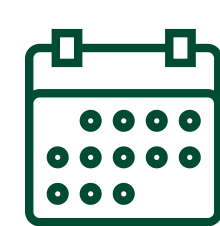
TECHNICALITY

Blackout Print / Vinyl
Double-Sided / With
pipe on top and bottom



DIMENSIONS

2,00 m (w)
3,00 m (h) /
2,00 m (h)



DELIVERY

1 week before
exhibition setup

INSTALLATION

An exhibitor can use maximum 2 banners above stand.

Applicable Dimensions for Hall 9 – 6 – 11A – 12A: 200 cm (w) x 200 cm (h)

Applicable Dimensions for rest of the halls: 200 cm (w) x 300 cm (h)

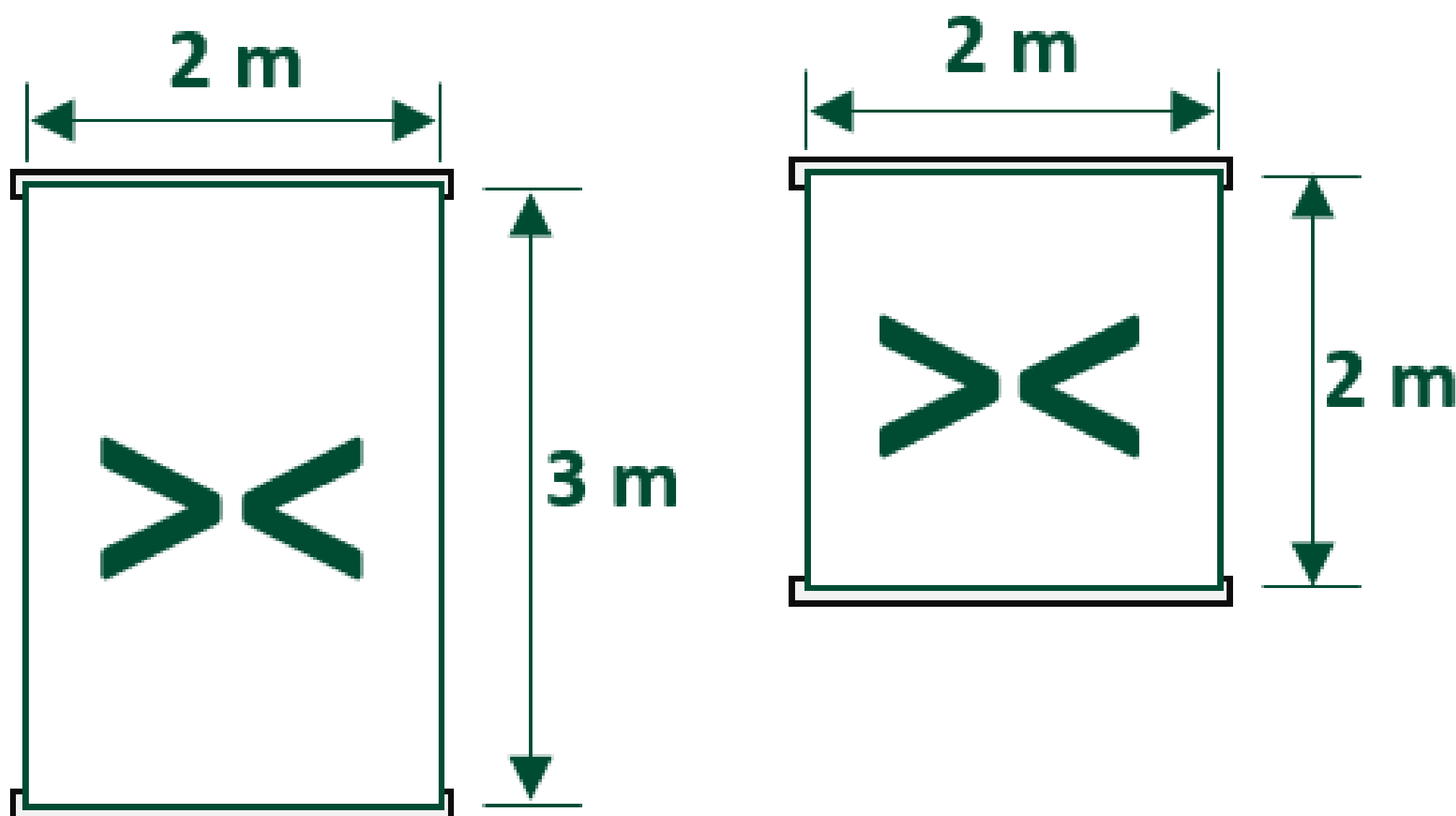
Client caters design. Tüyp provides production, installation and removal.

IMPORTANT INFO

Installation of this advertising product can only be done before the exhibition setup begins.

Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.

Print file specs: Print Format PDF / 300 dpi
CMYK TIFF





HANGING BANNERS – FOYER

Attention-grabbing hanging banners positioned high within West 1 foyer will allow you to boost your presence at the show and guide visitors to your booth location.

PRODUCT CODE	FEATURES	LOCATION
FKF-01	1 PIECE	VIEW
FKF-02	1 PIECE	VIEW
FKF-03	1 PIECE	VIEW
FKF-04	1 PIECE	VIEW



LOCATION

WEST 1 FOYER



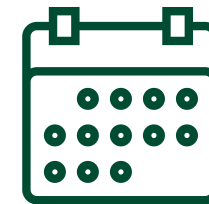
TECHNICALITY

Blackout Print / Vinyl
One-Sided / With pipe
on top and bottom



DIMENSIONS

2,00 m (w)
5,00 m (h)



DELIVERY

1 week before
exhibition opening

INSTALLATION

Client caters design and production. Tüyap provides rental, installation and removal.

IMPORTANT INFO

Printed ad material must be designed regarding given technical specs in the catalog. Ad file must be delivered to project team until delivery due dates to prevent possible complications.

Print file specs: Print Format PDF / 300 dpi CMYK TIFF





PRODUCT CODE

HTE

FEATURES

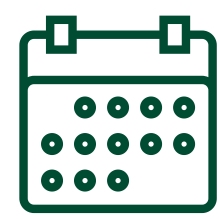
1 DAY / 2 STAFF



LOCATION

FOYERS

P.S. > IMPORTANT INFO



APPROVAL

**1 week before
exhibition opening**


PROMO HANDOUTS

Promote your brand by distributing materials related to your products and services at the foyers and registration areas. It is an advertising tool that can only be used by a limited number of exhibitors and provides high visibility.

INSTALLATION

Client caters all related issues regarding costumes and employing the staff. However handout staff can be arranged by Tüyap, if special costumes are not applicable. Please consult your sales representative.

IMPORTANT INFO

Limits of the pitch regarding promo handout space will be defined by Tüyap. Promo materials and special costumes must be approved by project management.

The number of advertisers may vary depending on the exhibition halls opened and the entrances to be used during relevant event. For details regarding the available spaces, please consult your sales representative.

Details of the available areas for use:

Main Foyer: up to 2 advertisers / per day

Hall 11 Foyer: only 1 advertiser / per day

South Entrance: only 1 advertiser / per day

DIGITAL MARKETING & ADVERTISING OPPORTUNITIES



III. DIGITAL MARKETING & ADVERTISING OPPORTUNITIES

Banners

Website Banners 38

Online Registration Page Banner 39

Remarketing 40

Content Ads

Social Media Posts 41



WEBSITE BANNERS

Ensure that your target audience finds you before the show by using banner ads on the main page of the fair website, followed by potential visitors throughout the year. A measurable and efficient option that only a limited number of exhibitors can benefit from.

PRODUCT CODE	FEATURES
WBN-01	Homepage Above Slider
WBN-02	Homepage Below Text Fields
WBN-03	Homepage Below News Field

MEDIA

**EXHIBITION
WEBSITE HOMEPAGE**

TECHNICALITY

**jpeg or png format
banner**

DIMENSIONS

**728 x 90 pixels
Horizontal**

DELIVERY

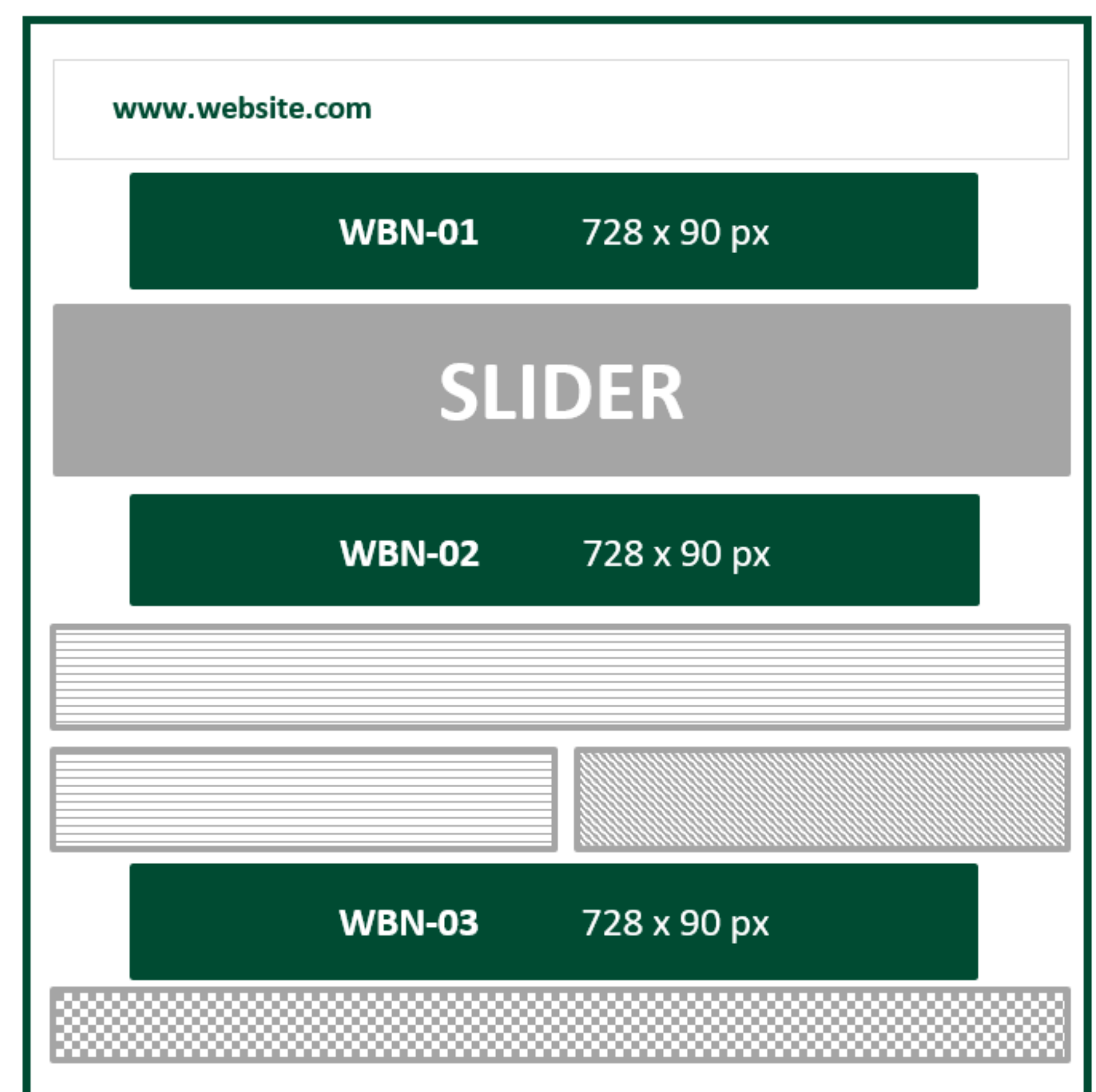
**1 week before
publishing**

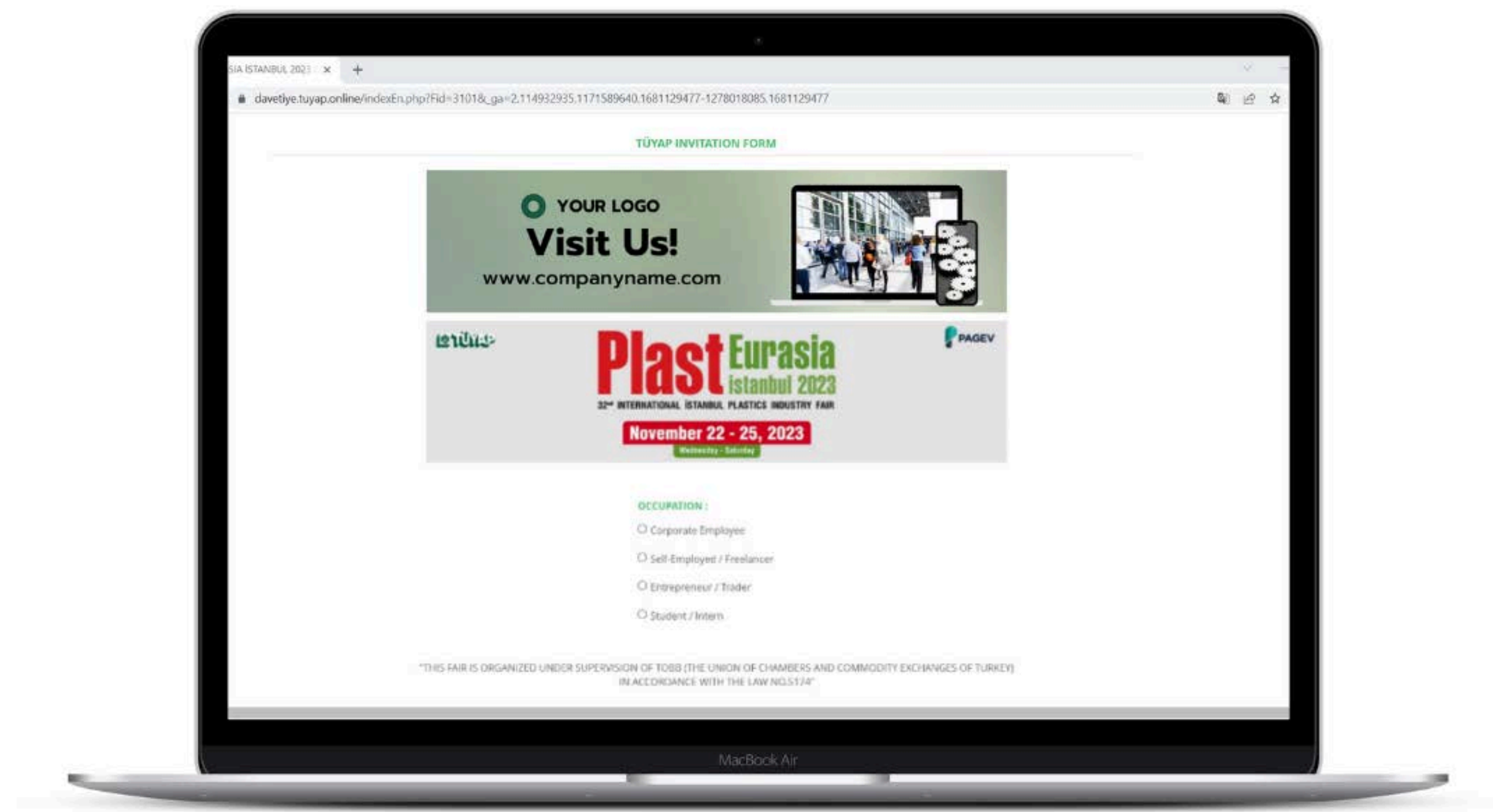
INSTALLATION

Client caters design. Tüyap provides activating and reporting.

IMPORTANT INFO

Ad banner must be designed by client regarding technical specs in the catalog. The banner and landing page URL must be delivered to sales representative. Banners will be removed 1 week after the show's ending date.





ONLINE REGISTRATION PAGE BANNER

Elevate your brand above the competition by placing your banner ad on the online registration page where your potential customers pre-register for the show and direct visitors to your relevant web pages.

PRODUCT CODE

OKB

FEATURES

WEB BANNER



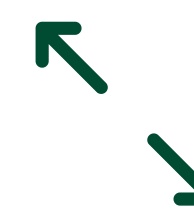
MEDIA

EXHIBITION ONLINE
REGISTRATION PAGE



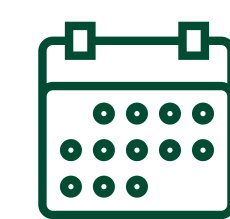
TECHNICALITY

jpeg or png format
banner



DIMENSIONS

1140 x 280 pixels
Horizontal



DELIVERY

1 week before
publishing

INSTALLATION

Client caters design. Tüyap provides activating and reporting.

IMPORTANT INFO

The banner must be designed regarding technical specs in the catalog and must be delivered to sales representative with landing page URL latest 1 week before publishing date.

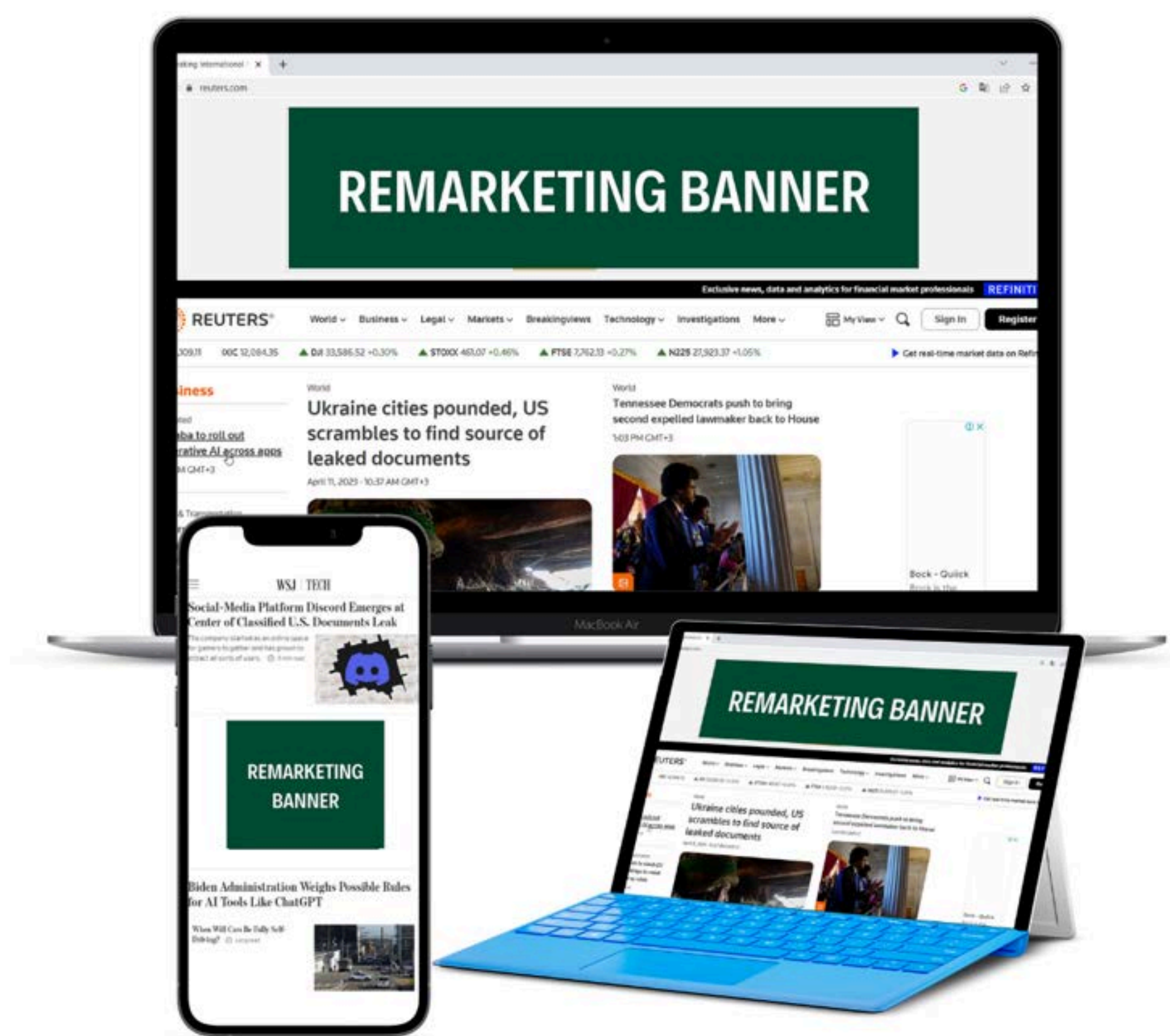
Online registration page is activated 6 months before exhibition start day.

www|

1140 x 280 px

FUAR BANNER

KAYIT OL



REMARKETING

Re-capture potential visitors with your ads while they browse the web and promote your products and services by directing them to your own website.



MEDIA

WEB



TECHNICALITY

jpeg, png format
banner size: max 150 kb

PRODUCT CODE

FEATURES

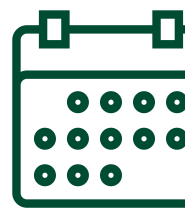
RMK

1 Million Views



DIMENSIONS

P.S. > Important Info



DELIVERY

2 weeks before
publishing date

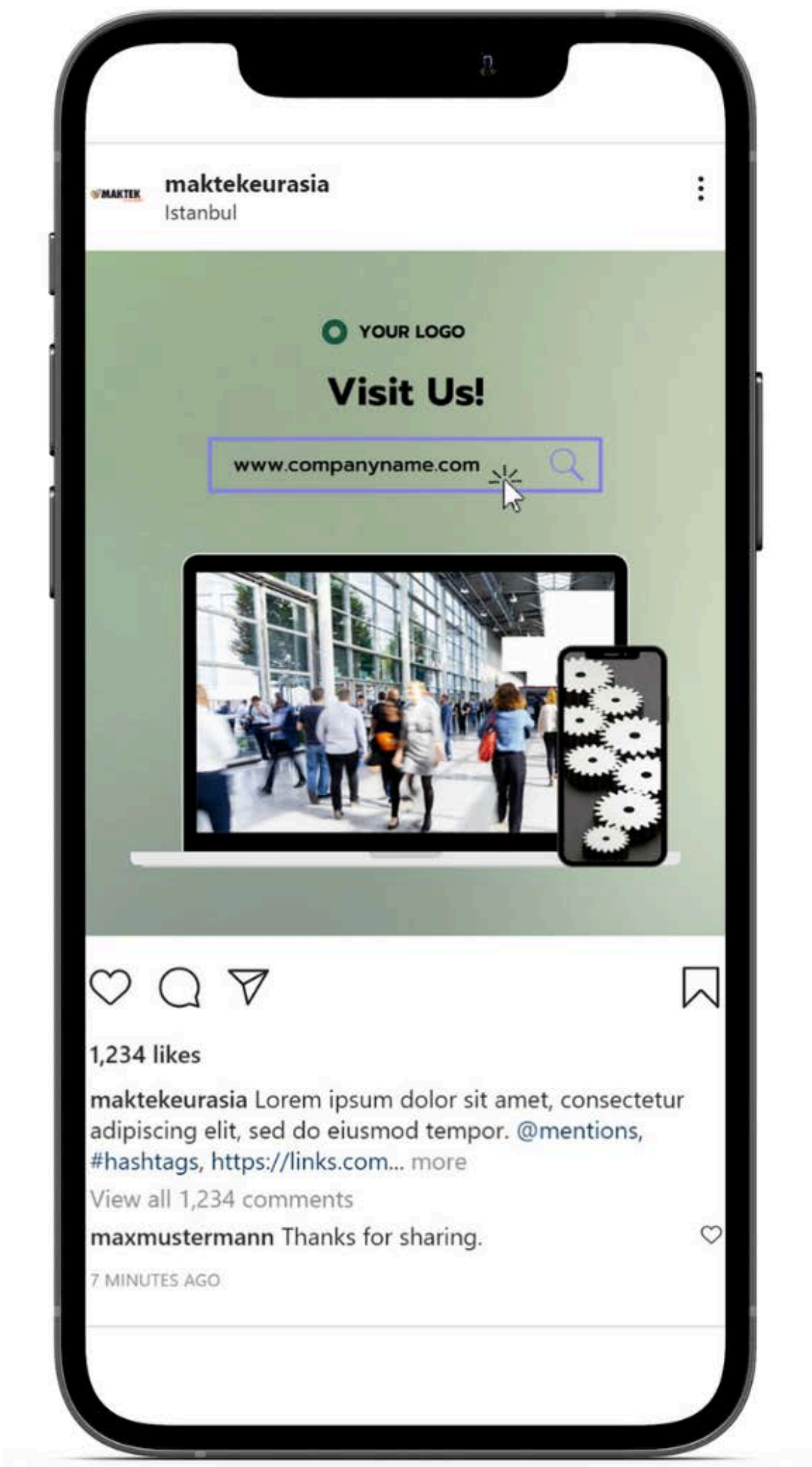
INSTALLATION

Client caters design. Tüyap provides activating and reporting.

IMPORTANT INFO

The banner set must be designed regarding technical specs in the catalog and must be delivered to sales representative with landing page URL latest 2 week before publishing date.

[About common sizes for responsive display ads – Google Ads Help \(Click the Link\)](#)



SOCIAL MEDIA POSTS

Promote your brand on the official social media pages of the show. You can share before, during and after the fair and spread the communication with your target audience throughout the year.

MEDIA

EXHIBITION SOCIAL MEDIA

TECHNICALITY

jpeg format image and text content

PRODUCT CODE	FEATURES
SMP	1 Post on Each Social Media Account

DIMENSIONS

P.S. > Important Info

DELIVERY

1 week before posting date

INSTALLATION

Client caters design and text. Tüyap provides activating and reporting.

IMPORTANT INFO

Image and text contents must be designed and created regarding technical specs in the catalog and must be delivered to sales representative with landing page URL latest 1 week before posting date. You can obtain further information from exhibition project team about exhibition's current social media accounts of exhibition as well as current post dimensions. Posts will be removed 1 week after the show's ending date.

- DIMENSIONS:
- Facebook: 1200 x 628 px
 - Linkedin: 520 x 320 px
 - Instagram: 1080 x 1080 px / 1080 x 1350 px

ADVERTISING ON PRINTED MATERIALS



IV. ADVERTISING ON PRINTED MATERIALS

[Exhibitor List Highlight](#) 43

[Floor Layout Logo](#) 44

[Visitor Guide Ads](#) 45

[Visitor Badge Lanyard](#) 46



KATILIMCI LİSTESİ LIST OF EXHIBITORS

SALON / HALL 7	
FİRMA ADI / COMPANY NAME	STAND
AJAN ELEKTRONİK SERVİS SAN. VE TİC. LTD. ŞTİ.	713
AKYAPAK MAKİNA SANAYİ TİCARET A. Ş.	716
ATLAS CNC MAKİNA TİCARET A.Ş.	710
BAYKAL MAKİNA	714
BYSTRONIC LAZER VE BÜKME MAKİNELERİ SAN.VE TİC. LTD. ŞTİ.	705
DENER MAK. SAN. VE TİC. LTD. ŞTİ.	718
DURMAZLAR MAKİNA SAN. VE TİC. A. Ş.	704
ERMAKSAN MAKİNA SAN. VE TİC. A. Ş.	715
KROMAŞ METAL VE MAKİNE SAN. TİC. LTD. ŞTİ.	700
LUPAMAT MAKİNA SANAYİ A.Ş.	704A
MVD İNAN TAKİM TEZG. SAN. A.Ş.	708
SENTOR MAKİNA TİCARET A.Ş.	711
SİMER SAC İŞLEME MERKEZİ SANAYİ VE TİCARET A.Ş.	707
SİMTED MAKİNA SAN. VE MAM. TİC. LTD. ŞTİ.	709
ŞAHİN CNC PLAZMA KESİM MAK. SAN. TİC. LTD. ŞTİ.	706
ŞAHİNLER METAL MAKİNA ENDÜSTRİ A.Ş.	703
TEKNO 2000 PAZARLAMA	717
TRUMPF Makina San. A.Ş.	712
UZAY MAKİNA TAKİM TEZ. SAN. VE TİC. A.Ş.	701/702
UZTES MAKİNA İTH. İHR. MÜMS. SAN.TİC. A.Ş.	701/702

SALON / HALL 8	
FİRMA ADI / COMPANY NAME	STAND
ALERİ TEKNİK MAK. SAN. VE TİC. LTD. ŞTİ.	803
İMAŞ MAKİNE SAN. A.Ş.	806
KESMAK MAKİNA SAN. VE TİC. LTD. ŞTİ.	804
LASERİST MAKİNA İTH. İHR. PAZ. SAN. VE TİC. LTD. ŞTİ.	811
M-BEND METAL ÇELİK MAKİNA İNŞ. SAN. TİC. LTD. ŞTİ.	810
MİTAŞ KESİCİ TAKİM HAVACILIK VE SAVUNMA SAN. TİC. LTD. ŞTİ.	800A
MOĞOLLAR MAKİNA DIŞ TİC. DENİZCİLİK LTD. ŞTİ.	826
NATSU MAKİNA İNŞAAT İNŞ. MLZ. SAN. TİC. A. Ş.	800C
NOVA TESTERE MAK. SAN. VE TİC. LTD. ŞTİ.	814
NUKON LAZER MAKİNA METAL SAN. VE TİC. A.Ş.	802
SAĞLAMLAR PUNTA KAYNAK OTOM. MAK. SAN. TİC. LTD. ŞTİ.	821
SANPA ELEKTRİKLİ MALZ. PAZ.TİC. VE SAN.LTD.ŞTİ.	809
TEMELSAN MAKİNA SAN. VE TİC. LTD. ŞTİ.	805
TESLAMAK MAKİNA METAL OTOMASYON VE SERVİS HİZ. LTD. ŞTİ.	829
TUBEND MAKİNA SAN. VE TİC. A.Ş.	818
VERA OTOMASYON MAKİNA SAN. VE DIŞ TİC. LTD. ŞTİ.	823
YÖRÜK HİDROLİK MAK. İNŞ. SAN. TİC. LTD. ŞTİ.	812

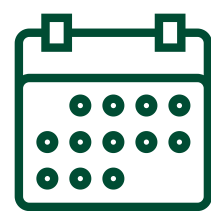
EXHIBITOR LIST HIGHLIGHT

Advertising solutions offered in exhibitor lists and floor plans in registration areas, foyers and hall entrances make it easier for you to direct visitors to your booth by highlighting the position of your company. Your company name will be located at the top of the hall list and is highlighted with a different color.



MEDIA

VISITOR GUIDE &
FLOOR LAYOUTS



LATEST ORDER DATE

1 month before
exhibition opening

PRODUCT CODE

KLH

FEATURES

MAX 5 COMPANIES
PER HALL

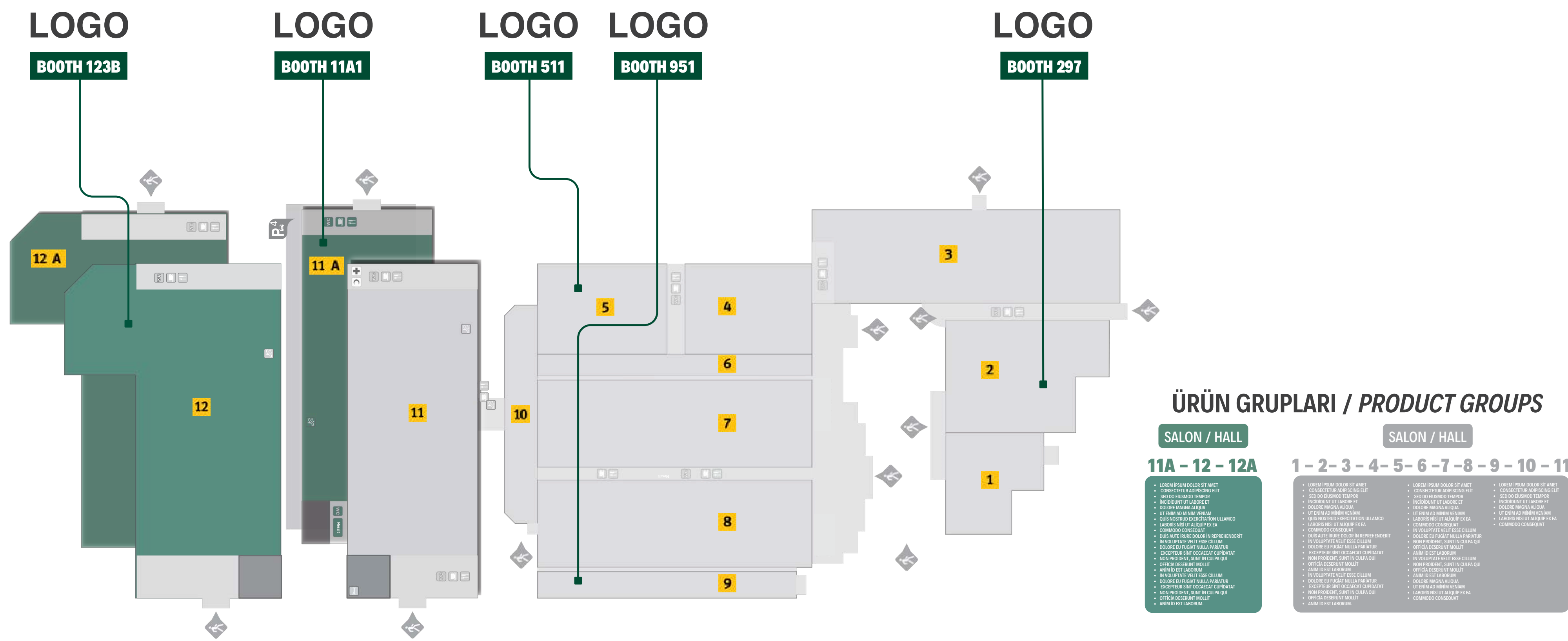
INSTALLATION

Tüyap provides design, printing and installation.

IMPORTANT INFO

This ad medium can be sold latest 1 month before exhibition opening date due to duration of design and production operations. Sale of the ad medium will be expire on given latest order date

SALON PLANI / LAYOUT



FLOOR LAYOUT LOGO

Advertising solutions offered in exhibitor lists and floor plans in registration areas, foyers and hall entrances make it easier for you to direct visitors to your booth by highlighting the position of your company.

PRODUCT CODE	FEATURES
YKL	MAX 2 COMPANIES PER HALL

MEDIA
VISITOR GUIDE &
FLOOR LAYOUTS

TECHNICALITY
Vector Logo

LATEST ORDER DATE
1 month before
exhibition opening

DELIVERY
3 weeks before
exhibition opening

INSTALLATION

Tüyap provides design, printing and installation.

IMPORTANT INFO

This ad medium can be sold latest 1 month before exhibition opening date due to duration of design and production operations. Sale of the ad medium will be expire on given latest order date.

Please send your company logo to your sales representative before the delivery deadline.



Visual representation

VISITOR GUIDE ADS

Ensure that you are noticed and your booth is easily found by having your branding on the pocket guides distributed free of charge to all visitors in the registration area.

PRODUCT CODE	FEATURES
ZRİ-1	INSIDE FRONT COVER
ZRİ-2	BACK COVER
ZRİ-3	INSIDE BACK COVER
ZRİ-4	PAGE

MEDIA

VISITOR GUIDE

TECHNICALITY

Print Format PDF /
300 dpi CMYK TIFF

DIMENSIONS

P.S. > Important Info

DELIVERY

1 month before
exhibition opening

INSTALLATION

Client caters ad design. Tüyap provides printing and distribution.

IMPORTANT INFO

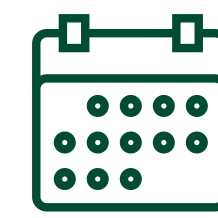
Ad dimensions and number of applicable pages may vary depending on guide's design. You can obtain further information from your sales representative. Ad design must be designed by client regarding technical specs in the catalog and must be delivered to sales representative within given latest delivery date.



Visual representation

VISITOR BADGE LANYARD

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



LATEST ORDER DATE

1 month before exhibition opening



TECHNICALITY

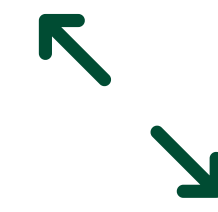
P.S. > IMPORTANT INFO

PRODUCT CODE

ZYİ-01

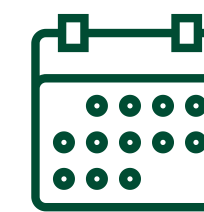
FEATURES

5.000 PCS



DIMENSIONS

lanyard: 15 mm (w)



DELIVERY

2 weeks before exhibition opening

INSTALLATION

Client caters design. Tüyap provides production.

IMPORTANT INFO

This ad medium can be sold latest 1 month before exhibition opening date due to long production time. Sale of the ad medium will expire on given latest order date

Number of sellable products may vary depending on relevant exhibition. You can obtain further information from your sales representative.

Technicality:

Lanyard and clear PVC badge holder

One color logo print on lanyard

Frequently Asked Questions



HOW CAN I OBTAIN INFORMATION ABOUT ADS' LOCATIONS?

You can view locations of relevant ad mediums on venue floor plans by clicking routing links [VIEW] on product page.



WHEN DOES TÜYAP INSTALL MY AD MATERIALS?

Onsite ads will be installed before exhibition opening date. Digital ads will be published on given dates in the catalog.



HOW CAN I OBTAIN PRICE INFORMATION?

You can obtain advertising price lists from your sales representative.



CAN I TAKE BACK MY INSTALLED AD MATERIALS?

You should inform your sales representative in advance for the return of reusable advertising materials (stand top flag, flag, sail flag, foyer flag, and textile box) when making an advertising contract. After the return planning is done, information about when and where your product will be delivered will be shared by your sales representative after the show's ending date.



ARE SPECIAL ADVERTISEMENT OPTIONS PERMITTED? (ADS NOT INCLUDED IN THE CATALOG)

Advertisements are limited to products in the catalog only.



CAN NON-EXHIBITOR COMPANIES USE ADVERTISING OPPORTUNITIES?

Ad products in this catalog can be used only by exhibitor companies.



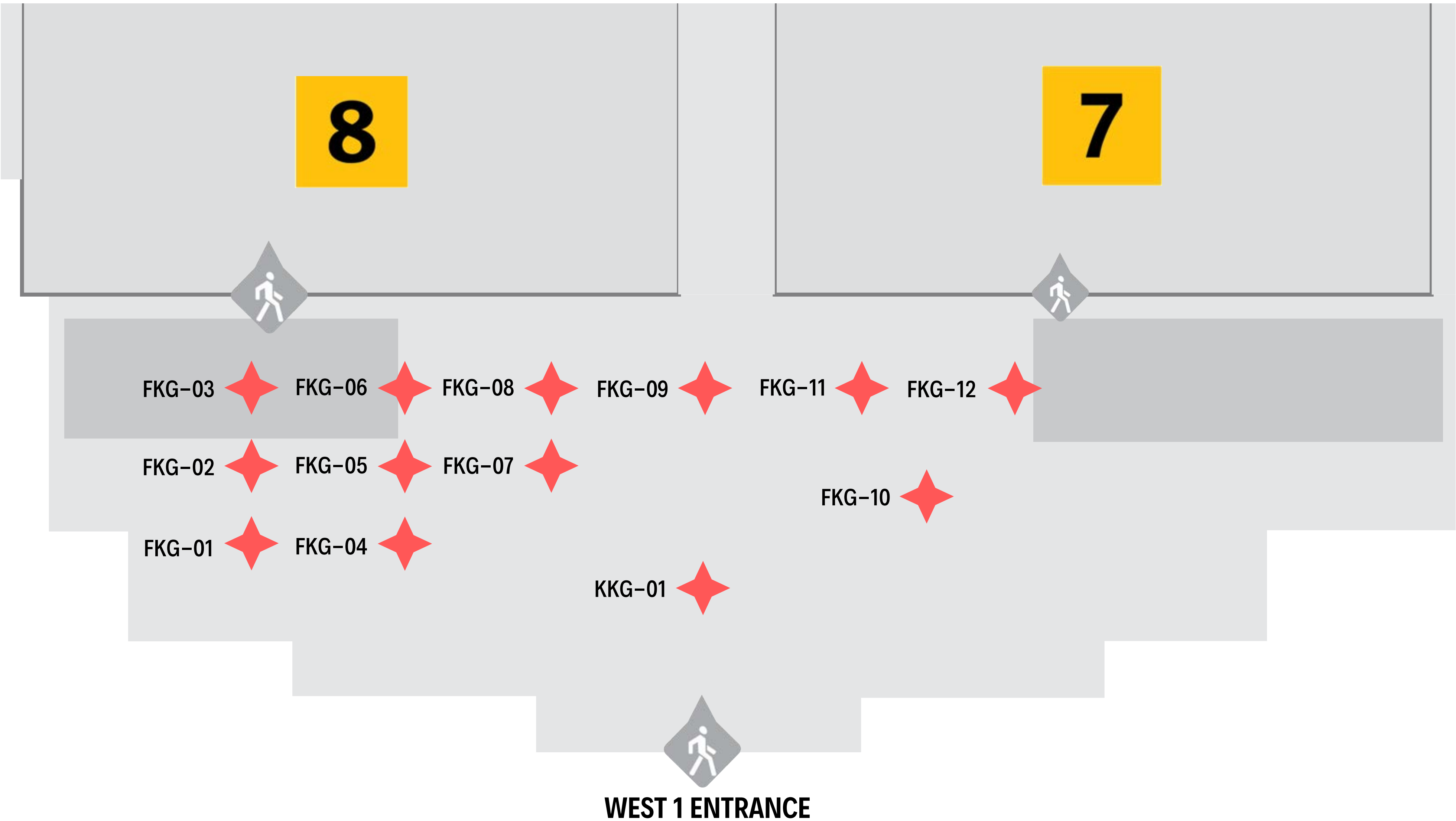
HOW CAN I OBTAIN REPORTS OF DIGITAL ADS?

Performance reports of digital ads (web banner, remarketing and online registration banner etc.) can be requested from your sales representative after exhibition. Relevant reports will be sent within 1 week after the exhibition.

★ Column Wraps – Foyer – FKG

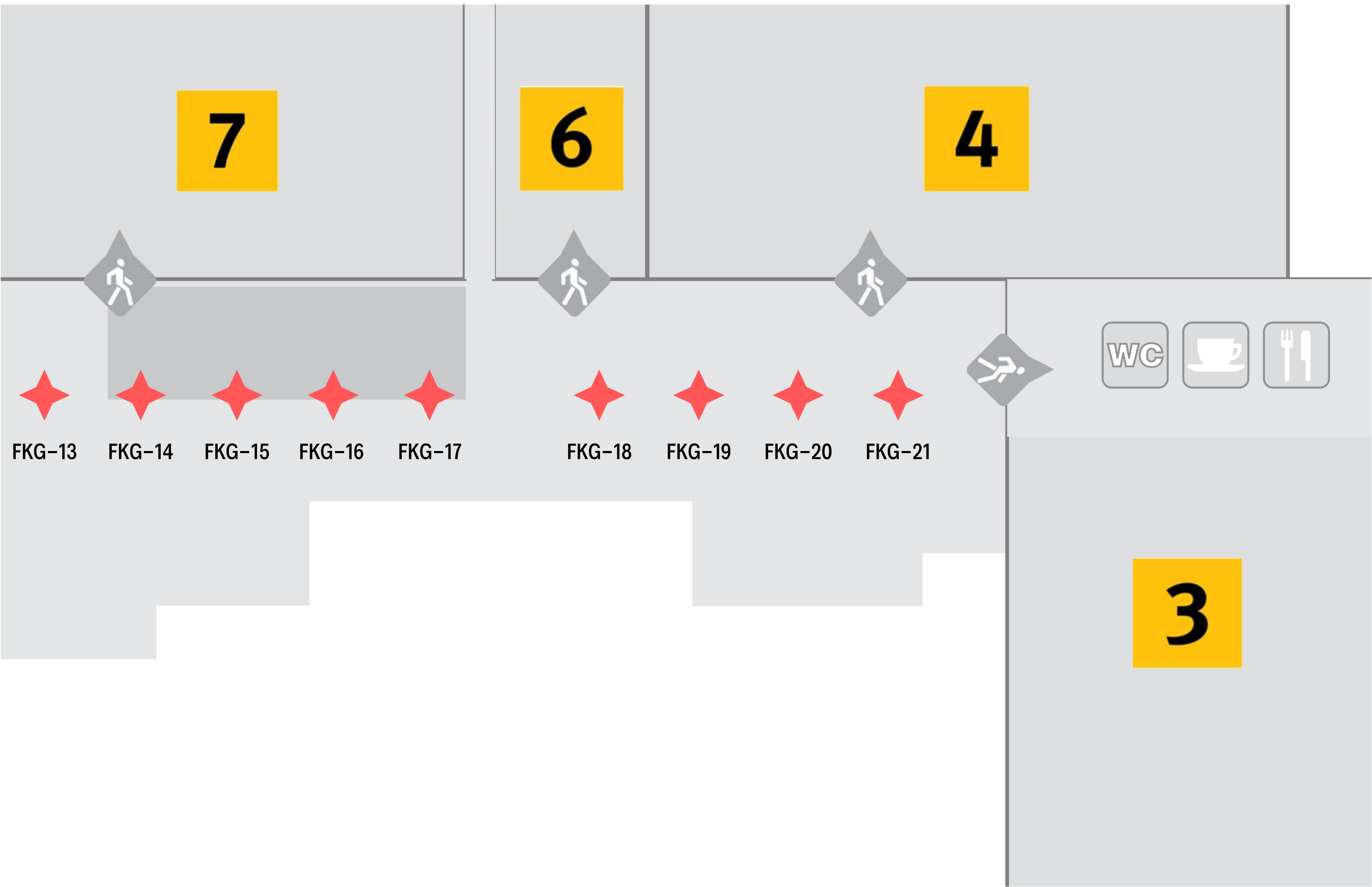
Column Wraps – Registration – KKG

Main Foyer & Registration Area



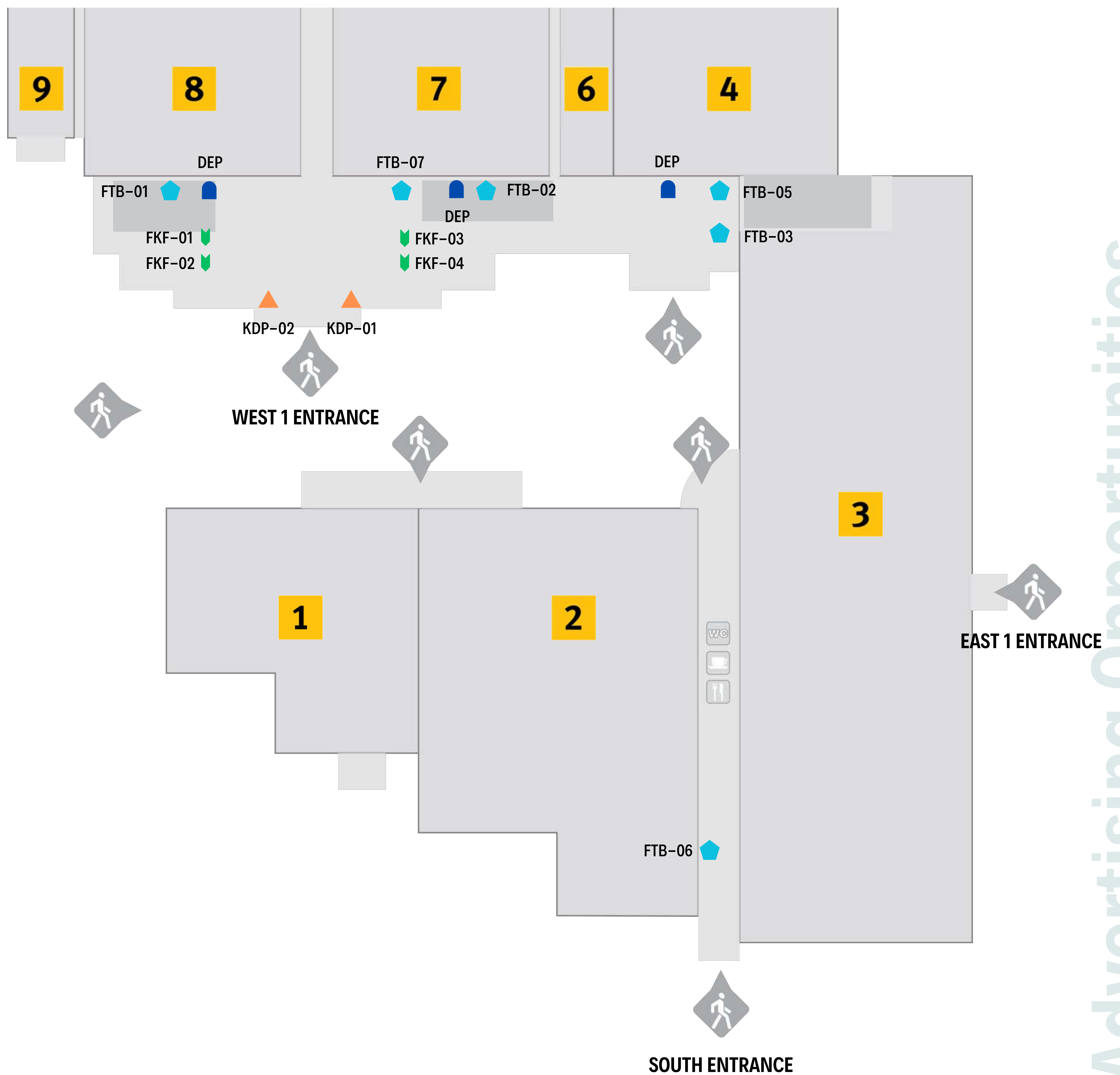
★ Column Wraps – Foyer – FKG

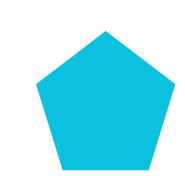
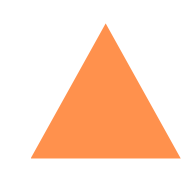

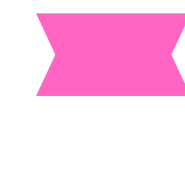

Hallway & Secondary Foyer



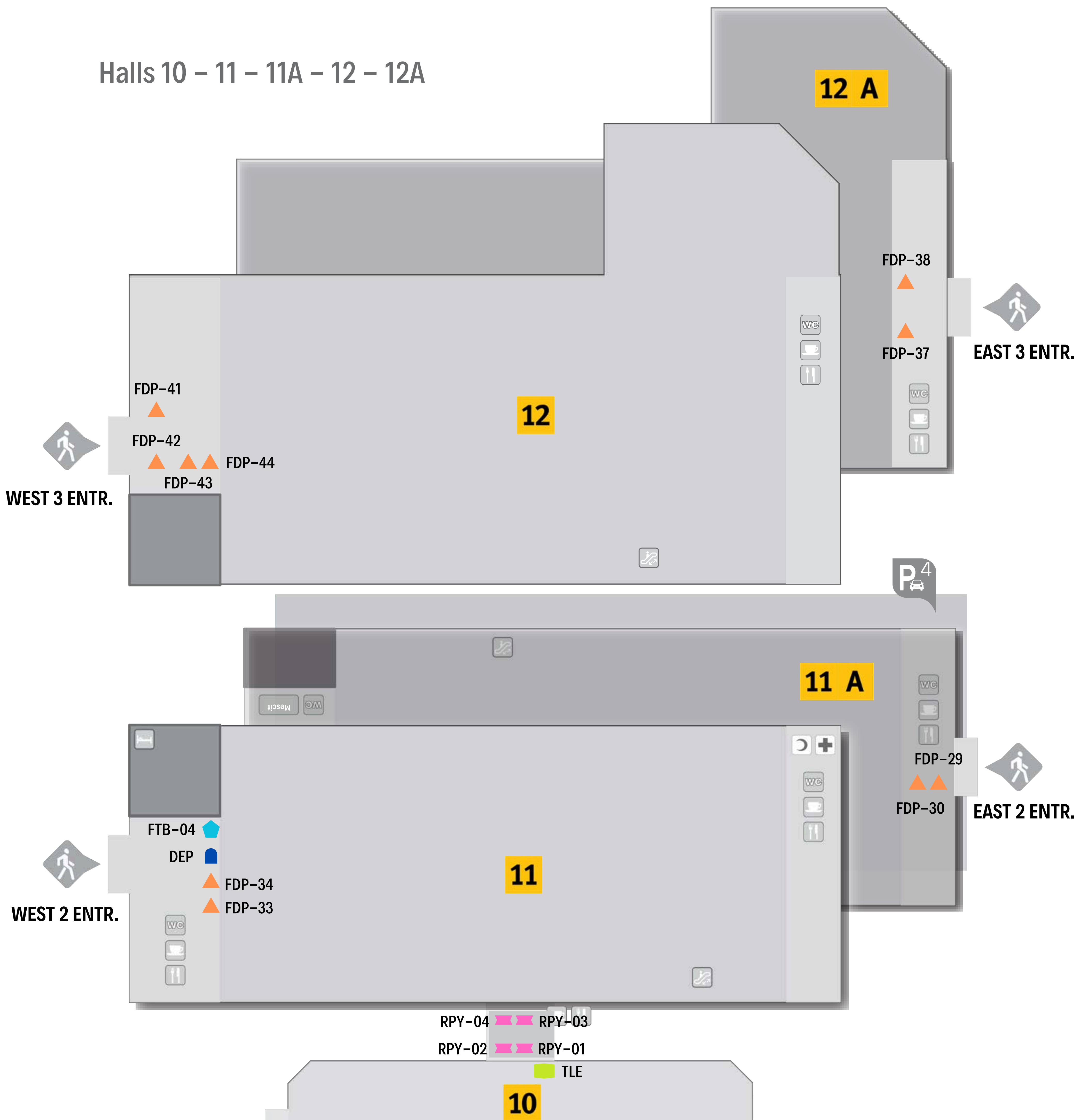
-  Textile Lightbox – FTB
-  Lightbox – KDP & FDP
-  LCD Screens – DEP
-  Hanging Banners – Foyer – FKF

West 1 Foyer & South Entrance



-  Textile Lightbox – FTB
-  Lightbox – KDP & FDP
-  LCD Screens – DEP
-  Ad Panels – RPY
-  LED Screens – TLE

Halls 10 – 11 – 11A – 12 – 12A



OUTDOOR BILLBOARDS

Megaboard – MBB

Shuttle Area & East 1 Parking Lot Billboard – SBB

Billboard – West 1 Entrance – ABB

South (Metrobus) Entrance Billboard – GZB

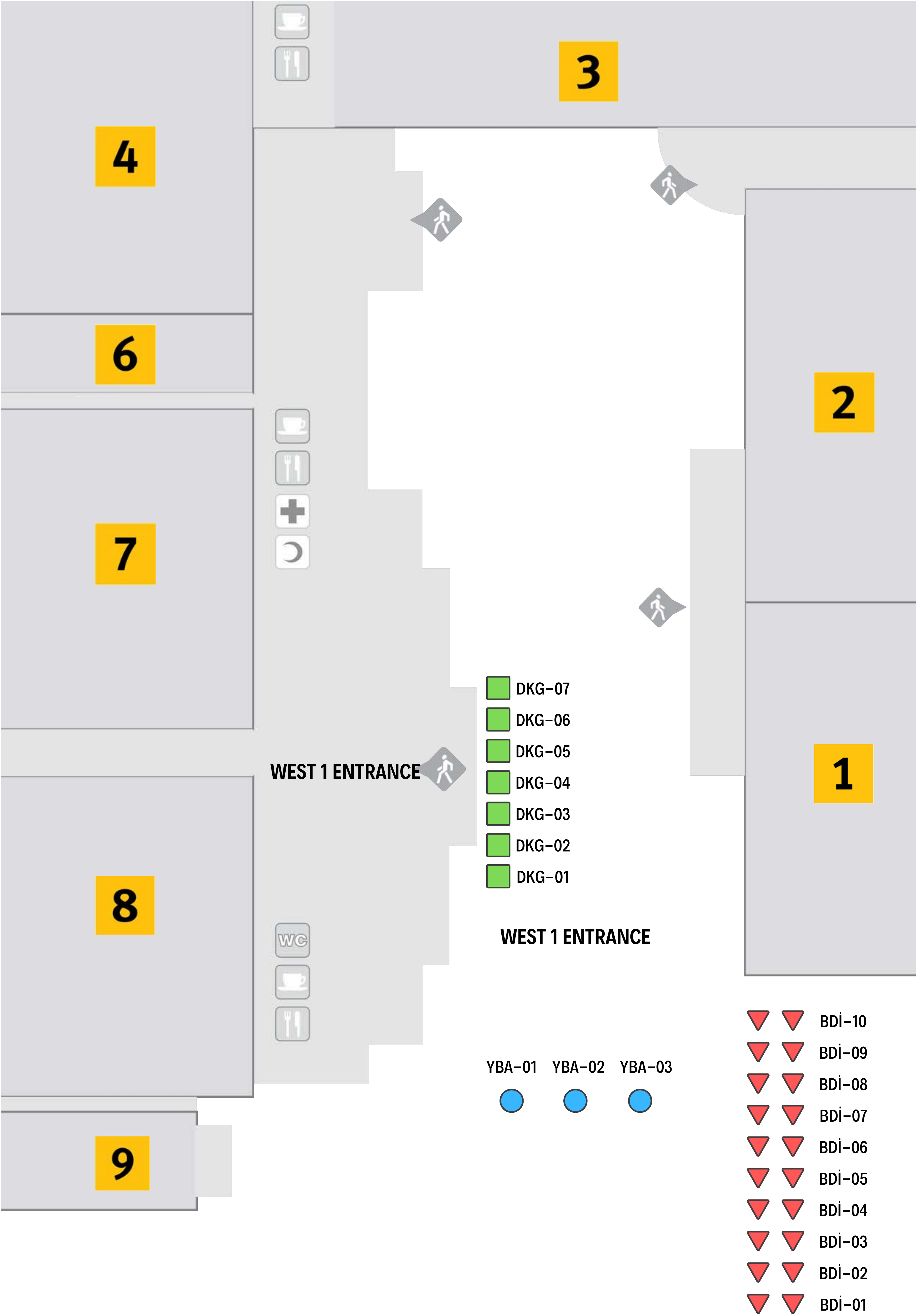
FEATHER FLAGS – P1 PARKING LOT

Feather Flags – West 1 Parking Lot – BOY

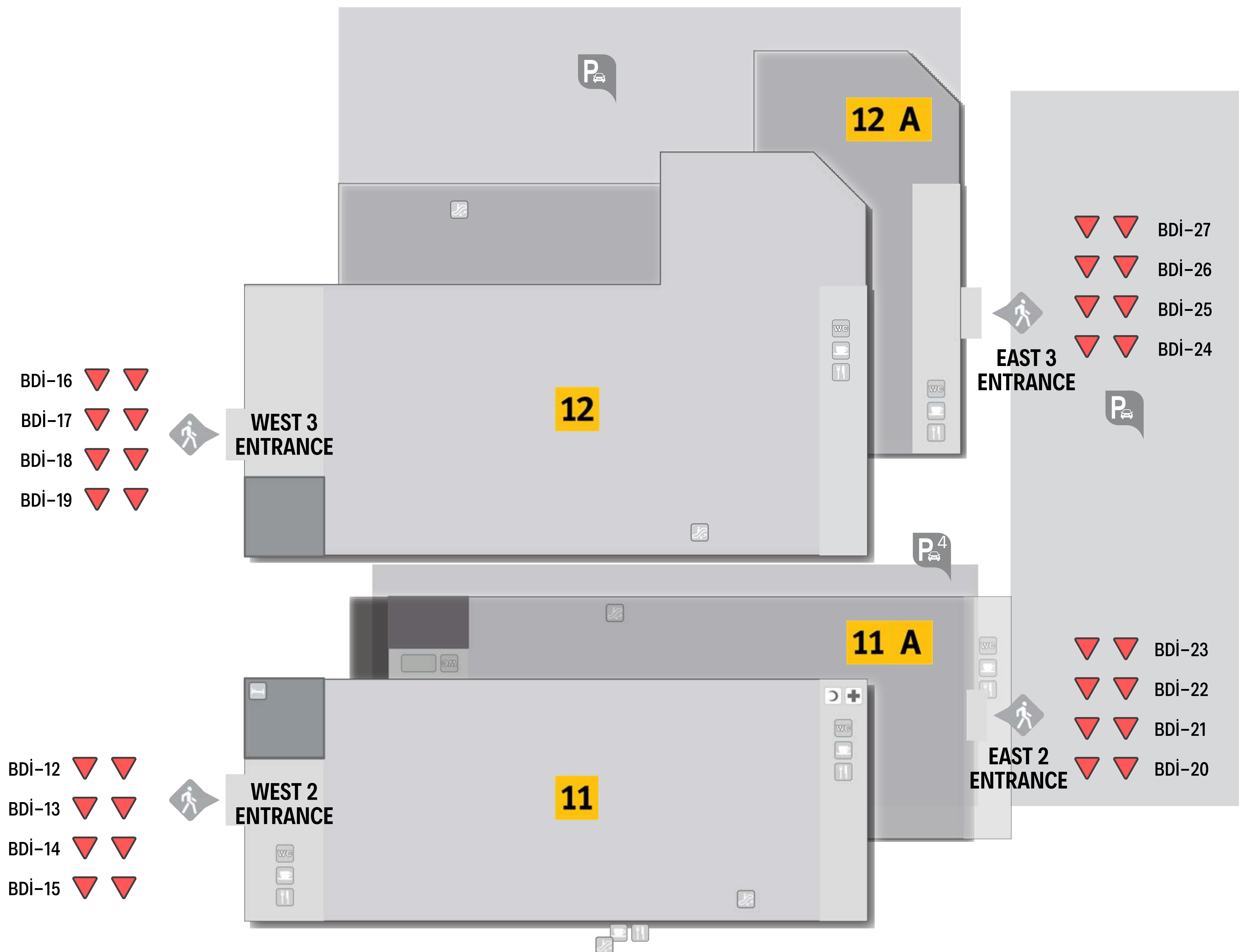


WEST 1 ENTRANCE ADVERTISING OPPORTUNITIES

- Column Wraps– DKG
- Feather Flags – YBA
- West 1 Flagpoles – BDi



HALLS 11 – 11A – 12 – 12A FLAGPOLES





www.tuyap.com.tr



07/2025-EN



Contact Us

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Tüyap Fair and Congress Center | İSTANBUL – TÜRKİYE

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