



TURKCHEM
International Chemical Industry Exhibition

**InterDye &
Textile Printing**

TURKCOAT
ISTANBUL

CHCI
Cosmetics & Home Care Ingredients

Pharmaist
Ingredients • Machinery • Packaging & Labeling

**Food & Nutritional
Ingredients**

PaintExpo
Eurasia

Surtech
Eurasia

TECH
Eurasia

**Adhesives
& Bonding**
Eurasia

**EURASIAN
COMPOSITES
SHOW**

Foam
Istanbul

Sponsorships and Advertising Options

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Promote Your Brand

Customer Perception

Improve the way you are perceived by your target audience.

THE CONTRIBUTION OF SPONSORSHIP PACKAGES TO YOUR BRAND

Access Direct

access to your target market

Brand Awareness

Make your products more recognizable.

Visibility

Increase the visibility of your brand and stand out among your competitors!

Customer Loyalty

Increase the loyalty of your target audience to your brand.



DIAMOND SPONSORSHIP

- * Usage of the logo in one line with the text 'Diamond Sponsor' on the sponsors page
- * Usage of the logo at the top tab of the homepage's sponsors section with the text 'Diamond Sponsor'
- * Usage of the logo in domestic & international email campaigns with the text 'Diamond Sponsor' in one line.

Pre-fair and Advertising Campaigns

- * In all marketing materials to be printed as of the contract date, such as invitations, catalogs, visitor brochures, etc., use a separate logo distinct from logos of other sponsor companies.
- * As of the contract date, use a separate logo in all digital and printed fair advertisements and promotions to be published domestically and internationally, distinct from the logos of other sponsor companies.
- * Logo usage in fair and conference announcements to be made from the contract date onwards.
- * Separate logo usage from logos of other sponsor companies in outdoor advertisements (OSB & Billboards).
One full-page advertisement opportunity in the fair magazine.
30 VIP invitation rights for your special invited guests.

During the Fair

- * 2 opportunities for 30-minute commercial presentations at prearranged times.
- * Single-line usage of the logo as 'Diamond Sponsor' on the registration area sponsors' poster.
- * Single-line usage of the logo as 'Diamond Sponsor' on the presentation screen in the conference area.
- * Full-page advertisement opportunity in the Digital Fair Catalog (Inside Front Cover).
- * Usage of Diamond Sponsor company logo in the layout plans.

Press & Social Media Campaigns

- * Announcement of participation and sponsorship for the fair through Social Media posts & Email.

Extra Privileges

- * Usage of the logo as 'Diamond Sponsor' in one line in the Fair Outcome Report.
- * Opportunity for a 3-minute promotional video interview at the fair venue (to be shared on the website and social media after the fair).

Its limited with only one company and requests will be evaluated on first-come basis.



GOLD SPONSORSHIP



- * Usage of the logo with the text 'Gold Sponsor' on the sponsors page.
- * Usage of the logo with the text 'Gold Sponsor' on the homepage sponsors section.
- * Usage of the logo with the text 'Gold Sponsor' in domestic and international email campaigns.

Pre-Fair Visibility and Advertising Campaigns

- * Usage of the logo with the text 'Gold Sponsor' in all marketing materials to be printed as of the contract date, such as invitations, catalogs, visitor brochures, etc.
 - * Usage of the Gold Sponsor company logo in all digital and printed fair advertisements and promotions to be published domestically and internationally, from the contract date onwards.
 - * Usage of the Gold Sponsor company logo in fair and conference announcements to be made from the contract date onwards.
- Usage of the Gold Sponsor company logo in outdoor advertisements (OSB & Billboard).
20 VIP invitation rights for your special invited guests.

Privileges During the Fair

- * Usage of the Gold Sponsor company logo in the layout plans.
- * One full-page advertisement opportunity in the Digital Fair Catalog. Usage of the Gold Sponsor company logo
- * Usage of the logo with the text 'Gold Sponsor' on the registration area sponsors' poster.
- * Usage of the logo with the text 'Gold Sponsor' on the presentation screen in the conference area.
- * Opportunity to make one 30-minute commercial presentation.

Press & Social Media Campaigns

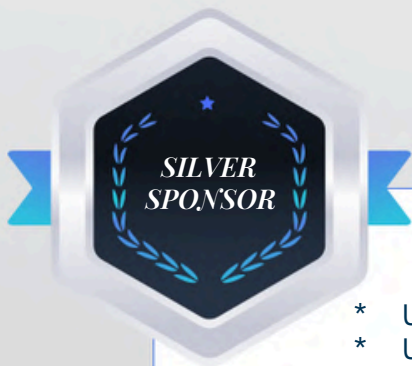
- * Announcement of participation and sponsorship for the fair through Social Media & Email

Extra Privileges

- * Usage of the logo with the text 'Gold Sponsor' in the Fair Outcome Report



Its limited with only one company and requests will be evaluated on first-come basis.



SILVER SPONSORSHIP

- * Usage of the logo with the text 'Silver Sponsor' on the sponsors page.
- * Usage of the logo with the text 'Silver Sponsor' on the homepage sponsors section.
- * Usage of the logo with the text 'Silver Sponsor' in domestic and international email campaigns

Pre-Fair Visibility and Advertising Campaigns

- * Usage of the logo with the text 'Silver Sponsor' in all marketing materials to be printed as of the contract date, such as invitations, catalogs, visitor brochures, etc.
- * Usage of Silver Sponsor company logo in all digital and printed fair advertisements and promotions to be published domestically and internationally.
- * Usage of Silver Sponsor company logo in outdoor advertisements (OSB & Billboard).
- * 10 VIP invitation rights for your special invited guests.

Privileges During the Fair

- * One full-page advertisement opportunity in the Digital Fair Catalog.
- * Usage of the logo with the text "Silver Sponsor" on the registration area sponsors' poster.

Press & Social Media Campaigns






- * Announcement of participation and sponsorship for the fair through social media & email.

Extra Privileges

- * Usage of the logo with the text "Silver Sponsor" in the Fair Outcome Report.

Its limited with only one company and requests will be evaluated on first-come basis.

MAIN SPONSORSHIP OPTIONS

CATEGORY	EXPLANATIONS	DIAMOND	GOLD	SILVER
PRINTED MATERIALS 	Logo on Outdoor Advertisements Logo on Visitor Brochures	£	£	£
	Logo on Visitor Brochures	£	£	£
	Advertisement Page in Industry Magazine	£	£	£
	Logo on Invitation and Poster Works	£		
	Logo on Registration Area Sponsors Poster	£		£
	Logo on the Sponsors Poster in the Door Registration Area	£		£
	Logo on Gala Printed Materials and Directions	£		
	VIP Invitation	30 piece	20 piece	10 piece
DIGITAL MATERIALS 	Logo in Email Campaigns	£	£	£
	Logo on Digital Advertising Boards	£	£	£
	Logo in Fair Outcome Report	£	£	£
	Logo in Mobile Application	£	£	£
	Logo in Layout Plan	£	£	
 WEB	Homepage Sponsor Area Logo	£	£	£
	Sponsors Page Logo	£	£	£
SOCIAL MEDIA & VIDEO 	Social Media Sponsorship Announcement	£	£	£
	Custom Social Media Post for the Company	3 piece	2 piece	2 piece
	3-Minute Interview Video at the Fair Venue	£		
 CONFERENCE	Trade Presentation in the Conference Program at the Fair Venue	2 piece	1 piece	
	Logo on the Conference Presentation Screen	£	£	
	Logo in Conference Announcements	£	£	

BAG SPONSORSHIP



Elevate your brand above your competitors by sponsoring the most used accessory for visitors and participants: the fair bag! With a design that stands out, bag sponsorship offers you a unique opportunity to reach all fair attendees.

- * Usage of logo alongside fair logo on both sides of the fair bag
- * Distribution of sponsor company flyer/insert inside the fair bag (Flyer design and printing are the responsibility of the sponsor company.)

Its limited with only one company and requests will be evaluated on first-come basis.

LANYARD SPONSORSHIP



By having your company logo on the lanyards of all industry professionals visiting the fair, you can advertise your company throughout the event.

- * Sponsor company logo on the lanyard/neck pouch.

Its limited with only one company and requests will be evaluated on first-come basis.

BADGE SPONSORSHIP



You can have your company's logo/design on the badge of all visitors, maximizing your visibility!

* The company logo/design within the specified area will be displayed on the badges of all fair visitors.

Its limited with only one company and requests will be evaluated on first-come basis.

INVITATION & ONLINE REGISTRATION SPONSORS



The fair invitation, which will be sent to all potential visitors of the fair, offers a unique opportunity for you to reach thousands of people before the fair! You can reach out to sectoral publications, associations, participant companies, and fair visitor lists to promote your brand.

By appearing with your banner on the Online Registration page of our website along with the printed invitation, you can reach all your potential customers before the fair.

Its limited with only one company and requests will be evaluated on first-come basis.

DIGITAL FAIR CATALOG SPONSORSHIP



You can get ahead of your competitors and stand out among competing companies by appearing in the official fair catalog with your advertisement.

- * 1 Full Page (Inside Page) €500 + VAT
- * Inside Front Cover: €1,000 + VAT
- * Back Cover: €1,500 + VAT

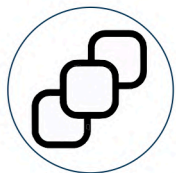
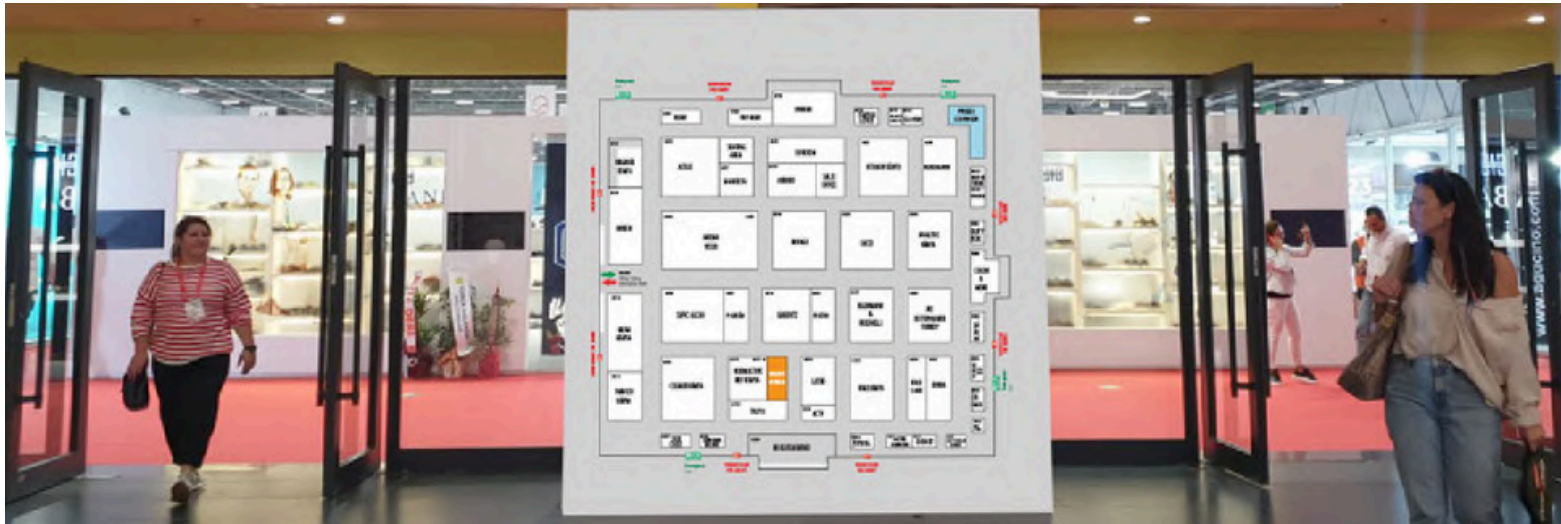
VISITOR GUIDE



You can contribute to your brand awareness by having a page featuring your advertisement in the visitor brochure, which will be distributed for guidance to all participants and visitors throughout the fair. Additionally, your logo on the layout plan can further enhance your brand visibility. By printing 5000 copies and distributing them for free, the visitor guide offers you the opportunity to reach all participants and visitors.

Its limited with only one company and requests will be evaluated on first-come basis.

LAYOUT PLAN



By featuring your logo on the fair layout plans placed for guidance at the entrance of the fair halls, you can facilitate the easier location of your booth and promote your company throughout the fair duration.

CONFERENCE SPONSORSHIP



As the Conference & Event Area sponsor, you have the opportunity to introduce your brand to industry professionals throughout the fair by hosting presentations aimed at providing information about new products, technologies, and applications to sector members by company representatives and academics.

- * Usage of sponsor company logo on conference area decorations and panels
- * Usage of sponsor company logo in visitor brochures for the conference area
- * Usage of sponsor company logo in digital conference newsletters
- * Usage of conference sponsor logo on the fair website

Cost will be determined according to budget planning. Please contact our team.
Its limited with only one company and requests will be evaluated on first-come basis.

EVENT SPONSORSHIP



Create a different impact on your target audience by sponsoring special concept event areas for fairs

* Cost will be determined according to budget planning. Please contact our team.

VIP LOUNGE SPONSORSHIP



As the sponsor of this exclusive area where only top-level executives are allowed entry and bilateral meetings are conducted, showcase your company and seize the opportunity to host your potential customers as VIPs!

- * Usage of company logo on panels in the VIP Lounge Area
- * Opportunity to distribute brochures in the VIP Lounge Area
- * Staff serving in the VIP Lounge Area wearing company-logoed t-shirts

Cost will be determined according to budget planning. Please contact our team.
Its limited with only one company and requests will be evaluated on first-come basis.

COFFEE BREAK AREA



You can promote your advertisement throughout the fair with your company's advertisement to be used in the Relaxing Area, where visitors can rest and conduct their meetings.

Cost will be determined according to budget planning. Please contact our team.
Its limited with only one company and requests will be evaluated on first-come basis.

PRIVATE MEETING ROOM SPONSORSHIP



Sponsorship of the private meeting area at the fair venue allows you to host your guests and conduct business meetings in an exclusive enclosed space.

Cost will be determined according to budget planning. Please contact our team.

CARPET ADVERTISEMENT



You can ensure that all fair visitors see your company's logo or advertisement on the carpet advertisements placed in the corridors between stands at the fair venue.

- * 1x1-€1,750
- * 2x2-€2,750

Limited to 3 companies per hall, requests will be evaluated on a first-come basis.

FOOTPRINT ADVERTISEMENT



You can attract visitors to your booth with footprint directions placed in the hall corridors.

- * Up to 40 pairs of footprint advertisements

Limited to 3 companies per hall, requests will be evaluated on a first-come basis.

WEBSITE COUNTDOWN SPONSOR



Maximize your visibility by appearing in the countdown timer on the website, which will be visited by an average of 5,000 people to complete their registration processes!

- * Usage of company logo in the Countdown Timer

Its limited with only one company and requests will be evaluated on first-come basis.

BROCHURE DISTRIBUTION



Distribute your company brochures at the entrance of the fair venue through host/hostess service and be the first to greet visitors at the fair!

- * Assignment of host/hostess at the fair area and brochure distribution
- * Mascot usage is subject to an additional fee
- * Mascot Usage: €200+VAT"

Its limited with only one company and requests will be evaluated on first-come basis.

MEDIA LOUNGE



Join us in the same environment with prominent media representatives from your industry and valuable members of the press community! Make your brand visible in the press area!

Benefits include:

- * Free press coverage and full media exposure
- * Direct communication opportunity with media partners
- * Brand visibility and promotional presence at parallel events
- * Special interview sessions during the visit
- * Continuous visibility on social media and website platforms

Applications will be evaluated according to priority based on limited firm quota.

INDOOR TOP FLAGS



Opportunity to have top flags in a corridor within the hall.

BAG INSERT PROMOTION PRODUCT SPONSORSHIP

600 - 1.440 € +VAT



Promote your brand by featuring your logo-branded products in bags distributed to visitors and participants at the fair, taking your brand one step ahead of your competitors.

- * Placement of 1,000 products: €500 + VAT
- * Placement of 3,000 products: €1,200 + VAT

Limited to three companies, requests will be evaluated on a first-come, first-served basis.
Supply and logo printing of the products to be placed in the bags are the responsibility of the sponsoring company.

SOCIAL RESPONSIBILITY PROJECT PARTNERSHIP



As a sponsor of a social responsibility project to be carried out in collaboration with a designated social responsibility institution during the fair, you can demonstrate both your sensitivity and your difference in the sector, as well as seize the opportunity to become more visible.

CONTACT

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