

Mining Turkey 2020 Fair  
December 10-13, 2020

# Sponsorship & Promotional Opportunities



# Stay Ahead of the Game with Tüyap

## NEW GENERATION EXHIBITIONS

Through our products and services, you have access to the industry audience 365 days a year.

## INCREASED RETURN OF INVESTMENT

Our marketing solutions help you efficiently communicate with your target audience. You decide where, when and how frequent you want to reach them and we will connect you.

## TAILOR-MADE SOLUTIONS

Go over the list of digital and physical promotional opportunities we can offer you. Many options can be packaged and tailored to meet your needs. Share your objectives with your experienced show team and they will create the best solution for you.



### **PRIOR TO SHOW**

Through digital marketing tools that provide detailed targeting options, draw attention to your brand and products before the show.



### **SHOW TIME**

Attract visitors to your stand through indoor & outdoor promotional opportunities and indoor navigation tool of MyTuyap mobile app during the show



### **AFTER SHOW**

Reach your target audience after the show through e-mail marketing and remarketing campaigns

## Outdoor Advertising Opportunities

- 1 Megaboard
- 2 Outdoor Column Wraps
- 3 Flagpoles & Flags
- 4 Outdoor 3D Ads
- 5 Feather Flags
- 6 West 1 Parking Lot Feather Flags

## Megaboard

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



### Benefits

- ✓ Raise brand awareness
- ✓ Drive visitors to your stand

Location: West Parking Lot, across West 1 Entrance

Quantity: 1

Size: 6 m (width) x 3 m (height)

Print Material: Vinyl. Eyelets every 30 cm to mount on the board.

Quantity / Type	Price (Exc VAT)
Megaboard	2.000 \$

## Outdoor Column Wraps



Columns located at the West 1 entrance, right outside the registration area. Ideal for exhibitors that are aiming to promote products & services and drive visitor to their stand

### Benefits

- Raise brand awareness
- Drive visitors to your stand

Location: West 1 Entrance

Quantity: 7 Columns (4 sided)

Size: 95 cm x 235 cm (Visible Area) / 97 cm x 238 cm (Print Size)

Print Material: Foil

Quantity / Type	Price (Exc VAT)
1 column	500 \$
2 columns	800 \$
4 columns	1.500 \$
7 columns	2.000 \$




## Flagpoles & Flags

Have your flags with your branding and logo fly on flagpoles located at entrances of the venue.



### Benefits

 Brand Awareness

Location: West 1, 2, 3, East 2, 3 Entrances  
 Quantity: 22 at West 1, 8 at other entrances  
 Size: 1,5 m x 4 m  
 Print Material: Banner cloth

Quantity / Type	Price (Exc VAT)
2 Flag Poles (Minimum)	500 \$
4 Flag Poles	700 \$
6 Flag Poles	950 \$
8 Flag Poles	1.200 \$
10 Flag Poles (Maximum)	1.350 \$

## Outdoor 3D Ads

Applicable only at the court of West 1 entrance, the outdoor advertising tools allow firms to stand out from the competition.



### Benefits

- Raise brand awareness
- Drive visitors to your stand

Location: West 1 Entrance

Quantity: Please consult with the show marketing team

Size: Maximum height should be 6 m. Implementation can be vertical as well as horizontal

Print Material: Materials suitable to outdoor conditions

Quantity / Type	Price (Exc VAT)
0 - 10 m2	3.000 \$
Please consult with show team for special implementations.	



## Feather Flags

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.



### Benefits

- Raise brand awareness
- Drive visitors to your stand

Location: West 1 Entrance

Quantity: 20

Size: Please consult with marketing team

Print Material: Banner cloth

Quantity / Type	Price (Exc VAT)
10 flags )Minimum)	2.000 \$
20 flags	3.500 \$

## West 1 Parking Lot Feather Flags

You may be the first to welcome the visitors by using these flags located at the West 1 Parking Lot which is frequently used by visitors and exhibitors.



### Benefits

- Raise brand awareness
- Drive visitors to your stand

Location: West 1 Entrance

Quantity: Minimum 25, maximum 75 / Only 1 company

Size: Please consult with marketing team

Print Material: Banner cloth

Quantity / Type	Price (Exc VAT)
25 flags (Minimum)	1.300 \$
50 flags	2.500 \$
75 Flags (Maximum)	4.000 \$

## Indoor Advertising Opportunities

- 1 Floor Ads
- 2 Foyer Column Wraps
- 3 Illuminated Wall Panel
- 4 Distribution of Branded Giveaways
- 5 Hanging Banners Above Stands And Hallways
- 6 Registration Area Column Wraps
- 7 Info Screens
- 8 Ad Panels
- 9 Drop Ceiling Signs at the Foyer

## Floor Ads



Floor adverts are applied on the floor in entrance areas and connecting hallways that are frequently used by visitors. Line and single application options are available.

### Benefits

- ✓ Drive visitors to your stand

Location: Foyers, registration areas, hallways

Quantity: 13 Lines.

Size: 1 m x 1 m (for single use) / 70 cm x 35 cm (for line applications)

Print Material: Floor Graphic

Quantity / Type	Price (Exc VAT)
1 Line (there are 10 floor ads in a line)	700 \$
1 Single Floor Ad	500 \$

## Foyer Column Wraps

Located at the 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.



### Benefits

- Raise brand awareness
- Drive visitors to your stand

Location: West 1 Entrance Foyer  
 Quantity: 17 Columns  
 Size: 95 cm en x 235 cm boy (visible area)  
 97 cm width x 238 cm height (print area)  
 Print Material: Laminated Foil

Quantity / Type	Price (Exc VAT)
1 column	400 \$
2 columns	700 \$
4 columns	1.100 \$
5 columns (Maximum)	1.200 \$

## Illuminated Wall Panel

Illuminated Wall panels are located in registration areas, foyers, and passages between exhibition halls. They provide high visibility and can be used to attract visitors to your stand. You can choose from 40 panels located in different positions around the venue that suit you best.



### Benefits

- Raise brand awareness
- Drive visitors to your stand

Location: Venue and Hall entrances

Quantity: 40

Size: 200 cm (width) x 120 cm (height) / 120 cm (width) x 200 cm (height)

Print Material: Duratrans

Quantity / Type	Price (Exc VAT)
1 panel	600 \$
2 panels	1.000 \$



## Distribution of Branded Giveaways



Gives you the opportunity to showcase your brand and distribute promotional items on foyers. Distribute your promotional items, flyers and brochures at locations with high visitor traffic to increase interaction with visitors and brand awareness

### Benefits

- ✔ Raise brand awareness
- ✔ Drive visitors to your stand
- ✔ Promote Products & Services

Location: Venue entrances and foyers

Quantity: Limited to 5 exhibitors.

\* Production of giveaway items is not included in the ad price. Giveaway items will need to be approved by the show team.

Quantity / Type	Price (Exc VAT)
2 Persons	800 \$
4 Persons	1.500 \$
8 Persons	2.000 \$

## Hanging Banners Above Stands And Hallways

Double sided blackout banners hanging right above your stand maximising your presence at the exhibition and broadcasting your location to the show floor



### Benefits

- Raise brand awareness
- Drive visitors to your stand

Location: Exhibition Halls

Quantity: Please consult with your show team

Size: 200 cm (width) x 300 cm (height)

Print Material: Blackout Vinyl / Double Sided

Quantity / Type	Price (Exc VAT)
Banner above stand	300 \$
Banner above hallways (1 line)	2.000 \$

## Entrance Area Column Wraps



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.

### Benefits

- Raise brand awareness
- Drive visitors to your stand

Location: West 1 Registration Area  
 Quantity: 5 Columns  
 Size: 95 cm (width) x 235 cm (height)  
 Print Material: Laminated foil

Quantity / Type	Price (Exc VAT)
4 columns	1.800 \$

## Info Screens

Display your ads on info screens located in foyers, food and drink areas and passages between exhibition halls. Your 1 minute video ad will be displayed on 20 info screens twice per hour throughout the exhibition. Attract visitors to your stand, promote new products & services, increase brand awareness.



### Benefits

- Raise brand awareness
- Drive visitors to your stand
- Promote Products & Services

Location: Foyers, Food & Drink Areas

Quantity: 20 info screens

Size: 102 x 57cm

Specifications: mpeg or m4 video format, 1280/720 pal resolution, 70 MB max. size

Quantity / Type	Price (Exc VAT)
2 Displays per hours (during fair)	500 \$
3 Displays per hours (during fair)	700 \$

## Ad Panels



Ad panels are portable and can be placed on positions with high visitor traffic such as entrances, hallways and passages between halls.

### Benefits

- ✓ Raise brand awareness
- ✓ Drive visitors to your stand

Location: Foyers, Food & Drink Areas, Hallways  
Size: Standard Panel: 95 (width) x 238 (height) cm  
Premium Panel: 340 x 230 cm  
Print Material: Laminated Foil (Standard Panel)  
\* Premium panel

Quantity / Type

Price (Exc VAT)

Please consult with show team for location and price.



## Drop Ceiling Flags

Creative drop ceiling flags to advertise your brand at the main foyer of the exhibition venue that has the highest visitor traffic.



### Benefits

- Brand Awareness

Location: West 1 Entrance Foyer  
 Quantity: 6 / Limited to 3 exhibitors  
 Size: 2 x 5 m  
 Material: blackout printing / vinyl printing

Quantity / Type	Price (Exc VAT)
1 Flag	1.600 \$
2 Flags	3.000 \$
4 Flags	4.000 \$



## Advertising on Printed Materials

1

Visitor Guide Ads

2

Show Floor Plan Ads

## Visitor Guide Ads



Your company branding at the back of all visitor guides leaflets. Raise brand awareness and drive visitors to your stand with visitor guide ads. Visitor guide is used by all visitors to find their way in the exhibition venue and search for exhibitors.

### Benefits

Brand Awareness

Promote Products & Services

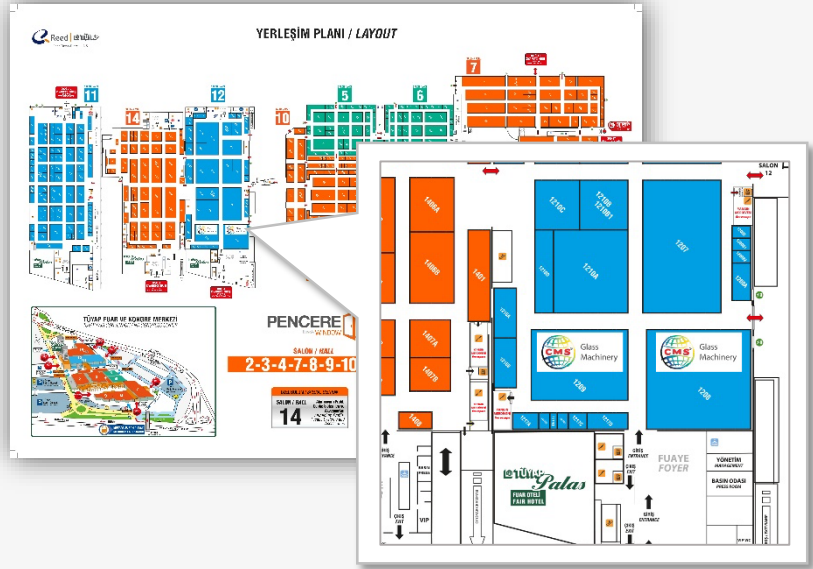
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Size: 15 x 21 cm (Type1) / 10,5 x 20 cm (Type2)

Quantity / Type	Price (Exc VAT)
Cover Ads	1.000 \$

## Floor Plan Ads

Your company logo on the floor plans located at hall entrances and foyers. Have your company logo placed on your stand location in the hall plan located at the hall entrance or the exhibition plan located at the registration area to drive visitors to your stand and raise brand awareness.



### Benefits

- ✓ Drive visitors to your stand

Location: Foyers and Hall Entrances  
 Exclusivity: 15 exhibitors per exhibition hall  
 Material & Format: Jpeg of pdf logo

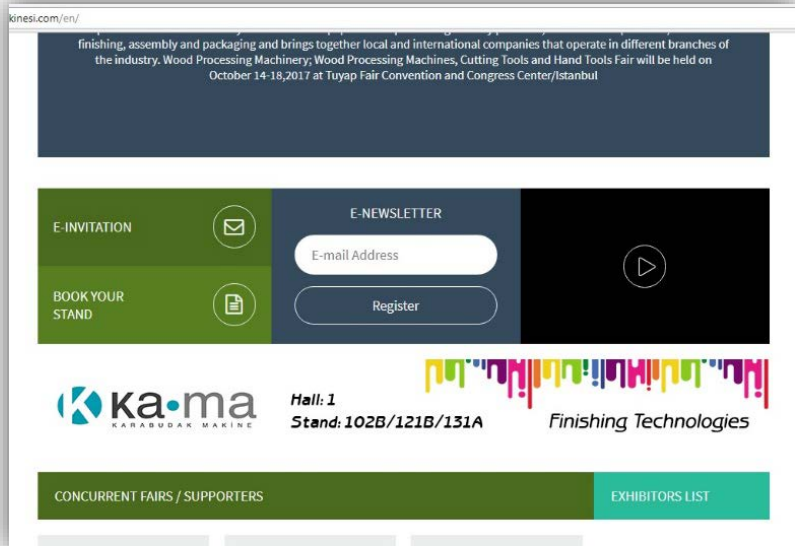
Quantity / Type	Price (Exc VAT)
Your company logo on all floor plans	300 \$

## Digital Advertising Opportunities

- 1 Show Website Banner Ads
- 2 Show Directory Ads
- 3 E-newsletter Ads
- 4 Social Media Ads
- 5 MyTuyap Mobile App Banners
- 6 MyTuyap Location Based Notifications
- 7 MyTuyap Map Ads
- 8 Remarketing
- 8 Show Catalogue Ads

## Show Website Banner Ads

Promote your brand and products on the main page of the show website viewed by thousands of attendees as they plan their visit.



### Benefits

- Brand awareness
- Promote products & services
- Drive visitors to your stand

Location: Main page of show website

Quantity: 1 Slider Banner, 1 Horizontal banner, 1 Gallery Banner

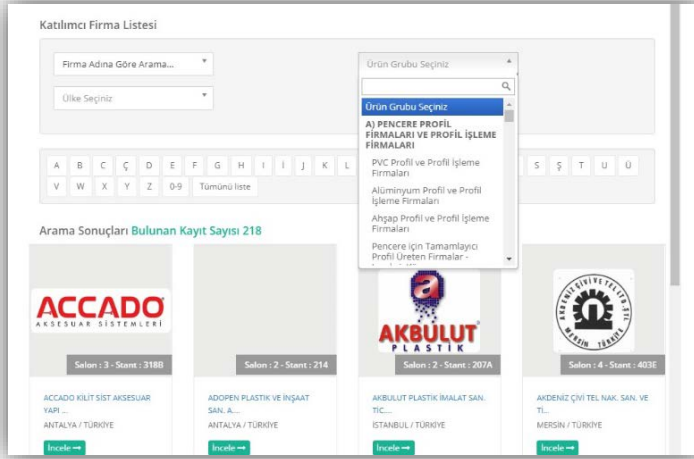
Size: Horizontal banner : 728 x90, Gallery Banner: 449 x 390 pixel

Slider Banner: 1920 x 480, 1200 x 480, 992 x 360, 768 x 240 pixel

Quantity / Type	Price (Exc VAT)
Horizontal Banner	800 \$
Gallery Banner	1.400 \$
Slider Banner	3.000 \$

## Exhibitor Directory Ads

Be at the top of the exhibitor listing on the show website and mobile app. Your profile will be viewed more by visitors seeking out your products.



### Benefits



Generate Leads



Promote Products & Services

Location: MyTuyap Mobile App & Show Website Exhibitor Directories

Exclusivity: Top of the exhibitor list is limited to 1 company. Top of the product category is limited 4 companies.

Quantity / Type	Price (Exc VAT)
Highlight in the list	200 \$
Top of the Product Category	800 \$
Top of the Exhibitor List	1.400 \$



## E-newsletter Banner Ads

Deliver your message to your target audience through our e-newsletters sent out to specific visitor segments and promote your brand and products before and after the show.



### Benefits



Generate Leads



Promote Products & Services



Brand Awareness

Location: E-newsletter ads to industry audience

Exclusivity: Limited to 1 exhibitor per newsletter

Size: Please consult with your show marketing team.

Application: Exhibitor provides the design of the banner ad and the text content. Show marketing team publishes e-newsletters and provides reports.

Quantity / Type	Price (Exc VAT)
Pre-registered Visitors	800 \$
Attended Visitors	2.000 \$

## Social Media Ads

Promote your brand on our official social media pages, raise awareness and drive visitors to your stand. Post will be shared before the show.



## Benefits

- Promote Products & Services
- Brand Awareness

Advertising Channel:  
 Official Social Media Pages of the show.  
 Size:  
 Facebook : 1200x900 pixel  
 LinkedIn : 550x368 pixel

Quantity / Type	Price (Exc VAT)
Facebook Post	150 \$
LinkedIn Post	150 \$
Post on All Channels	200 \$

## Mobile App Banner Ads



Used by visitors to search for exhibitors, get e-tickets and follow event programs, MyTuyap Mobile app also includes a tool that provides real time indoor navigation. Raise brand awareness, and increase traffic with a hyperlinked banner to your website.

### Benefits

Brand awareness

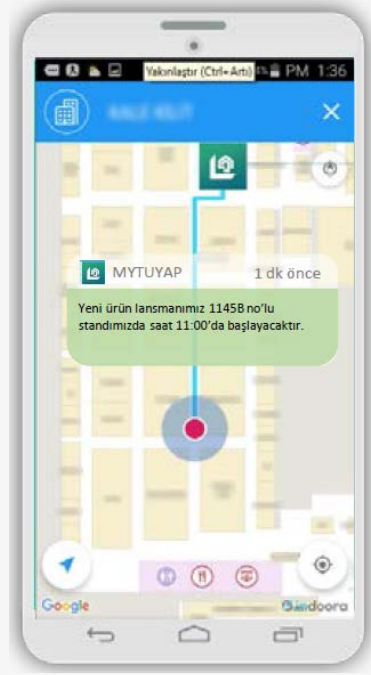
Drive visitors to your stand

Advertising Channel: MyTuyap Mobile App Main Page  
Quantity: 3 banner space  
Size: 960 x 400 pixels

Quantity / Type	Price (Exc VAT)
Footer Banner	600 \$

## Mobile App Location Based Notifications

MyTüyap provides visitors real time indoor navigation and draws the closest route to the stand they want to visit. Location based notifications give you the opportunity communicate with visitors at specific locations and drive them to your stand.



### Benefits

- Brand awareness
- Drive Visitors to your stand
- Promote products & services

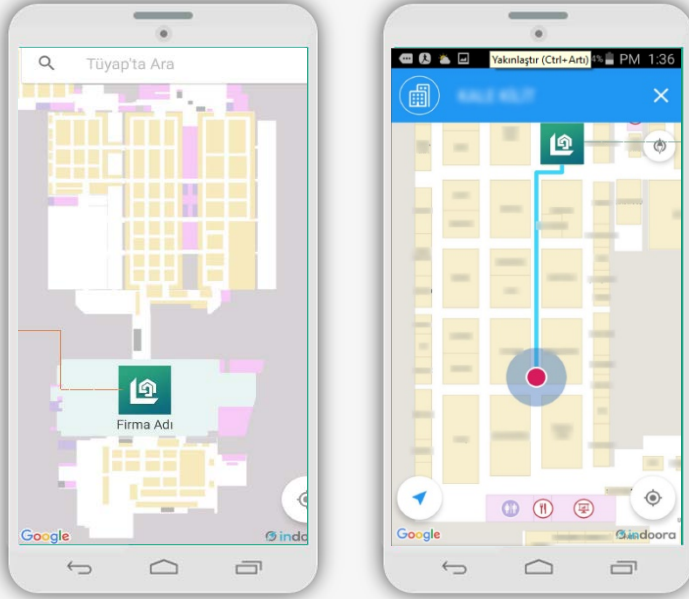
Advertising Channel: MyTüyap Mobile App

Exclusivity: Registration area and hall entrance notifications are limited to 2 exhibitors only.

Notifications sent to visitors in the vicinity of your stand are limited to 4 exhibitors per hall.

Quantity / Type	Price (Exc VAT)
Registration Area Notification	1.600 \$
Hall Entrance Notification	1.000 \$
Booth Vicinity Notification	700 \$

## Mobile App Navigation Module Ads



The interactive map module that contains detailed floor plan of the exhibition provides visitors real time navigation. Place your logo on your stand location or over the entire hall to raise brand awareness and drive visitors to your stand.

### Benefit

Brand awareness

Drive visitors to your stand

Advertising Channel: MyTuyap Mobil App Map

Exclusivity: Logo over the stand: Limited to 2 exhibitors per exhibition hall. Logo over the hall: Exclusive to one exhibitor for each hall.

Application: When zoomed in, your logo covering the entire hall will fade out and be placed upon your stand.

Quantity / Type	Price (Exc VAT)
Logo over stand	500 \$
Logo over hall	1.200 \$

## Remarketing



The codes embedded to Tuyap websites mark the computers of visitors. Ads of Tüyap re-marketing tool users are displayed on other websites they visit. Provides brand to meet with the industry professionals at world's most prestigious websites. Your adverts can be targeted to specific countries or worldwide

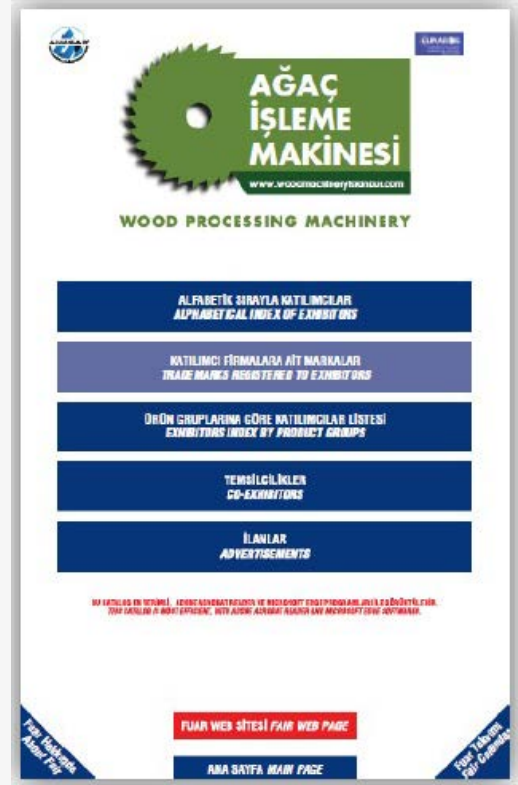
### Benefits

- Generate Leads
- Promote Products & Services
- Brand Awareness

Quantity / Type	Price (Exc VAT)
1.000 Displays	2 \$

## Show Catalogue Ads

The codes embedded to Tuyap websites mark the computers of visitors. Ads of Tuyap re-marketing tool users are displayed on other websites they visit. Provides brand to meet with the industry professionals at world's most prestigious websites. Your adverts can be targeted to specific countries or worldwide



### Benefits

- Promote Products & Services
- Brand Awareness

Size: Sizes may be changed.

Quantity / Type	Price (Exc. VAT)
Indeks Page Banner	800 \$
Product Groups Page Banner	600 \$

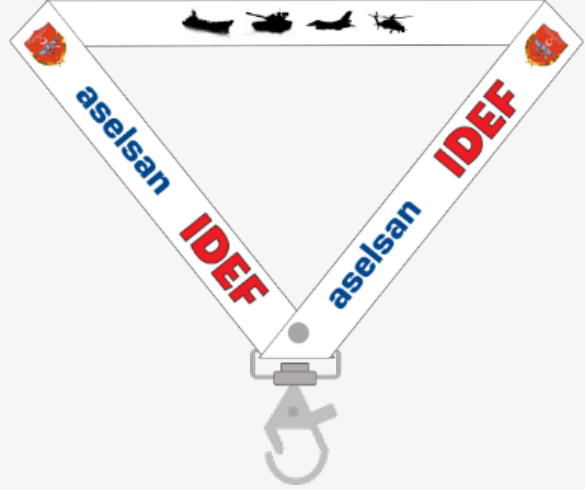


## Sponsorships

- 1 Visitor Badge Lanyard Sponsor
- 2 Online Registration Sponsor
- 3 Platinum Sponsor
- 4 Gold Sponsor

## Visitor Badge Lanyard Sponsorship

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



### Benefits

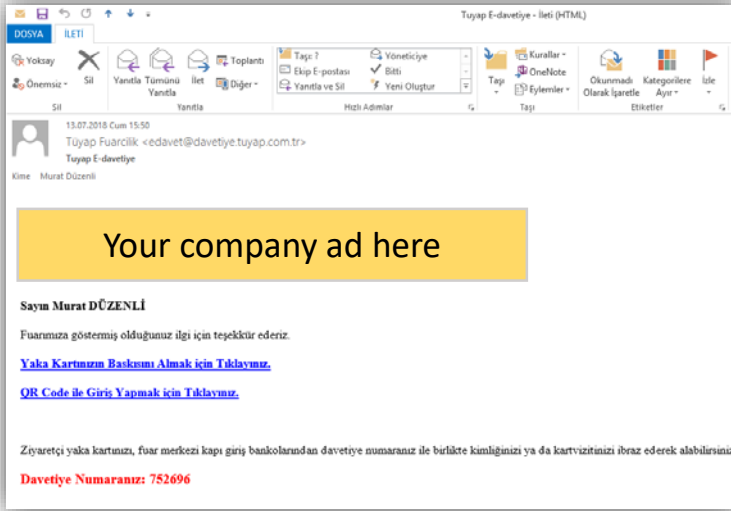
- ✓ Brand Awareness

Location: Visitor Badge Lanyards at all entrance.

Exclusivity: Only for visitor badge lanyards / one company only

Quantity / Type	Price (Ext. VAT)
15.000 adet	3.000 \$

## Online Registration Sponsorship



Your company banners are placed in the confirmation e-mail sent to pre-registered visitors and on the jet pass kiosk screens they use to print their badges.

### Benefits

- Brand Awareness
- Promote Products & Services

#### Advertising Channel:

- 1- Banner in confirmation e-mail sent to pre-registered visitors
- 2- Banner on Jet Pass Kiosk screens
- 3- Jet Pass Kiosk Wraps

Exclusivity: Limited to one company only

Size (Confirmation E-mail): 800 (width) x 245 (height) pixels

Size (Jet Pass Screen): 1120 (width) x 150 (height) pixels

Print Material: Laminated foil for Jet Pass Kiosk Wraps

Quantity / Type	Price (Ext. VAT)
Online Registration Sponsorship	3.000 \$

## PLATINUM SPONSORSHIP

	PACKAGE
<b>BEFORE THE FAIR</b>	<ol style="list-style-type: none"><li>1. Sponsor firm's logo appears in online invitation.</li><li>2. Sponsor is e-mailed to previous year's visitor database twice. ( In a mailing about Mining Turkey, it is mentioned that the sponsor firm is a Platinum Sponsor. An article and photo appear about the firm and its products to be exhibited in Mining Turkey.)</li><li>3. Sponsor firm is announced as a Platinum Sponsor in social media accounts of fair.</li><li>4. Sponsor firm's logo appears as a Platinum Sponsor on the footer in all e-mailing.</li><li>5. Sponsor firm's promo banner appears in fair website.</li><li>6. Sponsor firm's logo appears as a Platinum Sponsor on the footer of fair website.</li></ol>
<b>DURING THE FAIR</b>	<ol style="list-style-type: none"><li>7. Sponsor can have a information stand at foyer.</li><li>8. Sponsor firm's logo appears as the Platinum Sponsor in all branding used for Mining Turkey in internal and external area.</li><li>9. Firm's logo appears as the Platinum Sponsor in the sponsor slide on the fair opening stage.</li><li>10. Sponsor's hanging banner(x2) appears on firm's booth.</li><li>11. The firm is granted the right to use 6 flag posts at the main entrance of the fairground.</li><li>12. Sponsor firm's logo appears as the Platinum Sponsor in the sponsor strip in the floor plans at foyer.</li><li>13. Firm logo + booth number on TV screens in the fairground (30 repetitions a day at min.)</li><li>14. Sponsor is granted the right to use 2 illuminated wall panels.</li><li>15. Sponsor firm's logo appears as the Platinum Sponsor in the sponsor strip in the folding floor plan.</li></ol>
<b>AFTER THE FAIR</b>	<ol style="list-style-type: none"><li>16. Sponsor firm's logo appears as the Platinum Sponsor in fair final report.</li></ol>
<b>PRICE (Exc. VAT)</b>	<b>8.000 \$</b>

\*one company onşy

## **GOLDEN SPONSORSHIP**

### **PACKAGE**

#### **BEFORE THE FAIR**

1. Sponsor is e-mailed to previous year's visitor database one time. ( In a mailing about Mining Turkey, it is mentioned that the sponsor firm is a Golden Sponsor. An article and photo appear about the firm and its products to be exhibited in Mining Turkey.)
2. Sponsor firm is announced as a Golden Sponsor in social media accounts of fair.
3. Sponsor firm's logo appears as a Golden Sponsor on the footer in all e-mailing.
4. Sponsor firm's horizontal banner appears in fair website.
5. Sponsor firm's logo appears as a Golden Sponsor on the footer of fair website.

#### **DURING THE FAIR**

6. Sponsor firm's logo appears as the Golden Sponsor in all branding used for Mining Turkey in internal and external area.
7. Firm's logo appears as the Golden Sponsor in the sponsor slide on the fair opening stage.
8. Sponsor's hanging banner(x1) appears on firm's booth.
9. The firm is granted the right to use 4 flag posts at the main entrance of the fairground.
10. Sponsor firm's logo appears as the Golden Sponsor in the sponsor strip in the floor plans at foyer.
11. Firm logo + booth number on TV screens in the fairground (10 repetitions a day at min.)
12. Sponsor is granted the right to use 1 illuminated wall panel.
13. Sponsor firm's logo appears as the Golden Sponsor in the sponsor strip in the folding floor plan.

#### **AFTER THE FAIR**

14. Sponsor firm's logo appears as the Golden Sponsor in fair final report.

#### **PRICE (Exc. VAT)**

**6.000 \$**

\*one company only

	Platinum Sponsor	Golden Sponsor
<b>Before the Fair</b>		
Sponsor logo in online invitation	✓	X
Mail to previous year's visitor database	2 time	1 time
Announcement at fair's social media accounts	✓	✓
Sponsor logo in all fair mailings	✓	✓
Promo banner publishing	✓	X
Horizontal banner publishing	X	✓
Sponsor logo at mainpage of fair website	✓	✓
<b>During the Fair</b>		
Info desk	✓	X
Sponsor logo in all internal and external brandings	✓	✓
Hanging banner	2 banners	1 banner
Right to use flag posts at the main entrance	6 flags	4 flags
Sponsor logo in floor plan at foyer	✓	✓
Sponsor logo on opening stage	✓	✓
Firm logo + booth number on TV screens in the fairground	30 repetitions per day	10 repetitions per day
Illuminated wall panel	2 panels	1 panel
Sponsor logo in folding floor plan	✓	✓
<b>After the Fair</b>		
Sponsor logo in final report	✓	✓
<b>PRICE (Exc. VAT)</b>	<b>8.000 \$</b>	<b>6.000 \$</b>
	<b>one company only</b>	<b>one company only</b>



## Contact With Us



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