

Plast Eurasia 2021 Fair
December 1-4, 2021

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 Shuttle Area Billboards
- 5 East Parking Lot Entrance Billboards
- 6 Outdoor 3D Ads
- 7 Feather Flags
- 8 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

Megaboard

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

1 column

2 columns

4 columns

7 columns

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 |
|-------------------------|
| 2 Flag Poles (Minimum) |
| 4 Flag Poles |
| 6 Flag Poles |
| 8 Flag Poles |
| 10 Flag Poles (Maximum) |

Shuttle Area Billboards



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

Benefits

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

Location: West 1 Entrance

Quantity: 5

Size: 3,32 m x 1,92 m

Print Material: Vinyl

| Quantity / Type |
|-----------------|
| 1 Billboard |
| 2 Billboards |
| 3 Billboards |
| 4 Billboards |
| 5 Billboards |

East Parking Lot Entrance Billboards



Benefits

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

Location: East Parking Lot
Entrance
Quantity: 2
Size: 3,32 m x 1,92 m
Print Material: Vinyl

Billboards located between the road connecting the exhibition venue to E-5 highway and the East entrance parking lot, which is frequently used by exhibitors and visitors.

Quantity / Type

1 Billboard

2 Billboards

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

0 - 10 m2

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

10 flags (Minimum)

20 flags

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

25 flags (Minimum)

50 flags

75 Flags (Maximum)

Indoor Advertising Opportunities

- 1 Floor Ads
- 2 Foyer Column Wraps
- 3 Registration Area Illuminated Wall Panels
- 4 Illuminated Wall Panel
- 5 Show Floor Plan Ads
- 6 Hanging Banners Above Stands And Hallways
- 7 Registration Area Column Wraps

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

1 Line (there are 10 floor ads in a line)

1 Single Floor Ad

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 |
|---------------------|
| 1 column |
| 2 columns |
| 4 columns |
| 5 columns (Maximum) |

Registration Area Illuminated Wall Panels



Illuminated Wall panels located at the West 1 registration area. These panels provide high visibility and can be used to attract visitors to your stand.

Benefits

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

Location: West 1 Entrance

Quantity : 2

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

Print Material: Duratrans

| Quantity / Type |
|-----------------|
| 1 panel |
| 2 panels |

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

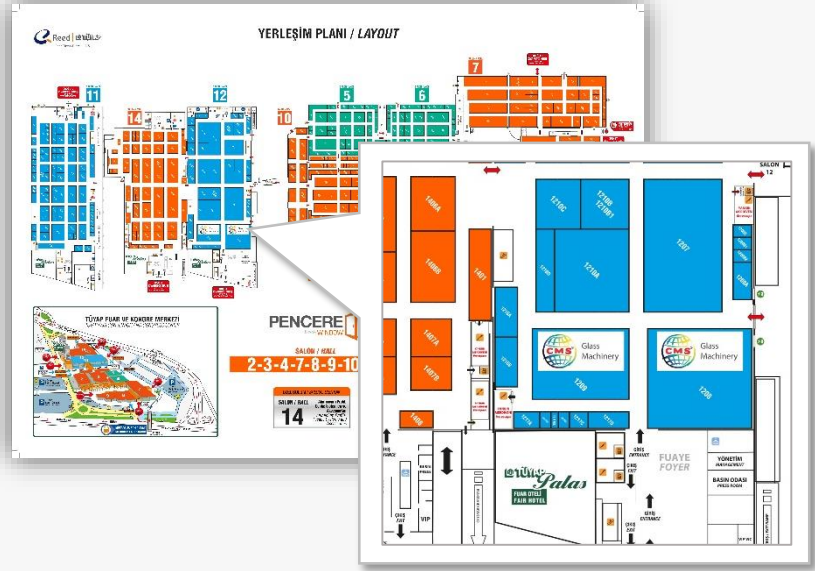
Size: 200 cm (width) x 120 cm (height) / 120 cm (width) x 200 cm (height)

Print Material: Duratrans

| Quantity / Type |
|-----------------|
| 1 panel |
| 2 panels |

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

Your company logo on all floor plans

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

Banner above stand

Banner above hallways (1 line)

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

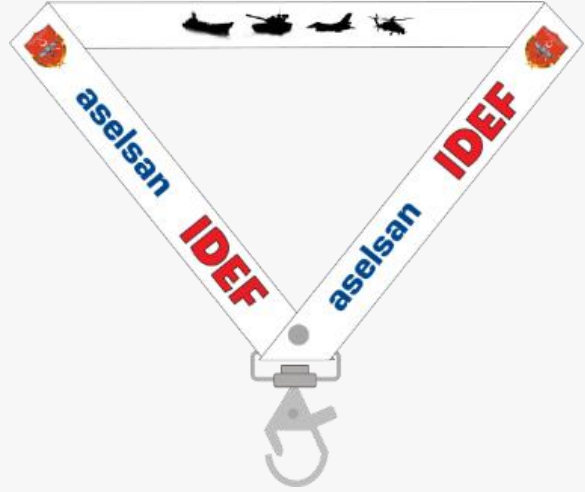
4 columns

Sponsorships

- 1 Visitor Badge Lanyard Sponsor
- 2 Online Registration Sponsor
- 3 Platinum Sponsor
- 4 Gold Sponsor
- 5 WI-FI Sponsor
- 6 Hygiene 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

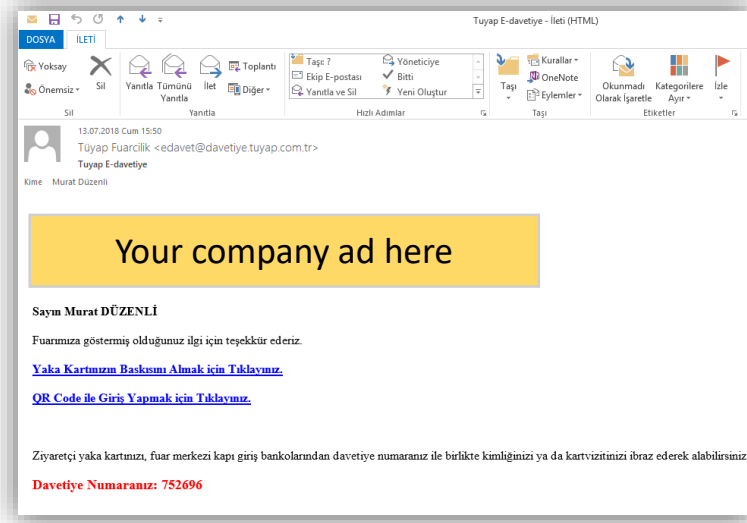
Location: Visitor Badge Lanyards at all entrance.

Exclusivity: Only for visitor badge lanyards / one company only

Quantity / Type

10.000

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

Online Registration Sponsorship

PLATINUM SPONSORSHIP**PACKAGE****BEFORE
THE
FAIR**

1. Sponsor firm's logo appears in online invitation.
2. Sponsor is e-mailed to previous year's visitor database twice. (In a mailing about Plast Eurasia, 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 Plast Eurasia.)
3. Sponsor firm is announced as a Platinum Sponsor in social media accounts of fair.
4. Sponsor firm's logo appears as a Platinum Sponsor on the footer in all e-mailing.
5. Sponsor firm's promo banner appears in fair website.
6. Sponsor firm's logo appears as a Platinum Sponsor on the footer of fair website.

**DURING
THE
FAIR**

1. Sponsor can have a information stand at foyer.
2. Sponsor firm's logo appears as the Platinum Sponsor in all branding used for Plast Eurasia in internal and external area.
3. Firm's logo appears as the Platinum Sponsor in the sponsor slide on the fair opening stage.
4. Sponsor's hanging banner(x2) appears on firm's booth.
5. The firm is granted the right to use 6 flag posts at the main entrance of the fairground.
6. Sponsor firm's logo appears as the Platinum Sponsor in the sponsor strip in the floor plans at foyer.
7. Firm logo + booth number on TV screens in the fairground (30 repetitions a day at min.)
8. Sponsor is granted the right to use 2 illuminated wall panels.

**AFTER THE
FAIR**

1. Sponsor firm's logo appears as the Platinum Sponsor in fair final report.

*one company only

GOLDEN SPONSORSHIP**PACKAGE****BEFORE
THE
FAIR**

1. Sponsor is e-mailed to previous year's visitor database one time. (In a mailing about Plast Eurasia, 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 Plast Eurasia.)
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**

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

**AFTER THE
FAIR**

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

*one company only

| | Platinum Sponsor | Golden Sponsor |
|--|-------------------------|-------------------------|
| Before the Fair | | |
| 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 | ✓ | ✓ |
| During the Fair | | |
| 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 |
| After the Fair | | |
| Sponsor logo in final report | ✓ | ✓ |
| | one company only | one company only |

WI-FI SPONSORSHIP

| | PACKAGE |
|------------------------|--|
| DURING THE FAIR | <ol style="list-style-type: none">1. Wi-Fi name is configured in sponsor firm's name.2. Sponsor firm's logo appears on the Internet access main page.3. Sponsor firm's name appears on the Internet access main page.4. Sponsor firm can place the desired image on the background of Internet access main page with organizer's consent.5. Firm's logo appears as Wi-Fi Sponsor on sponsor page in fair's website |
| AFTER THE FAIR | <ol style="list-style-type: none">1. Sponsor firm's logo appears as the Wi-Fi Sponsor in fair final report. |

*one company only

HYGIENE SPONSORSHIP

PACKAGE

DURING THE FAIR

1. Disinfectant stand can be installed by the sponsor firm in the entrance of fair area, halls and foyer. Sponsor firm's logo appears on the disinfectant units in toilets.
2. Hygiene kit can be handed by the sponsor firm at the registration desks. (the kit can include hand sanitizer, mask etc.)
3. Sponsor firm's logo appears on the panel at the area where disinfection is carried out by the sponsor.

AFTER THE FAIR

1. Sponsor firm's logo appears as the Hygiene Sponsor in fair final report.

*one company only



Contact With Us



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