TT GLOBAL
FUARCILIK

Sponsorship Opportunities

2025

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Sponsorship Opportunities

Don’t miss the opportunity to take your brand one step ahead with Anfaş’s advertising spaces!

With our advertising spaces preferred by many individual and corporate companies, stand out with your advertisements both during fair periods and outside of fair periods.

Advantages:

- Ensures that your brand is recognized by a much larger audience.
- Preferred for announcing any promotional product and increasing sales figures.
- If your company or organization has relocated, it is pre ferred to inform audiences along this route.
- At the same time, your brand’s corporate identity is elevated through advertisements.

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Main Sponsorship

DETAILS:

Main Sponsorship is the highest and most comprehensive sponsorship category.

Only 1 **Main Sponsorship** is available.

To qualify as a **Main Sponsor**, it is mandatory to have a stand.

Scope:

- The brand will be featured in all domestic and international promotional activities; in **all printed and digital media, including website banner publications, social media, e-newsletters, TV, newspapers, magazines, indoor, out-door, invitations, posters, pennants, and similar advertising channels.**
- The company logo will appear on **all printed materials, press conferences, and opening ceremonies.**
- Throughout the fair, the sponsor will have the right to organize ANFAŞ-approved promotional and marketing activities.
- On the official fair website, the sponsor will have the right to use a banner with the title **"Main Sponsor."**
- The stand location will be highlighted more prominently and attractively on the floor plan boards placed in the exhibition area.
- The sponsor will be listed as **"Main Sponsor"** in the fair catalog.

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Co-Sponsorship

DETAILS:

Co Sponsorhip, is the second-level sponsorship category.

More than one **Co-Sponsorship** can be granted.

To qualify as a **Co-Sponsor**, it is mandatory to have a stand.

Scope:

- The sponsor will be featured in **all printed and digital media, including website banner publications, social media, TV, newspapers, magazines, indoor, outdoor, invitations, posters, pennants, and similar advertising channels.**
- On the official fair website, the sponsor will have the right to use a banner with the title **“Sponsor.”**
- The sponsor will be listed as **“Sponsor”** in the fair catalog.

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Event Sponsorship

DETAILS:

Event Sponsorship is for activity areas.

More than one **Event Sponsorship** can be granted.

You do not need to have a stand to qualify as a sponsor.

Scope:

- The sponsor company will be recognized as the **"Event Sponsor"** in all events, competitions, games, concerts, and shows held during the fair.
- The sponsor company may display **its own flags and advertisements** in the event area.
- **Event Sponsorship** takes place at least 2 months before the fair, depending on the content and details of the event to be held simultaneously with the fair.
- The sponsor company's logo will appear on **all printed materials, press conferences, and opening ceremonies.**

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Lanyard & Badge Sponsorship

DETAILS:

At the entrance of the fair, lanyards and badges will be distributed to **all participants and visitors.**

More than one **Lanyard & Badge Sponsorship** can be granted.

Lanyard and Badge sponsorships are given separately.

To qualify as a Lanyard Sponsor, it is mandatory to have a stand.

Scope:

- The sponsor company's logo will be featured on lanyard and badge designs distributed to **fair and conference visitors, company representatives, speakers, session chairs, protocol members, and press members.**
- On the official fair website, the sponsor will have the right to use a banner with the title **"Sponsor."**
- The sponsor will be granted the right to participate in **social media** promotional activities.
- The number of badges may vary depending on the fair.

Conference & Panel Sponsorship

DETAILS:

More than one of this sponsorship can be granted.

You do not need to have a stand to qualify as a sponsor.

Scope:

- The sponsor company will be the conference sponsor for various **conferences, seminars, and panels** covering sector-related topics, with subjects determined 2 months in advance.
- The sponsor company's logo will be featured in **e-bulletin distributions.**
- The sponsor company will be included in **social media posts.**
- The sponsor company's logo will be published under the **activity program, in the section where conference and seminar schedules are listed.**
- The sponsor company's logo will appear on **stage visuals, thank-you boards, and all indoor and outdoor signage.**
- On the official fair website, the sponsor will have the right to use a banner with the title **"Conference & Panel Sponsor."**

Gala Dinner – Cocktail Sponsorship

DETAILS:

More than one **Gala Dinner or Cocktail Sponsorship** can be granted.

You do not need to have a stand to qualify as a sponsor.

Scope:

- The sponsor company will be the sponsor of the gala dinner given to **fair participants, press members, and official institution representatives.**
- At dinner/cocktail invitations and in the venue where the event takes place, the sponsor company will be introduced with its logo as the **"Gala Dinner Sponsor"** or **"Cocktail Sponsor."**

Business Lounge / Coffee Break Sponsorship

DETAILS:

Only 1 Coffee Break Sponsorship is available.

You do not need to have a stand to qualify as a sponsor.

Scope:

- The sponsor company will be the sponsor of the coffee-break service held in the **Business Lounge/B2B area.**
- The sponsor company's logo will be placed on **venue branding materials.**
- The sponsor company's **flags and brochures** will be displayed on meeting tables.

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Media Wall Sponsorship

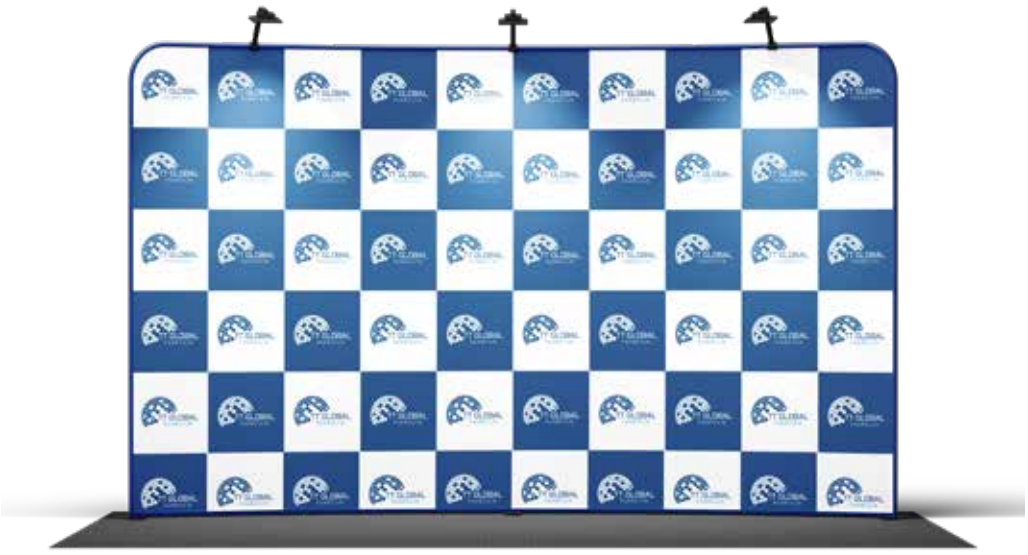
DETAILS:

More than one **Media Wall Sponsorship** can be granted.

To qualify as a sponsor, it is mandatory to have a stand.

Scope:

- The sponsor company's logo will be featured in the **advertisements displayed on the media wall areas located in the main foyer.**
- During the fair, the sponsor company's logo advertisement will be **broadcast repeatedly throughout the day in 5-second and 10-second slots.**



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Turnstile Sponsorship

DETAILS:

All participants and visitors will pass through here at the fair entrance.

More than one **Turnstile Sponsorship** can be granted.

To qualify as a sponsor, it is mandatory to have a stand.

Scope:

- Company promotion/logo on barcode readers in the size of **98x28 cm.**
- Use of the sponsor's logo in printed media prepared from the date of the contract as **"Sponsor."**
- Logo sharing in digital platforms as **"Sponsor."**

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Layout Logo Sponsorship

DETAILS:

All participants and visitors will pass through here at the fair entrance.

More than one Layout Plan Sponsorship can be granted.

To qualify as a sponsor, it is mandatory to have a stand.

Scope:

- By featuring your logo on the **fair layout plans** placed at the entrances of exhibition halls for guidance purposes, you can both make your stand easier to locate and advertise your company throughout the fair.

Main Sponsorship | Co-Sponsorship | Event Sponsorship | Conference & Panel Sponsorship | Gala Dinner & Cocktail Sponsorship | Business Lounge / Coffee Break Sponsorship

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