

# Advertising & Sponsorship



Turkish Republic  
Ministry of Culture  
and Tourism  
thank you for the  
contribution.



ANTALYA  
TOURISM FAIR  
*The Heart of Tourism*

ANTALYA EXPO CENTER  
FAIR AND CONGRESS CENTER  
**27-28 OCTOBER 2021**

 **ATF21**

[antalyatourismfair.com](http://antalyatourismfair.com)

## Main Sponsor 40.000 € / euro

- Vip Ada Stand Usage
- Logo Usage in 500.000 Mailings
- 5 Megaboard Logos in Antalya for a total of 5 weeks
- 10 Billboard Logos in Antalya for a total of 5 weeks
- 30 Raket Logo in Antalya for a total of 5 weeks
- Logo in Printed Media Advertisements
- 12 Advertising Story Sharings in Gm Magazine Social Media in a 12-month period
- 6 News Post Sharings in Gm Magazine Social Media in a 12-month period
- 10 Wall Streamers
- 3 Flags
- Badge Logo
- 50 Displays of 60 seconds per day on the Led Screen
- 4 pages in the Fair Catalogue
- Use of Logo in the Fair Plan
- Using the Logo on the LED screen on the panels
- Use of Company Logo at the Gala Night
- Thank You Plaque at the Gala Night
- Logo and Short Film Show at the Party Night
- Frequency Usage in GM Tourism and Management Magazine for 12 months
- Use of Sub-Banners for 6 months on the GM Tourism and Management Journal Website
- Use of Names in Traditional Media Press Releases
- Main Sponsor Special Video about Antalya Tourism Fair
- The Main Sponsor Appreciation Plaque to be given to the stand participants
- Main Sponsor Special Flyer to be given to visitors
- Logo Usage on 2 Vehicles to be used until the date of the fair

## Gold Sponsor 30.000 € / euro

- Standard Plus Stand Usage
- 500.000 Logo Usage in Mailing
- 10 Billboard Logos in Antalya for a total of 5 weeks
- 5 Megaboard Logos in Antalya for a total of 5 weeks
- 30 Raket Logo in Antalya for a total of 5 weeks
- Logo in Printed Media Advertisements
- 6 Advertising Story Sharings in Gm Magazine Social Media in a 12-month period
- 3 News Post Sharings in Gm Magazine Social Media in a 12-month period
- 6 Wall Streamers
- 2 Flags
- Badge Logo
- 30 Displays of 60 seconds on the Led Screen
- 2 pages in the Fair Catalogue
- Use of Logo in the Fair Plan
- Use of Company Logo at the Gala Night
- Thank You Plaque at the Gala Night
- Logo and Short Film Show at the Party Night
- Frequency Usage in GM Tourism and Management Magazine for 6 months
- Use of Side Banners for 4 months on the GM Tourism and Management Journal Website
- Use of Names in Traditional Media Press Releases
- Gold Sponsor Special Video about Antalya Tourism Fair
- Gold Sponsor Appreciation Plaque to be given to the stand participants

## Silver Sponsor 20.000 € / euro

- Standard Stand Usage
- 500.000 Logo Usage in Mailing
- 10 Billboard Logos in Antalya for a total of 5 weeks
- 5 Megaboard Logos in Antalya for a total of 5 weeks
- 30 Raket Logo in Antalya for a total of 5 weeks
- Logo in Printed Media Advertisements
- Sharing of 3 Advertising Stotys in Gm Magazine Social Media in a 12-month period
- 1 News Post Sharing in Gm Magazine Social Media in a 12-month period
- 4 Wall Pennants
- 1 Flag
- Badge Logo
- 10 Displays of 60 seconds on the Led Screen
- 1 page in the Fair Catalogue
- Use of Logo in the Fair Plan
- Use of Company Logo at the Gala Night
- Thank You Plaque at the Gala Night
- Logo and Short Film Show at the Party Night
- Frequency Usage in GM Tourism and Management Magazine for 2 months
- Use of Names in Traditional Media Press Releases
- Silver Sponsor Special Video about Antalya Tourism Fair
- Silver Sponsor Appreciation Plaque to be given to the stand participants

## Promotional Ad Spaces

### Entrance Hostess and Service Personnel Uniforms

With this promotional service that will be offered to only one brand during the fair, you can use your company name or logo on the uniforms of the organization staff; You can experience the privilege of being perceived as one of the hosts of the fair. For this promotion opportunity, the clothes of the staff with the company logo will be made by us.

Uniform Logo Usage	
	3.000 € / euro

### ATF Name Badge

On Card All visitors to the fair are given badges with their names on them. With your company logo that you will use on the badge, you will enable everyone to know your company name closely. A maximum of 3 logos will be used in this field.

Name Badge Logo	
	750 € / euro

### Visitor Badge Lanyard

You can also use the name badges ribbons that all visitors have to carry for the promotion of your company. Card ribbons that will effectively increase your visibility throughout the fair are prepared by us. A maximum of 5 logos will be used in this field.

Badge Lanyard	
	750 € / euro

## Interactive Ad Spaces

### Led screen ads

On the screens in the fair area, you can provide a short video or the opportunity to place your logo in the following periods. Your promotional video will be published by us at the times specified below.

Day	Duration	Number	Product	Cost (TL) / Number Price (€) / Piece
For 1 day	10 sec.	15 times	Logo	400 € / euro
For 1 day	60 sec.	15 times	Video	600 € / euro

## Venue Advertising Spaces

### Wall Streamers

You can attract more visitors to your stand with 150x400 and 100x200 flags that bear your company's name and logo, hung at the entrance of the fair, on the corridors and on the walls.

Wall Streamers	
	600 € / euro

## Fair E-Catalogue Advertisement

The fair catalog containing the product, service, brand and identity information of the fair participants is prepared in the ATF E-Catalogue, which will be published two months before the fair, and is made available to all stand participants and agency participants, public institutions, university libraries, industry, associations and unions. Being included in this industry guide, which should be in the archive of every industry professional, provides a unique opportunity for the promotion to continue throughout the year, not just during the fair. Announcements are delivered to us on the dates and technical specifications specified in the contract.

Inner full page	100 € / euro
Inner 2 pages	175 € / euro
inside front cover	300 € / euro
Inside the front cover 2 pages	550 € / euro
Inside back cover	300 € / euro
Back cover	700 € / euro
Interview / news	150 € / euro
Top banner	500 € / euro
Bottom banner	500 € / euro
video ad	200 € / euro



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thank you for the contribution.

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