

2022

İSTANBUL

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ADVERTISING AREAS



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ITM-B01

Flagpoles (Main Entrance)

On the route used intensely by exhibition visitors and exhibitors for entrances to exits from the exhibition hall on foot or by vehicles.

*Banner hanging is the organizer's responsibility.
Design and print will be handled by the advertiser.*

Totally 7 flags allocated.

Minimum 2, maximum 7 flags can be rented by per company

Usage Fee (During Exhibition)

2 poles	: 500 Euro + VAT (minimum number for renting)
4 poles	: 900 Euro + VAT
6 poles	: 1.200 Euro + VAT
7 poles	: 1.500 Euro + VAT



Size: 2,25 m (height) x 1,5 m (width) (TIP I)
4 m (height) x 1,5 m (width) (TIP II)

ITM-B02

Flagpoles (12th Hall Entrance)

Providing companies the opportunity to draw attention of visitors even before they enter the exhibition area, flagpoles at the entrances to the 11th and 12th Halls will offer significant benefits. To have your pennant on the poles in limited numbers will enhance your company's prestige at the exhibition grounds.

*Banner hanging is the organizer's responsibility.
Design and print will be handled by the advertiser.*

Minimum 2, maximum 8 flags can be rented by per company

Usage Fee (During Exhibition)

2 poles	: 500 Euro + VAT (minimum number for renting)
4 poles	: 900 Euro + VAT
6 poles	: 1.200 Euro + VAT
8 poles	: 1.500 Euro + VAT



Size: 2,25 m (width) x 1,5 m (height) (TYPE I)
1,5 m (width) x 4 m (height) (TYPE II)

ITM-B03

Visitor Service Area Billboards

Billboards are located opposite the main entrance door of Tüyap Convention and Congress Center. These boards that brands intending to reach intense consumer masses can efficiently be used on the eye-catching spot of the waiting area where visitors of the exhibition spend averagely 15-20 minutes in a body waiting time until their transportation vehicles' departure time.

*Banner hanging is the organizer's responsibility.
Design and print will be handled by the advertiser.*

Usage Fee (During Exhibition)

1 boards	: 500 Euro + VAT
2 boards	: 900 Euro + VAT
3 boards	: 1.200 Euro + VAT
4 boards	: 1.400 Euro + VAT
5 boards	: 1.600 Euro + VAT



Size : 3,32 (width) x 1,92 m (height)

ITM-B04

East Car Park Billboard

These billboards are the advertising panels located between the road connecting Tüyap Convention Center to E-5 highway and the East car park, which is intensely used by exhibitors and visitors. Attracting the attention of all visitors making their entrances through the East car park and allowing the firms to make their message heard in a very effective way, this is an advertising medium available to be seen from a broad perspective.

*Banner hanging is the organizer's responsibility.
Design and print will be handled by the advertiser.
There are 2 panels in total.*



Size: 3,32 m (width) x 1,92 m (height)

Usage Fee (During Exhibition)

1 board	: 400 Euro + VAT
2 boards	: 700 Euro + VAT

ITM-B05

Outer Court Columns

Columns are located at the main entrance of the fair area.

*Banner hanging is the organizer's responsibility.
Design and print will be handled by the advertiser.*

2 columns in total (4 sides)



Size: 95 cm (width) x 235 cm (height)
97 cm (width) x 238 cm (height)

Usage Fee (During Exhibition)

1 Column	: 1.300 Euro + VAT
2 Columns	: 2.400 Euro + VAT

ITM-B06

Megaboard

Megaboard is an illuminated large-size advertising board that is located at the car park entrance heavily used by the visitors, on the route connecting Tüyap Convention and Congress Center to the ring road across the waiting area for visitors arriving by Tüyap shuttles and public transport vehicles.

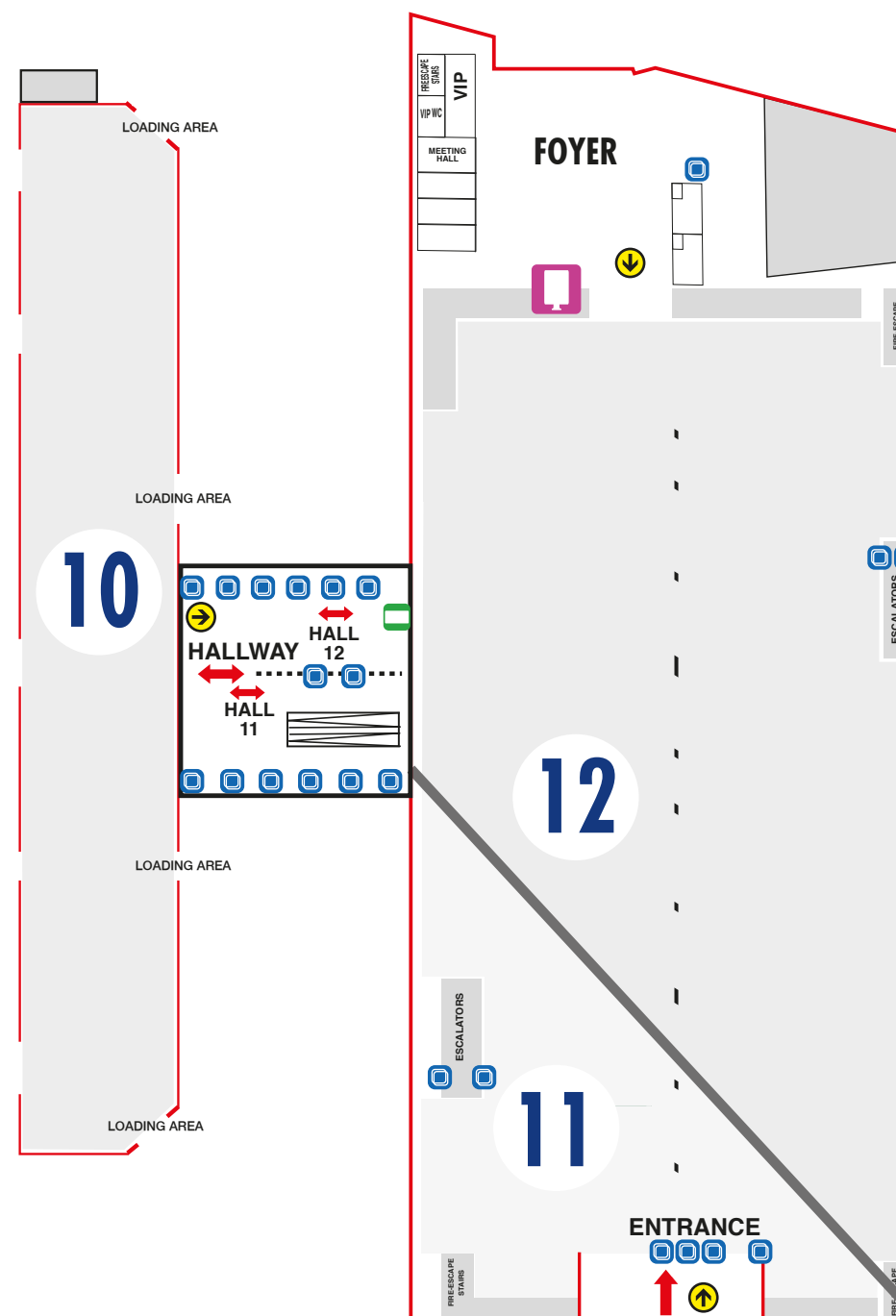
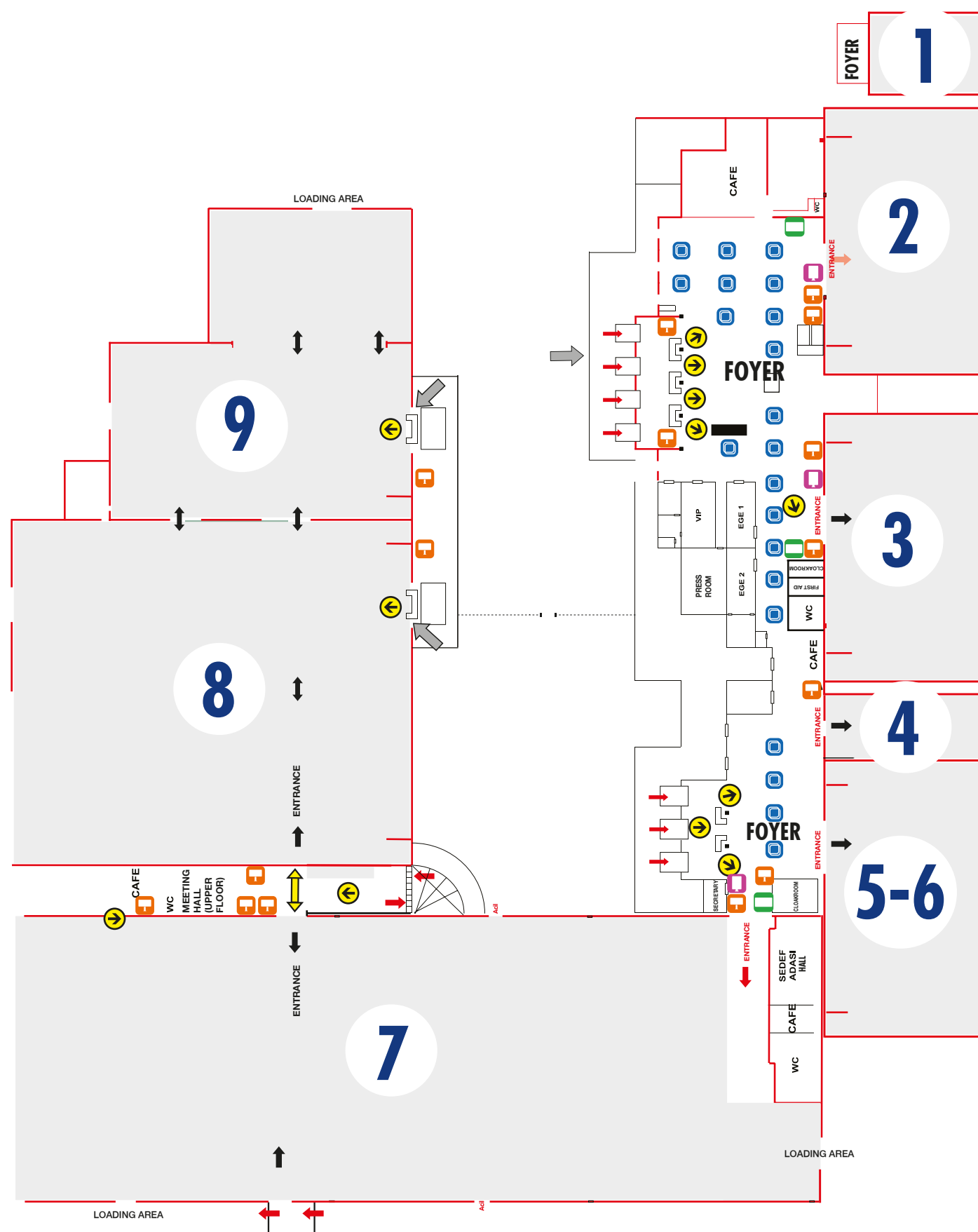
*Banner hanging is the organizer's responsibility.
Design and print will be handled by the advertiser.*



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

Usage Fee (During Exhibition)

Single Face	: 3.000 Euro + VAT
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LEGEND

-  **COLUMN WRAPPING**
-  **FLOOR ADVERTISING LINES**
-  **LIGHT WALL PANELS
(120 X 200 CM)**
-  **LCD SCREEN**
-  **TEXTILBOX**

ITM-C01

Column Wrapping in Main Foyer

Column wrapping is an advertising solution that is applied on four sides of columns located behind the entrance turnstiles where visitors gather in crowds. They create an effective advertising media which grab the attention of all the visitors and exhibitors coming in and out of the hall and making use of info desks, cafes, press room and VIP hall including the protocol.

*Banner hanging is the organizer's responsibility.
Design and print will be handled by the advertiser.*

Usage Fee (During Exhibition)

1 column	: 800 Euro + VAT
2 columns	: 1.400 Euro + VAT
3 columns	: 2.100 Euro + VAT
4 columns	: 2.700 Euro + VAT
5 columns	: 3.200 Euro + VAT

Coating of all 4 sides of a column is included in the price.
44 columns in total.



Size: 95 cm (width) x 235 cm (height)
97 cm (width) x 238 cm (height)



Size: Type 1: 200 cm (width) x 120 cm (height) Horizontal Panel
Type 2: 120 cm (width) x 200 cm (height) Vertical Panel

ITM-C02

Light Wall Panels

Light wall panels are located at the hallway that is frequently used by visitors for entering and leaving, one of the most prominent transition points of the fair ground leading to other halls. Hanging just beside the meeting hall and the café entrance, these panels are the advertising channels that will help your company to meet up with its target audience by drawing all the attention to themselves at a glance with their illumination, sizes and positions.

*Banner hanging is the organizer's responsibility.
Design and print will be handled by the advertiser.*

Usage Fee (During Exhibition)

1 Light Panel	: 1.500 Euro + VAT
2 Light Panels	: 2.500 Euro + VAT
3 Light Panels	: 3.750 Euro + VAT

21 panels in total.

ITM-C03

Column Banners

Banners are advertising tools that are hung on columns and walls of the entrance areas and hallways. They constitute an eye-catching advertising medium positioned at the eye level of the viewer so that visitors and exhibitors can see your ads also when moving around.

*Banner hanging is the organizer's responsibility.
Design and print will be handled by the advertiser.*

**Minimum 2, maximum 10 banners can be
rented by per company**

Usage Fee (During Exhibition)

2 Banners	: 300 Euro + KDV
4 Banners	: 500 Euro + KDV
10 Banners	: 1.200 Euro + KDV



Size: 60 cm (width) x 150 cm (height)

ITM-C04 Floor Ads

Floor adverts are applied on the floors of the foyers, entrance areas and connecting hallways that are frequently passed by visitors at the exhibition hall (on lines shown via arrows). This attention-grabbing method is an advertising tool preferred by exhibiting companies with the purpose of leading potential customers directly to their booths.

*Ad placing is the organizer's responsibility.
Design and print will be handled by the advertiser
Firms can rent maximum 2 lines.*



Size: 70 cm (width) x 35 cm (height)

Usage Fee (During Exhibition)

750 Euro + VAT / Line
Maximum 10 ads per line

ITM-C05

Hanging Banners Above Booths

These are the banners that will be hang over your booth area. They are effective advertising tools which ensure that visitors entering the hall are easily able to spot your company's location. In a sense, it is a distinctive visual tool ensuring that firms can draw all visitors to the exhibition to their booths by hanging their distinguished symbols above them.

*Banner hanging is the organizer's responsibility.
Design and print will be handled by the advertiser.
Hanging banners are printed on front and back face.*



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

Usage Fee (During Exhibition)

Above-Booth Banners : 1.000 Euro + VAT / Banner

ITM-C06

Foyer Ceiling-Hang Ads

Foyer Ceiling-Hang advertising includes applications of various designs for the promotion of your company in foyers receiving heavy visitors. If you want to have your brand at a prominent point in the prestigious foyer of the exhibition center, which also incorporates Press and VIP rooms, this will be the best advertising solution for you to choose.

*Ad hanging is the organizer's responsibility.
Design and print will be handled by the advertiser.
Minimum 2, maximum 4 banners can be rented
by per company*



Usage Fee (During Exhibition)

1 Banner : 1.600 Euro + VAT
2 Banners : 3.000 Euro + VAT
3 Banners : 4.200 Euro + VAT
4 Banners : 5.500 Euro + VAT

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

Written Text - Horizontal
Hanging Banner - Vertical

ITM-C07

Exhibition Hall Main Entrance Special Advertising Areas



These are the special advertising areas by which all the exhibitors and visitors to the Halls 2, 3, 4, 5, 6, 7, 8 and 9 will pass through the main entrance.

This is the right advertising media if you want your prestigious brand to appear at noticeable spots.

**Banner hanging is the organizer's responsibility.
Design and print will be handled by the advertiser.**

Usage Fee (During Exhibition)

3.500 Euro + VAT / Advertising Area for TYPE I
2.250 Euro + VAT / Advertising Area for TYPE II

2nd, 3rd, 4th, 5th, 6th Hall Entrances

5 Advertising Areas for TYPE I
10 Advertising Areas for TYPE II

7th, 8th, 9th Hall Entrances

3 Advertising Areas for TYPE I
6 Advertising Areas for TYPE II

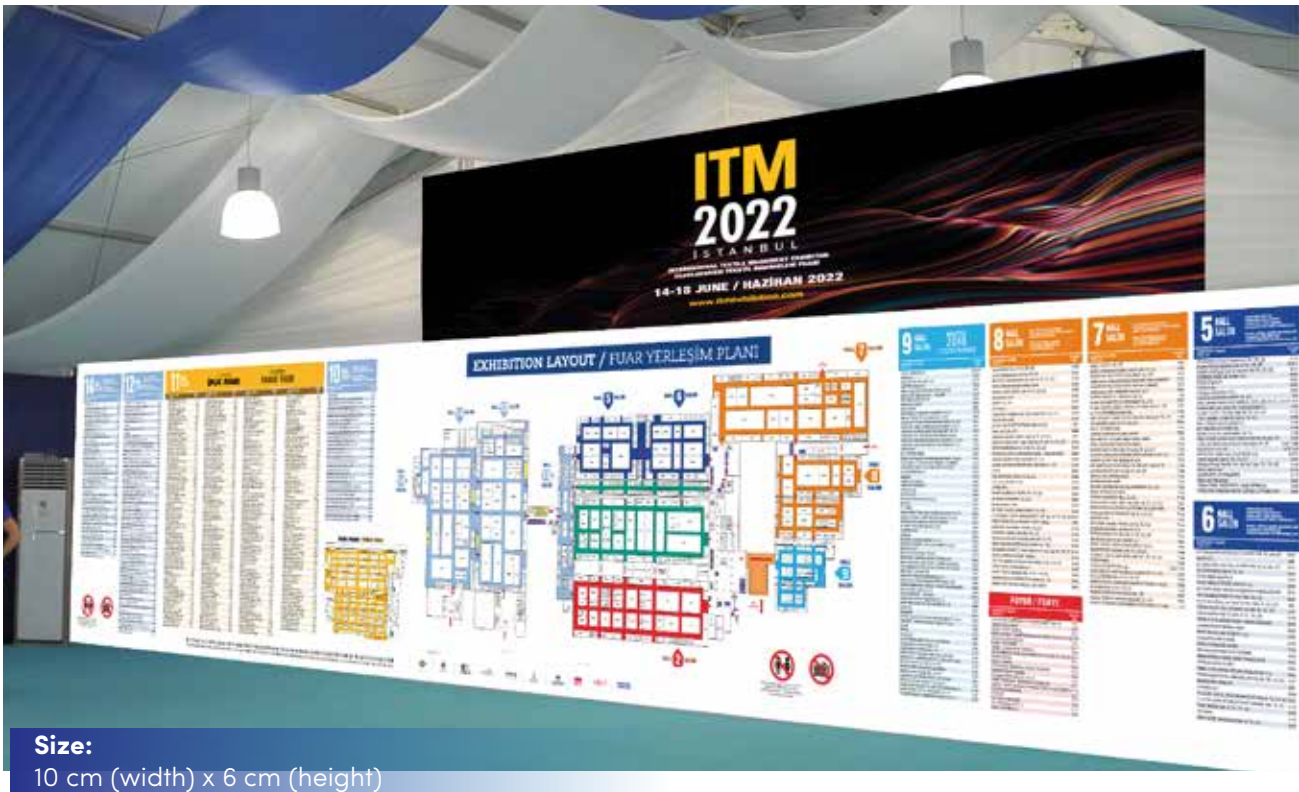


TYPE I



TYPE II

Sizes: 5 m width x 2.35 length (TYPE I)
2.50 m width x 2.35 m height (TYPE II)



Size:

10 cm (width) x 6 cm (height)



ITM-C08

Indoor Area Allocation Plan Panel Ads

Boards of Exhibition Layout is a guide frequently consulted by visitors to find out the spots of the booths of companies they want to visit and the halls of events such as seminars, conferences which they wish to attend.

Placing ads on layout boards, you can ensure that your brand will be prominent and your booth will draw more visitors.

Ad placing and application is the organizer's responsibility.

Usage Fee (During Exhibition)

Each company is allowed to place their ad only on the layout where its booth stands.

1 Item: 500 Euro + VAT

ITM-C09 Illuminated Hall Entrance Advertising Panels

This advertising area is placed next to the floor plan and exhibitor list at the Entrance of each Hall. Your message on this illuminated, one side and large size advertising tool will easily reach your target group thanks to its eye-catching nature.

This advertising area at each hall entrance can only be rent by 1 company.

*Ad placing is the organizer's responsibility.
Design and print will be handled by the advertiser.*

Usage Fee (During Exhibition)

1 Column : 2.500 Euro + VAT



Size:
140,5 cm (width) x 281 cm (height)



ITM-C10

Column Wrapping at Main Entrance

Column wrapping is an advertising solution that is applied on four sides of columns located at the Fair Main Entrance. This advertising area is uniquely placed directly at the main entrance behind the turnstiles, where it will grab the attention of all visitors and exhibitors entering and exiting the exhibition.

Only 1 column is available for this advertising area.
Ad placing is the organizer's responsibility. Design and print will be handled by the advertiser.

Size:
94 cm (width) x 190 cm (height)

Usage Fee (During Exhibition)

1 Column : 2.500 Euro + VAT

ITM-C11

Hall Entrances LCD Screens

High-resolution LCD screens positioned in the main entrances which is crossing area from the foyer areas to the exhibition halls offer the most innovative and striking advertising channels of the exhibition center.

Usable item : Maximum 8 slot advertisements can be placed per screen. Advertisers can take place with a maximum of 2 ad slots on each screen.

Sizes: 75 inch Vertical LCD Screen, Resolution: 2160 x 3840 px
Material & Technical Information: jpg, mpeg or m4 video format
Motion or static content can be used.

Usage Fee (During Exhibition)

2-3-7-12. Hall Entrances
20 sec. Advertising Slot
2.500 Euro + VAT



ITM-C12

Textile Box Advertising Boards

At the entrances of exhibition halls 2, 3, 7 and 12 located, in large sizes and internally lighted with heated textile printing applications are quite remarkable advertising practices.

Hall 2 Foyer Entrance, Hall 3 Foyer Entrance,
Hall 7 Foyer Entrance, Hall 10 – 12 Passing Area
Usable Item: There is 1 board in 4 different locations.

Hall 2 Sizes: 6m x 2m

Hall 3 Sizes: 3m x 2m

Hall 7 Sizes: 5m x 2m

Hall 12 Sizes: 2.35m x 4m

Material & Technical Information: internally illuminated fabric printing.

Advertising application processes belong to the organizer. Each company can only advertise on the layout of the hall where their stand is located.

Usage Fee (During Exhibition)

2-3-7-12. Hall Entrances	
Hall 2 Textile Box	4.000 Euro + VAT
Hall 3 Textile Box	3.000 Euro + VAT
Hall 7 Textile Box	4.000 Euro + VAT
Hall 12 Textile Box	3.000 Euro + VAT

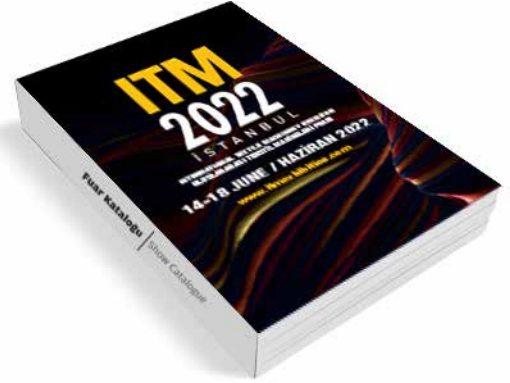


ITM-D01

Catalogue Ads (In 4 Colors)

Exhibition catalogue is a desktop guide for the benefit of professionals, including product groups of the industry, domestic and foreign production, sales and service companies, representations, non-governmental organizations, public institutions, educational institutions and relevant publications. Through ads in the catalogues, your message will be conveyed to the industry professionals without time and place limitation, and at each use of catalogue, you will draw attention, stick in the mind and be remembered.

Design and print will be handled by the advertiser.



Usage Fee (During Exhibition)

Full Back Cover :	2.000 Euro +VAT
Inner Front Cover :	1.000 Euro +VAT
Inner Back Cover :	1.000 Euro + VAT
First Page :	1.000 Euro + VAT
Two Adjoining Inner Pages :	1.000 Euro + VAT
Single Inner Page :	600 Euro + VAT
Inside-Catalogue Single Page Insert :	1.000 Euro + VAT
Note: Special folding applications inside the catalogue or on covers will be extra priced.	

ITM-D02

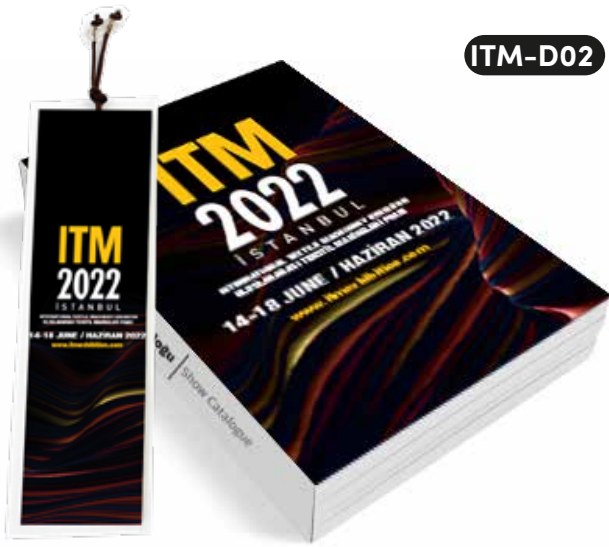
Catalogue Bookmarks Advertising

Catalogue bookmarks are useful and eye-catching accessories for sectoral user's guide which interested professionals keep as reference books collecting product groups of the industry, domestic and foreign production, sales and service companies, representations, non-governmental organizations, public institutions, educational institutions and relevant publications. Bookmarks are an effective advertising tool distinguishing by their colorful, bright designs which show one's standing point in the catalogue and help to easily find the page one is searching.

Design and print will be handled by the advertiser.

Usage Fee (During Exhibition)

(Single Side) :	700 Euro + VAT
(Both Sides) :	1.000 Euro + VAT
Printing costs will be covered by the Organizer.	
Different companies can place ads for each side.	
Note: Maximum two bookmarks can be used for the catalogue.	



ITM-D03

Name Badge Backside Ads

A Name Badge is an info card drafted privately per person after registration at the entrance of foreign and domestic visitors, exhibitors, press members, representatives of non-governmental organizations, public and educational institutions. Your brand will be easily noticeable on badges which exhibition visitors carry with them. Exhibition badges are effective advertising tools for companies that intend to distinguish their brand among others and deliver their messages on an exclusive platform.

Design and print will be handled by the advertiser.

Front Face



Back Face



Usage Fee (During Exhibition)

Advertising Fee for Number of Prints	
10.000 Badges :	8.000 Euro + VAT
20.000 Badges :	12.000 Euro + VAT
30.000 Badges :	17.000 Euro + VAT
40.000 Badges and over :	27.000 Euro + VAT

ITM-D04

Ads on Exhibition Catalogue CD Sleeve

Exhibition CD Catalogue is a digital reference guide used by professionals as an information source, including product groups of the industry, domestic and foreign production, sales and service companies, representations, non-governmental organizations, public institutions, educational institutions and relevant publications. It is an advertising tool making difference by ensuring the company to stand alone on the protective sleeves of the Catalogue CD, which is a practical carriage and communication tool preferred by the interested parties of the industry to easily store and have a look at it, and make them be remembered.

Design and print will be handled by the advertiser.



Usage Fee (During Exhibition)

1.000 Euro + VAT
Only for one company

ITM-D05

Visitor Guide - Exhibition Layout Leaflets for Visitors

Exhibition Layout-Visitor Leaflets are handed out at the entrances and all the information points for free. It is a practical and useful guide that helps visitors to find out the spots of the booths of companies they want to visit and the halls of events such as seminars, conference which they wish to attend, and which they frequently resort throughout their exhibition tours. Placing ads on leaflets and layout is a practical advertising tool that will allow your brand to reach over the entire industry.

Design and print will be handled by the advertiser.

Usage Fee (During Exhibition)

1 st Page	: 6.000 Euro + VAT
Back Cover	: 7.500 Euro + VAT
Inner Back Cover	: 4.500 Euro + VAT
Single Inner Page	: 4.000 Euro + VAT
Logo on Floorplan	: 1.100 Euro + VAT
Total 5 advertising areas.	



Size: 12,5 cm (width) x 25 cm (height)

ITM-D06

Name Badge Lanyard Sponsorship

Fair badge lanyards are cords worn around the neck so that the badges, which are prepared individually for domestic and foreign visitors, exhibitors, press members, representatives of non-governmental organizations, public institutions and educational institutions during registration at the entrance areas, can be seen by everyone.

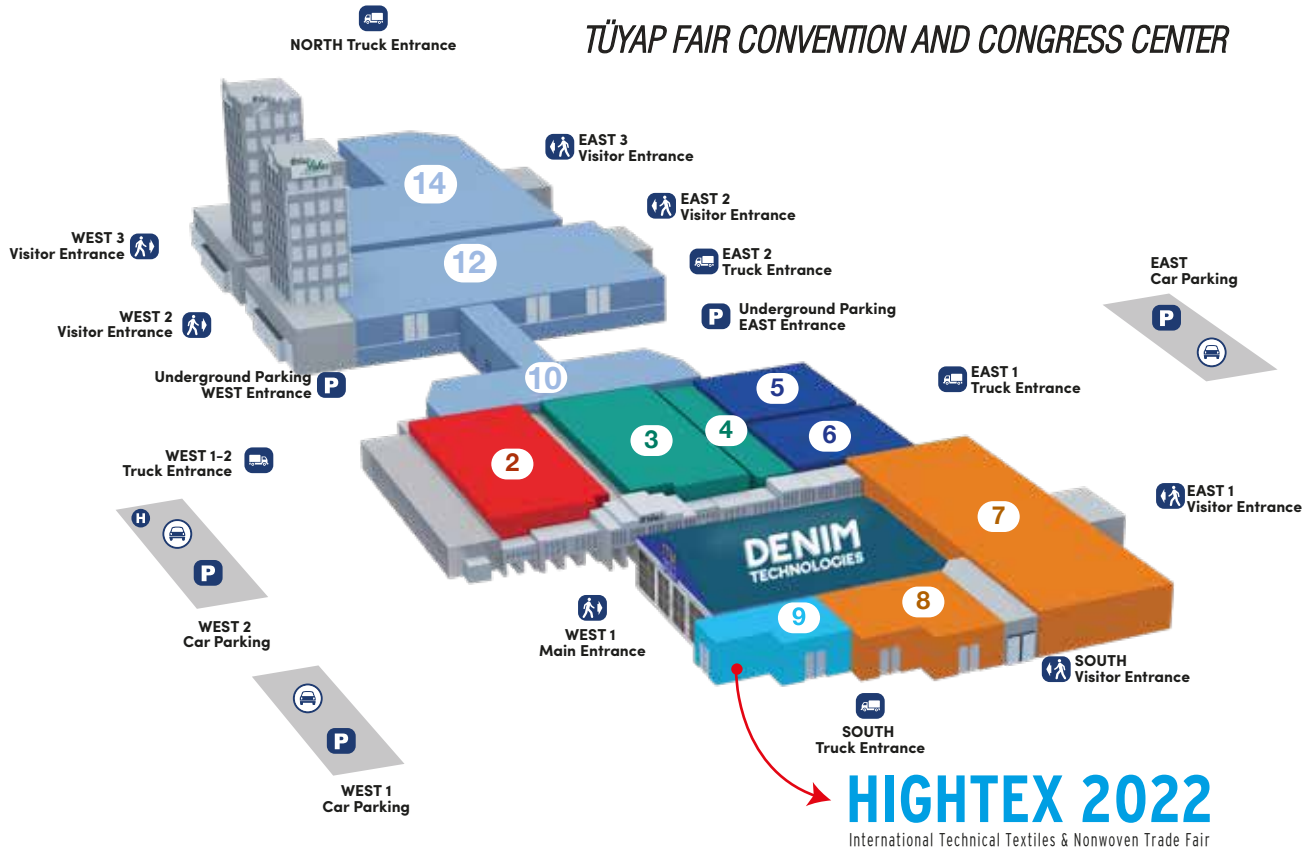
Your brand will be easily noticed on the lanyards that are worn by the fair visitors. Badge lanyards constitute an effective advertising medium for the firms who want to distinguish themselves from their competitors and convey their message in a privileged position.

Design and print will be handled by the advertiser.



Usage Fee (During Exhibition)

Advertising Fee for Number of Prints	
10.000 Lanyards	: 5.000 Euro + VAT
20.000 Lanyards	: 6.000 Euro + VAT
30.000 Lanyards	: 7.000 Euro + VAT
40.000 Lanyards	: 8.000 Euro + VAT



HALL 2

- Weaving Preparation Machineries
- Weaving Machineries
- Tufting and Carpet Weaving Machineries
- Narrow Weaving Machineries
- Cordage and Rope Machineries
- Auxiliary Machinery, Spare Parts and Accessories

HALL 7-8

- Weft and Warp Knitting Preparation Machineries
- Flat and Circular Knitting Machineries
- Hosiery Machineries
- Embroidery Machineries
- Quilting Machineries
- Auxiliary Machinery, Spare Parts and Accessories

HALL 3-4

- Cotton and Fibre Preparation Machineries
- Spinning Preparation Machineries
- Winding, Twisting and Texturing Machineries
- Nonwoven Machineries and Technologies
- Auxiliary Machinery, Spare Parts and Accessories

HALL 9

HIGHTEX 2022

International Technical Textiles & Nonwoven Trade Fair

HALL 5-6

- Textile Printing Machineries
- Digital Textile Printing Machineries
- Textile Printing Dyeing & Chemicals
- Auxiliary Machinery, Spare Parts and Accessories

HALL 10-12-14

- Yarn and Fabric Dyeing & Finishing Machineries
- Washing, Bleaching, Drying Machineries
- Folding and Rolling Machineries
- Textile Chemicals, Laboratory Equipments and Quality Control Systems
- CAD-CAM-CIM Applications & Automation Systems
- Auxiliary Machinery, Spare Parts and Accessories

**DENIM
TECHNOLOGIES**

SPECIAL SECTION

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