

**BEYOND
EXPECTATIONS**



**logitrans 2021 Sponsorship / Marketing / Advertisement
Opportunities**



Exclusive Sponsor

- Forum Area Sponsor
- Happy Hour
- Lanyard
- Online visitor registration sponsor
- On-site Registration sponsor
- Cloak Room & Luggage Storage
- Advertisement in Visitor Brochure
- Shuttle Bus
- Start Hub

Non-Exclusive Sponsorship

- Distribution of Promotional Material
- Advertisement in Exhibition Catalogue
- Special Exhibition Catalogue Entry



Forum Area Sponsor

- Location: Your logo at the design of the Forum
- Availability: 1 sponsor
- High visibility during all conferences and awards for all 3 days
- Logo displayed on screen and outer surfaces of the forum area panels
- Opportunity to provide a promotional item for distribution
- Sponsor recognition in official event guide
- Price: 12,000 Euro*

* 18% VAT is not included





Happy Hour

Hosted in the atrium at the Istanbul Expo Center (ifm) on Wednesday from 06:00-8:00 pm, this is your opportunity to make a huge impression. Welcome the attendees with a drink and have a toast to all delegates. Logo displayed on roll-ups

- Catering included
- Sponsor logo on event signage
- Opportunity to provide a promotional item for distribution
- Sponsor recognition in official event guide
- Price: 12,000 Euro*

Exclusive
1 sponsor

Happy Hour

* 18% VAT is not included



Visitor Lanyards

The exclusive sponsorship of the visitor lanyards is an excellent opportunity to boost your brand engagement over the whole event period. Lanyards will be printed with sponsor logo.

- Location: at the visitor registration desk
- Availability: 1 sponsor
- Price: 6,000 Euro*
- Production costs are not included (min 7.500)

* 18% VAT is not included

Exclusive
1 sponsor

SOLD





Online Visitor Registration Sponsor

The exclusive sponsorship of banner advertisement displayed at the top of the online visitor registration at www.logitrans.istanbul website.

- Location: www.logitrans.istanbul
- Availability: 1 sponsor
- Size: 691x96 px
- Price: 6,000 Euro*

* 18% VAT is not included





On-site Registration Sponsor

Make a direct impact on every single person that registers and be the first brand attendees see onsite as they check in to receive their badge! Pre show, on site and post show branding.

- Logo on Registration counter kick panels
- Recognition on on site sponsor signage
- Price: 8,000 Euro*

* 18% VAT is not included





Cloak Room & Luggage Storage

Opportunity to provide a much needed attendee service.
Signage featuring your logo and the opportunity to provide a promotional item for attendee takeaway.

- Recognition on on site sponsor signage
- Price: 4,000 Euro*

* 18% VAT is not included

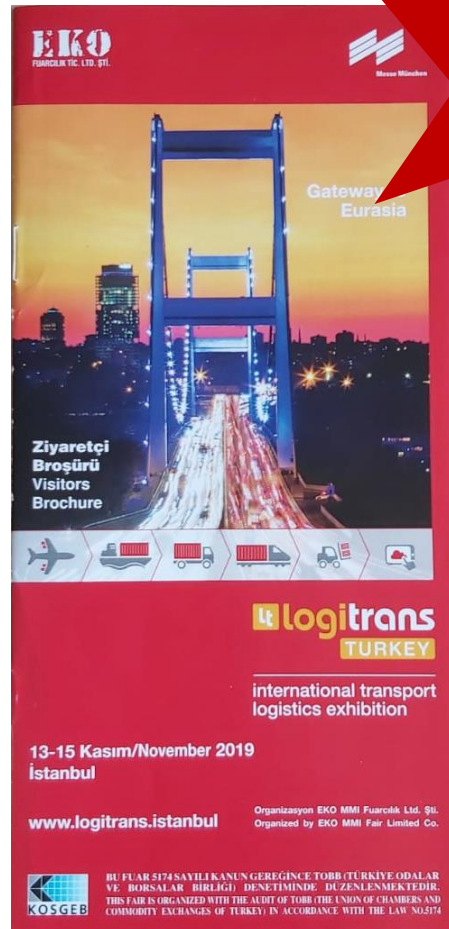




Advertisement in Visitor Brochure

- Full page advertisement / back page
- Availability: 1 sponsor
- Technical details:
4 colour, 10 cm (width) x 21 cm (heights) + 3mm bleed
min. 300 dpi, . pdf format
- Price: 1.250 Euro*

* 18% VAT is not included





Distribution of Promotional Material*

- Location: visitor registration desk
 - Availability: max. 5 companies
 - Price: 3,000 Euro** per 2.000 units
 - Production costs are not included
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- Location: distribution at the foyer
 - Availability: max. 5 companies
 - Price: 1,000 Euro** per attendant & hour
 - Production costs & staff are not included

*e.g. company brochure, product & services flyer

** 18% VAT is not included

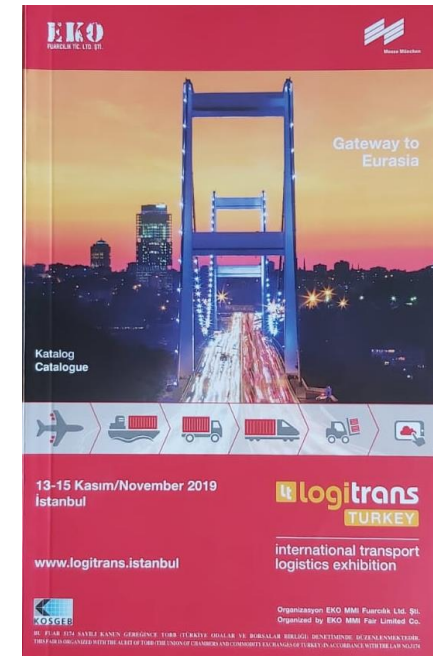




Advertisement in Exhibition Catalogue

- ½ page advertisement
- Technical details: 4c, 13,5 cm x 10,5 cm + 3mm bleed, min. 300 dpi, .pdf
- Price: 250 Euro*

- full page advertisement
- Technical details: 4c, 13,5 cm x 21 cm + 3 mm bleed, 300 dpi, .pdf
- Price: 400 Euro*



* 18% VAT is not included



Special Exhibition Catalogue Entry



- **Premium package***
includes both standard package and 4c logo package
- Price: 225 Euro**
- **Product/Service Group***
- Price: 30 Euro** per each additional product/service group

DFDS Denizcilik ve Tařımacılık A.ř.

1866 yılında kurulmuş olan ve merkezi Danimarka Kopenhag'da bulunan DFDS, 21 ülkede 8.000 çalışanıyla yılda 8.000'den fazla nakliyeciyeye gemi, terminal, taşımacılık ve lojistik çözümleri sağlamaktadır.

Türkiye-Turkey

www.dfds.com.tr

Hall 10, Stand 401

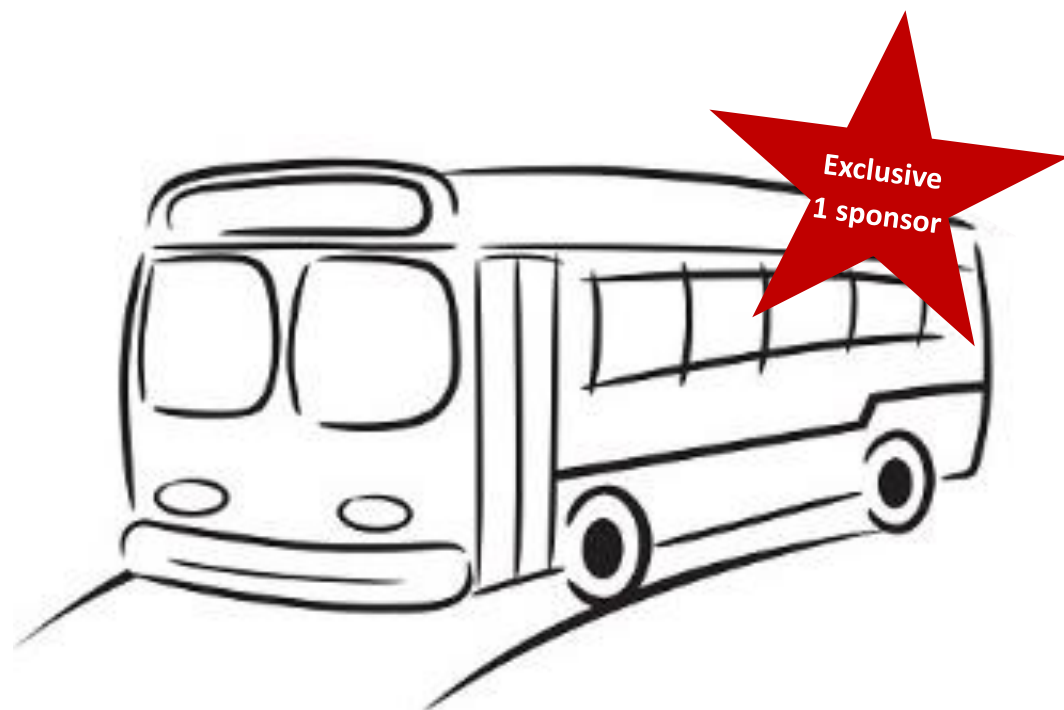
* Basic entry free of charge including company name, hall/stand number, country, website, and 3 product/service groups

**18% VAT is not included



Shuttle Bus

- 4 days (9-10-11-12 November)
 - Round Trip (IDTM Metro Station – IDTM Hall 9-10 Entrance)
 - Price: 2.000 Euro*
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- sponsor logo placed at the shuttle bus
 - opportunity to place a promotional item (brochure/ other item) within the shuttle
 - Sponsor logo visible on printed announcements of shuttle at the fairground (e.g. poster or roll up in the foyer with shuttle information including sponsor thank you note)



**18% VAT is not included



start.hub Sponsor

- Minimum 5 start up
 - 3-day competition marathon
 - Main Sponsorship Price: 6.000 Euro*
- All start ups will present their Projects and there will be pitches on each day of the fair. The jury will vote the projects and choose the favourite ones so as to find the winner on the final day.
- The sponsor logo will be displayed on the backstage panel, in the catalog and in all promotional materials that announce the start.hub event.
- The main sponsor company has the right to have one jury in the competition
- The main sponsor will give 1 prize to the winner at the end of the contest, with the approval of EKO MMI. (not included in the sponsorship fee.)

Exclusive
1 sponsor

