

68th

SPRING / SUMMER 2024

Aysaf

INTERNATIONAL EXHIBITION FOR FOOTWEAR MATERIALS,
COMPONENTS, LEATHER AND TECHNOLOGIES

SPONSORSHIP OPTIONS

03 - 06 MAY 2023

Istanbul Expo Center

aysafexpo.com



THIS FAIR IS ORGANIZED WITH THE PERMISSION
OF TOBB (THE UNION OF CHAMBERS AND
COMMODITY EXCHANGES OF TURKEY) IN
ACCORDANCE WITH THE LAW NO.5174



Supporters:



Explore Your Brand!

You can contact us to increase the awareness of your brand and to benefit from the stockades we have developed in order to get the most out of the exhibition!

Customer Loyalty

Increase your target audience's loyalty to your brand.

Brand Reputation

Build a good reputation around your brand.

CONTRIBUTION OF SPONSORSHIP PACKAGES TO YOUR BRAND

Brand Awareness

Make your products more recognizable.

Visibility

Increase the visibility of your brand and stand out among your competitors!

Access

Direct access to your target market.



8.500 € +VAT

DIAMOND SPONSORSHIP

- Using the company logo as "Diamond Sponsor" in one line on the sponsor's page.
- Placing the logo as "Diamond Sponsor" in the top tab of the sponsor's field on the homepage of the website.
- Placing the logo as "Diamond Sponsor" in one line in domestic & overseas e-mail campaigns

Pre-Exhibition Visibility and Advertising Activities

- Diamond Sponsor logo will be featured on all printed materials (invitation, catalogue, visitor guide, etc.) which will be produced as of the date that the sponsorship agreement is signed.
- Diamond Sponsor logo will be featured on all digital and printed exhibition advertisements which will be produced as of the date that the sponsorship agreement is signed.
- Using the Diamond Sponsor logo in the exhibition to be made from the date of the sponsorship agreement.
- Using the Diamond Sponsor logo in outdoor advertisement materials (Industry Center & Billboard)

Privileges During the Exhibition

- Using the logo as the "Diamond Sponsor" in one line, in the sponsors banner of the visitor registration area at the entrance of the fairground.
- Full-page advertisement in the exhibition catalogue (Inside Front Cover).
- Using the Diamond Sponsor's logo on the exhibition floor plans.

Press & Social Media

- Social media & e-mail announcements about being an exhibitor and sponsor of the exhibition.
- 3 social media posts (specific for the company)

Additional Privileges

- Using the logo as a "Diamond Sponsor" in a single line in the Exhibition Post-Show Report
- 3-minute promotional video interview in the exhibition area (to be shared on the website and social media after the exhibition).

**It is limited to only one company and the requests will be evaluated according to the application priority.*



7.500 €+VAT

GOLD SPONSORSHIP

- Using the logo as "Gold Sponsor" on the sponsor's page.
- Placing the logo as "Gold Sponsor" in the sponsor's field on the homepage of the website.
- Placing of the logo as "Gold Sponsor" in domestic & overseas e-mail campaigns.

Pre-Exhibition Visibility and Advertising Activities

- Gold Sponsor logo will be featured on **all printed materials** (invitation, catalogue, visitor guide, etc.) Which will be produced as of the date that the sponsorship agreement is signed.
- Gold Sponsor logo will be featured on **all digital and printed exhibition** advertisements which will be produced as of the date that the sponsorship agreement is signed.
- Using the Gold Sponsor logo in the **exhibition and conference announcements** to be made from the date of the sponsorship agreement.
- Using the Gold Sponsor logo in outdoor **advertisement materials** (Industrial Center & Billboard)

Privileges During the Exhibition

- Use of the Gold Sponsor **company logo** in the exhibition floor plans.
- 1 full-page advertisement in the **exhibition catalogue**.
- Use of the "Gold Sponsor" logo on the sponsors' **banner at the visitor registration area**.

Press & Social Media

- Social media & e-mail announcements about being an exhibitor and **sponsor of the exhibition**.
- 2 **Social Media posts** (company specific)

Additional Privileges

- Using the logo as "Gold Sponsor" in the **Exhibition Post Show Report**.

**It is limited to only one company and the requests will be evaluated according to the application priority.*



6.500 €+VAT

SILVER SPONSORSHIP

- Using the company logo as "Silver Sponsor" **on the sponsor's page.**
- Placing the logo as "Silver Sponsor" in the sponsor's field on the **homepage of the website.**
- Placing the logo as " Silver Sponsor" in domestic & overseas **e-mail campaigns.**

Pre-Exhibition Visibility and Advertising Activities

- Silver Sponsor logo will be featured on **all printed materials** (invitation, catalogue, visitor guide, etc.) which will be produced as of the date that the sponsorship agreement is signed.
- Silver Sponsor logo will be featured on **all digital and printed exhibition advertisements** which will be produced as of the date that the sponsorship agreement is signed.
- Using the Silver Sponsor logo in **outdoor advertisement materials** (Industrial Center & Billboard).

Privileges During the Exhibition

- **1 full-page advertisement** right in the Exhibition Catalogue
- Using the company logo as "Silver Sponsor" on the sponsors' banner at the visitor registration area.

Press & Social Media

- **Social media & e-mail announcements** about being an exhibitor and sponsor of the exhibition.
- **2 Social Media posts** (company specific)

Additional Privileges

- Using the logo as "Silver Sponsor" in the Exhibition Post-Show Report

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BAG SPONSORSHIP

5.500 €+VAT

Bring your brand one step ahead of your competitors with the Exhibition bag, which is the most used accessory for visitors and exhibitors! You can stand out with your design on exhibition bag sponsorship offers you a unique opportunity to reach all visitors to the exhibition!

- Using the sponsor company logo on one side of the exhibition bag.
- Flyer/insert distribution within the exhibition bag (Flyer design and printing belong to the sponsor company itself.)

**It is limited to only one company and the requests will be evaluated according to the application priority.*



VISITOR LANYARDS SPONSORSHIP

7.500 €+VAT

Promote your company with your logo on the visitor lanyards of all industry professionals who visit the exhibition.

- Sponsor company logo on visitor lanyards

**It is limited to only one company and the requests will be evaluated according to the application priority.*



VISITOR BADGE SPONSORSHIP

2.500 €+VAT

Promote your company with your logo/design on visitor badges and maximize your visibility!

- Company logo/design will take place on all visitor badges.

**It is limited to only one company and the requests will be evaluated according to the application priority.*



EXHIBITION REGISTRATION AREA SPONSORSHIP

1.700 €+VAT

The exhibition registration area, where all visitors and exhibitors will take their badges and enter the area, will ensure that your company is constantly visible at the entrances and exits for 4 days! Reach your potential customers at the entrance to the fairground and get ahead of your competitors! Do not miss the opportunity to stand out with your logo and designs on the form desk, online registration desk and registration counters at the registration area!

- Using the sponsor company logo on the registration counter.
- Using the sponsor company logo on the online registration counter.
- Using the sponsor company logo on the form of filling tables.

**It is limited to only one company and the requests will be evaluated according to the application priority.*



INVITATION AND ONLINE REGISTRATION SPONSORSHIP

3.250 €+VAT

The exhibition invitation, which will be sent to all potential visitors of the exhibition, offers a unique opportunity to reach thousands of people before the exhibition! By taking part with your **design on 200,000 exhibition invitations**, you can access all sectoral publications, associations, exhibitors and exhibition visitor lists and promote your brand.

You can reach all your **potential customers** before the exhibition by taking your banner on the **Online Registration** page on our website together with the printed invitation.

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VISITOR GUIDE

1.550 €+VAT

You can contribute to your brand awareness by making your advertisement with your hall/stand number and **company logo in the visitor guide** that will be distributed to guide all the participants and visitors during the exhibition. You can increase your chances of reaching all participants and visitors with the visitor guide that **will be distributed as FREE**.

**It is limited to only one company and the requests will be evaluated according to the application priority.*



DIGITAL FAIR CATALOG

500 €+VAT

You can get ahead of your competitors by taking part in the official digital exhibition catalog, and make a difference between competing companies with your advertisement.

1 Full Page (Inside) 500 € + VAT



FLOOR PLAN

1.000 €+VAT

You can advertise during the exhibition with your company advertisements that will be used in the Seating Area **where visitors can relax and perform their meetings.**

**It is limited to only one company and the requests will be evaluated according to the application priority.*



SEATING AREA SPONSORSHIP

1.750 €+VAT

You can advertise during the exhibition with your company advertisements that will be used in the Seating Area where visitors can **relax and perform their meetings**.

**It is limited to only one company and the requests will be evaluated according to the application priority.*



FOOTPRINT ADVERTISING

2.250 €+VAT

You can take visitors to your booth with the foot directions to be located in the main **foyer and corridors**.

**It is limited to only two companies and the requests will be evaluated according to the application priority.*



WEBSITE COUNTDOWN SPONSORSHIP

1.250 €+VAT

Maximize your visibility by taking part in the countdown timer that will be placed on the website that an average of 5,000 people will visit to complete their registration!

■ Using the company logo on the countdown timer

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BROCHURE DISTRIBUTION

1.500 €+VAT

Distribute your company brochures by the host/hostess at the entrance of the fairground, and you welcome the visitors to the exhibition area!

- Assignment of host/hostess and distribution of brochures in the foyer

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PRODUCT DISPLAY IN SPECIAL SHOWCASE

1.750 €+VAT

Take a place with your products in the illuminated glass showcase to be placed in the foyer area!