BROADCASTEX

Create. Produce. Broadcast.

RADIO AND TELEVISION, DIGITAL BROADCASTING EQUIPMENT AND FILM PRODUCTION, SOUND & LIGHTING TECHNOLOGIES FAIR

October 22-25, 2026

Yenikapı Expo Center

SPONSORSHIP FILE



TURKIYE’S ONLY PUBLISHING AND MEDIA TECHNOLOGIES FAIR

Explore our trade show sponsorship packages to discover exclusive opportunities that will increase your brand's visibility both at the trade show and across the industry. These options are designed to ensure your brand engages powerfully with the right target audience.

Sponsorship is one of the most effective ways to increase your brand's impact, enhance its perceived value, and build sustainable relationships with your target audience.

For detailed information regarding the sponsorship option you are interested in, please contact us.

MAIN SPONSORSHIPS

PLATINUM SPONSORSHIP

GOLD SPONSORSHIP

SILVER SPONSORSHIP



Main Sponsorship is the most impactful collaboration model offered within the scope of the fair. Within this framework, the goal is to ensure the sponsoring brand is represented at the highest level throughout the event and to strategically strengthen its brand awareness.

The sponsor's logo will be given maximum visibility across all online and offline communication channels prepared for and used throughout the year for the fair.

This privileged positioning aims to increase brand engagement with its target audience, strengthen its perceived value, and solidify its leading position in the industry.

TRADE FAIR SERVICES SPONSORSHIPS



LANYARD SPONSORSHIP

Lanyards, available for use by all visitors entering the fair, are one of the most effective ways to promote sponsorship, ensuring constant visibility throughout the day.

By placing your company logo on the lanyards, you can create a strong brand theme that attracts the attention of all exhibitors and visitors at the trade show. This practice increases brand memorability while offering a prestigious visibility advantage.



BADGE SPONSORSHIP

All visitors and exhibitors at the fair will wear name badges featuring the sponsor brand's logo.

Thanks to this high-contact visibility, your brand message reaches your target audience directly throughout the day; giving your company a strong prestige, high memorability, and effective communication advantage.



TRADE FAIR BROCHURE SPONSORSHIP

Our trade show brochure is prepared in print and digital formats months before the event and is actively used in all communication efforts for participants and visitors.

Thanks to the sponsor section within the brochure, your brand message will continue to reach your target audience not only during the trade show days but also through mailings, one-on-one meetings, and throughout the event; this provides strong prestige, high brand recall, and a sustainable impact for your brand.



VISITOR GUIDE SPONSORSHIP

By sponsoring the official guide that all visitors use to view the hall layout and exhibiting companies during the fair, you can reach a wide target audience directly related to your industry.

Logo placement on the cover, inside pages, and floor plan of the guide will provide your brand with high visibility and strong prestige.



FAIR BAG SPONSORSHIP

Visitors entering the fair will have a dedicated area for the sponsor brand on their official trade show bags, which they use to carry fair documents and materials obtained from participating companies.

These bags, which are used throughout and after the fair, allow your brand to reach a wide audience; providing a lasting and effective visibility advantage that strengthens your brand awareness.



FAIR INVITATION SPONSORSHIP

By sponsoring the printed and digital invitations sent to senior executives from the private sector and public institutions during the fair's promotional process, your brand gains the privilege of direct contact with the most select target audience.

Thanks to its wide distribution network, this communication material ensures your brand message gains strong visibility even before the event, providing prestigious positioning through one of the most effective promotional tools of the trade fair.

Service areas that directly impact the trade show experience are among the top sponsorship models for brands, providing the highest level of contact and brand recall.
Trade Show Service Sponsorships aim to create a strong perception by making your brand visible at every point where visitors interact with the organization.

Within this sponsorship category, brands gain the privilege of establishing a natural and sustainable interaction with their target audience by positioning themselves throughout the entire process, from the beginning of the visitor journey to the experience at the exhibition venue. High frequency of contact strengthens brand awareness, supports corporate reputation, and ensures a lasting brand presence in memory.

Trade show sponsorships are a strategic communication tool that offers not only visibility but also a sense of professionalism, trust, and prestige.

BRANDING SPONSORSHIPS



OPENING COCKTAIL SPONSORSHIP

The opening cocktail reception held on the first day of the fair provides a special networking environment bringing together leading representatives of the industry, decision-makers, and invited guests.

As a sponsor of this prestigious event, your brand gains priority visibility in the event area and on communication materials; providing a strong prestige and corporate image advantage by directly engaging with your target audience.



CONFERENCE HALL SPONSORSHIP

The conference sessions held within the scope of the fair are high-value meeting areas where industry professionals come together for knowledge sharing and interaction.

As a sponsor of the conference area, your brand gains priority visibility in training programs, on-site visuals, and communication materials. This positions your brand as a strong solution partner supporting knowledge and development, and establishes a deep connection with your target audience.



WORKSHOP AREA SPONSORSHIP

The workshops and training sessions organized within the scope of the fair are high-value meeting areas where industry professionals come together for knowledge sharing and interaction.

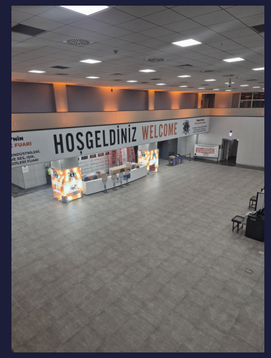
As a sponsor of the workshop area, your brand gains priority visibility in training programs, on-site visuals, and communication materials. This positions your brand as a strong partner supporting knowledge and development, building a deeper connection with your target audience.



REGISTRATION AREA SPONSORSHIP

The registration area is one of the most strategically important visibility areas for brands, as it is the first point of contact for every visitor entering the fair.

As the sponsor of this area, your brand will be prominently positioned on counters, wayfinding areas, and communication materials. This gives you the advantage of strong prestige, high brand recall, and professional perception as the brand that forms the first impression on visitors.



FOYER AREA SPONSORSHIP

The foyer area is one of the primary social spaces where visitors meet, spend time, and experience the most intense interaction. Therefore, it's a strategic location for brands, offering high levels of contact and visibility.

As the sponsor of the foyer area, your brand will be prominently positioned in the visuals, wayfinding, and experience points within the area. This will provide your brand with a strong prestige and lasting brand perception advantage in the social heart of the fair.



FAIR ENTRANCE AREA SPONSORSHIP

The exhibition entrance area is one of the most visible areas, where all visitors and exhibitors have their first contact with the fair. This area offers brands the opportunity to create a strong first impression.

As the sponsor of the entrance area, your brand will be prominently positioned at the entrances, in visual displays, and in wayfinding areas. This will give you strong prestige, high brand awareness, and a positive corporate image right from the start of the fair.

Branding sponsorships are one of the most powerful communication models for maximizing brand visibility at trade shows. Your brand is highlighted through logo, brand identity, and flag applications in all documents and visual materials used throughout the event.

This comprehensive visibility ensures continuous contact with visitors, while your brand gains a strong corporate image and high awareness.

Furthermore, branding sponsors are specifically featured in general announcements, providing your brand with a privileged positioning.

PRIVATE SPONSORSHIPS



FOOTPRINT SPONSORSHIP

Footprint sponsorship is an innovative sponsorship model that provides high brand visibility and direct interaction through wayfinding applications positioned at high-traffic points and corridors used by visitors within the exhibition area.

RING CAR SPONSORSHIP

As a shuttle vehicle sponsor, your brand will be positioned on two transfer vehicles that will operate hourly between the metro and the exhibition area, ensuring constant contact with visitors and gaining a strong visibility advantage.

LAYOUT PLAN SPONSORSHIP

As a floor plan sponsor, your brand gains high visibility and a privileged positioning advantage by directly attracting visitors' attention through logo placement on the exhibition plan and highlighting your company area in a different color.





MEDIA AND PRESS SPONSORSHIP

As a media and press sponsor, your brand will be prominently featured in press releases, news articles, and communication efforts related to the trade fair, reaching a wider audience and gaining strong corporate visibility.

CATERING SPONSORSHIP

As a catering sponsor, your brand will be positioned in the food and beverage areas offered to visitors throughout the fair, generating high exposure, being associated with a positive experience, and building a strong brand image.



MASCOT SPONSORSHIP

As a mascot sponsor, your brand can deliver promotional materials directly to visitors at the exhibition entrance and within the exhibition area through its own mascot, ensuring high engagement, strong visibility, and a memorable brand experience.

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2026

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EXPOTIME
FUARCILIK HİZMETLERİ

October 22-25, 2026

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PLATINUM SPONSORSHIP

- 100 m² premium booth space allocated by the organizer
- The right to present awards as a "Platinum Sponsor" at the award ceremony to be held with the participation of famous artists at the gala night
- Participation in the ribbon-cutting ceremony with the protocol and the right of official representation at the gala night
- The right to broadcast a short promotional video before the gala night, concerts and special events
- Special announcement and notification as a "Platinum Sponsor" in communications to all participants and potential visitors
- Logo usage and visible positioning as a Platinum Sponsor on the fair's website, e-newsletters, and all printed and digital promotional materials
- Special emphasis and privileged positioning for the Platinum Sponsor in press releases and media communications
- Special content production and tagging support for the Platinum Sponsor in social media communications
- Use of high-visibility branding area at the fairground entrance and main touch points
- The right to use the stage and organize events without conflicting with the main organization program
- The right to use the VIP room and special catering service for the organization
- Free entry for 2 vehicles in the VIP parking lot during the fair Rights:
- 100 VIP invitations specially designed with the company logo
- Priority representation and relationship-building advantages in networking areas
- Special inclusion as a Platinum Sponsor in reports and presentations prepared after the event

*Platinum Sponsorship is awarded to only one company. Applications are evaluated on a first-come, first-served basis.

GOLD SPONSORSHIP

- 75 m² premium booth space allocated by the organizer
- The right to present awards as a "Gold Sponsor" at the award ceremony to be held with the participation of famous artists at the gala night
- Participation in the ribbon-cutting ceremony with the protocol and the right of official representation at the gala night
- The right to broadcast a short promotional video before the gala night, concerts and special events
- Special announcement and notification as a "Gold Sponsor" in communications to all participants and potential visitors
- Logo usage and visible positioning as a Gold Sponsor on the fair's website, e-newsletters, and all printed and digital promotional materials
- Inclusion and visibility as a Gold Sponsor in press releases and media communications
- Special content production and tagging support for the Gold Sponsor in social media communications
- Use of high-visibility branding area at the fairground entrance and main touch points
- The right to use the stage and organize events without conflicting with the main organization program
- The right to use the VIP room and special catering service for the organization
- Free entry for 2 vehicles in the VIP parking lot during the fair
- 100 specially designed stands with the company logo VIP invitation
- Priority representation and relationship-building advantages in networking areas
- Inclusion as a Gold Sponsor in reports and presentations prepared after the event

*Gold Sponsorship is awarded to only one company. Applications are evaluated on a first-come, first-served basis.

SILVER SPONSORSHIP

- 50 m² premium booth space allocated by the organizer
- The right to present awards as a "Silver Sponsor" at the award ceremony to be held with the participation of famous artists at the gala night
- Participation in the ribbon-cutting ceremony with the protocol and the right of official representation at the gala night
- Special announcement and notification as a "Silver Sponsor" in communications to all participants and potential visitors
- Logo usage and visible positioning as a Silver Sponsor on the fair's website, e-newsletters, and all printed and digital promotional materials
- Inclusion and visibility as a Silver Sponsor in press releases and media communications
- Special content production and tagging support for the Silver Sponsor in social media communications
- Use of a high-visibility branding area at the fairground entrance
- Free entry for 1 vehicle in the VIP parking lot during the fair
- 50 VIP invitations specially designed with the company logo
- Priority representation and relationship development advantage in networking areas
- Inclusion as a Silver Sponsor in reports and presentations prepared after the organization

*Silver Sponsorship is allocated to only three companies. Applications are evaluated on a first-come, first-served basis.

TRADE FAIR SERVICES SPONSORSHIPS

LANYARD SPONSORSHIP

- Use of the sponsor logo on all visitor lanyards
- Visibility of the logo on stage installations, appreciation boards, and branding designs in the exhibition area
- Special announcement as "Lanyard Sponsor" in all communications to participants and potential visitors
- Use of the logo as Lanyard Sponsor on the exhibition's website and all printed and digital promotional materials
- Free entry for one vehicle in the VIP parking lot during the exhibition

*Limited to 1 (one) firm, applications will be evaluated on a first-come, first-served basis.

NOTE: 20,000 ID badge lanyards need to be printed. The design and printing of the ID badge lanyards will be done by the main organizer and invoiced to the sponsoring company.

BADGE SPONSORSHIP

- Use of the sponsor logo on all name badges for visitors and participants
- Visibility of the logo in stage installations, appreciation boards, and branding designs in the exhibition area
- Special announcement as "Name Badge Sponsor" in all communications to participants and potential visitors
- Use of the logo as Name Badge Sponsor on the exhibition's website and all printed and digital promotional materials
- Free entry for one vehicle in the VIP parking lot during the exhibition

*Limited to 2 (two) firms, applications will be evaluated on a first-come, first-served basis.

NOTE: 20,000 name badges need to be printed. The design and printing of the name badges will be done by the main organizer and invoiced to the sponsoring company.

TRADE FAIR BROCHURE SPONSORSHIP

- Special visibility of your company logo, hall/stand number in the visitor brochure
- Direct access to all participants and visitors through the brochure distributed free of charge
- Announcement as a "Trade Fair Brochure Sponsor" on the organization's website and social media accounts
- Advantage of being included as a sponsor in the digital (PDF) version of the brochure

* Limited to 5 (five) firms, applications will be evaluated on a first-come, first-served basis.

VISITOR GUIDE SPONSORSHIP

- Use of sponsor logo on the front and back covers of the visitor guide
- Sponsor brand visibility on the inside pages of the guide, in the hall plan and company lists
- Direct access to a wide target audience thanks to the guide distributed free of charge to all visitors
- Special announcement as "Visitor Guide Sponsor" on the organization's website and social media channels
- Advantage of being included as a sponsor in the digital (PDF) version of the guide

*Limited to 5 (five) firms, applications will be evaluated on a first-come, first-served basis.

FAIR BAG SPONSORSHIP

- Inclusion of logo and contact information on the official trade fair bags to be distributed to visitors at the fairgrounds
- Broad and direct target audience reach thanks to the free distribution of bags to all visitors
- Announcement as "Trade Fair Bag Sponsor" on the organization's website and social media accounts

*Limited to 1 (one) firm, applications will be evaluated on a first-come, first-served basis.

NOTE: 5,000 exhibition bags need to be printed. The design and printing of the exhibition bags will be done by the main organizer and invoiced to the sponsoring company.

FAIR INVITATION SPONSORSHIP

- Inclusion as a sponsor in printed and digital (PDF) trade fair invitations sent to industry professionals by participating companies and the organizer.
- Direct access to a wide and qualified target audience through the use of invitations for free entry.
- Announcement as a "Trade Fair Invitation Sponsor" in invitation distribution processes (email, WhatsApp, digital distribution, etc.).
- Visibility and special announcement as a sponsor on the organization's website and social media channels.

* Limited to 5 (five) firms, applications will be evaluated on a first-come, first-served basis.

NOTE: 50,000 exhibition invitations need to be printed. The design and printing of the exhibition invitations will be done by the main organizer and invoiced to the sponsoring company.

BRANDING SPONSORSHIPS

OPENING COCKTAIL SPONSORSHIP

- Use of the company logo in the opening cocktail area to be held on the stage and recording area
- Brand visibility with company flags or banners on the refreshment tables in the cocktail area
- Special announcement as "Opening Cocktail Sponsor" in communications to all participants and potential visitors
- Announcement as Opening Cocktail Sponsor on the organization's website and social media accounts
- Free entry for 1 vehicle in the VIP parking lot during the fair
- *Limited to 2 (two) firms, applications will be evaluated on a first-come, first-served basis.

CONFERENCE HALL SPONSORSHIP

- Sponsor logo visibility on the conference hall stage, background visuals, and LED screens
- Use of branding areas around the conference hall entrance and surrounding areas (roll-ups, boards, directional signage, etc.)
- Inclusion as a sponsor in the conference program flow and session schedule
- Special announcement as the Conference Hall Sponsor on the organization's website and social media accounts
- Opportunity for a representative of the sponsor company to participate in the conference program as a speaker or panelist
- Sponsor brand announcements and acknowledgment mentions during conference sessions
- Sponsor visibility in post-event photo and video content shared after the organization
- Complimentary VIP parking access for 1 vehicle during the exhibition period
- Limited to 2 (two) companies and applications will be evaluated on a first-come, first-served basis.

WORKSHOP AREA SPONSORSHIP

- Sponsor logo visibility on the workshop stage, background visuals, and LED screens
- Use of branding space (roll-up, banner, directional sign, etc.) at and around the workshop entrance
- Inclusion as a sponsor in the workshop program flow and timetable
- Special announcement as Workshop Sponsor on the organization's website and social media accounts
- Inclusion of a representative from the sponsoring company as a speaker in the workshop program
- Visibility as a sponsor in photos and videos shared after the event
- Free entry to the VIP parking lot for 1 vehicle during the fair

*Limited to 2 (two) firms, applications will be evaluated on a first-come, first-served basis.

REGISTRATION AREA SPONSORSHIP

- Visible display of the sponsor logo at the registration desks at the main entrance of the fair
- Positioning of the sponsor logo on the online registration page and digital ticket/QR code designs
- Special announcement as the Registration Area Sponsor on the organization's website, social media, and press communications
- Use of the sponsor logo in stage arrangements and general branding designs in the fair area
- Free entry for 1 vehicle in the VIP parking lot during the fair

*Limited to 2 (two) firms, applications will be evaluated on a first-come, first-served basis.

FOYER AREA SPONSORSHIP

- Use of sponsor logos and visuals on panels, walls, and columns throughout the foyer area
- Use of a welcome visual/backdrop at the foyer entrance as "Foyer Area Sponsor"
- Inclusion of the sponsor logo in the stage and general branding designs of the exhibition area
- Announcement as "Foyer Area Sponsor" on the organization's website and social media accounts
- Free entry for one vehicle in the VIP parking lot during the fair

*Limited to 2 (two) firms, applications will be evaluated on a first-come, first-served basis.

FAIR ENTRANCE AREA SPONSORSHIP

- The sponsor logo will be prominently displayed on the welcome arch at the entrance of the fair.
- Sponsor visibility will be ensured on the flag banners and outdoor branding applications in the entrance area.
- The sponsor logo will be used on the backdrop/welcome sign created for photo shoots in the entrance area.
- A special announcement as the Entrance Area Sponsor will be made on the organization's website, social media, and e-newsletters.
- One free entry to the VIP parking lot during the fair.

* Limited to 2 (two) firms, applications will be evaluated on a first-come, first-served basis.

PRIVATE SPONSORSHIPS

FOOTPRINT SPONSORSHIP

- Footprint applications designed specifically for the sponsor brand on designated routes on the exhibition area floor.
- Use of sponsor logo, brand color, or directional messages within the footprint visuals.
- Strategic positioning that directs visitors to the sponsor stand, event area, or designated point.
- High memorability and strong brand perception through repeated contact throughout the day.
- Announcement as "Footprint Sponsor" on the organization's website, e-newsletters, and social media accounts.
- Natural brand visibility in photos and videos taken during the fair thanks to floor applications.
- Free entry for 1 vehicle in the VIP parking lot during the fair.

*Limited to 5 (five) companies, requests will be evaluated on a first-come, first-served basis.

RING CAR SPONSORSHIP

- The sponsor logo will be displayed on the exterior of the shuttle buses that will operate between the metro and the exhibition area.
- Sponsor brand visibility in interior visuals and information areas.
- The advantage of direct and repeated contact with thousands of visitors using the shuttle buses.
- Special announcement as "Shuttle Bus Sponsor" on the organization's website and social media accounts.
- Logo usage as Shuttle Bus Sponsor in general branding applications at the exhibition area.
- Visibility as a sponsor in photo and video content shared after the event.
- Free entry for one vehicle in the VIP parking lot during the fair.

*Limited to 2 (two) firms, applications will be evaluated on a first-come, first-served basis.

LAYOUT PLAN SPONSORSHIP

- The sponsor's logo will be displayed on a large-scale exhibition layout plan in the entrance area.
- The sponsor's stand area will be highlighted on the layout plan with special colors, icons, or accent designs.
- The advantage of direct and continuous contact with all visitors viewing the layout plan.
- Visibility as a sponsor on the organization's website and digital exhibition plan.
- Special announcements as "Layout Plan Sponsor" in social media and e-newsletter communications.
- Natural visibility in exhibition visuals shared after the event thanks to the logo on the plan.
- One free entry to the VIP parking lot during the exhibition.

* Limited to 5 (five) firms, applications will be evaluated on a first-come, first-served basis.

MEDIA AND PRESS SPONSORSHIP

- Visibility with logo and name as "Media Sponsor" on the fair's official website
- Special announcement and tagging as Media Sponsor on the organization's social media accounts
- Positioning as Media Sponsor in fair communication materials and promotional content
- Inclusion as Media Sponsor in press releases and media communications
- Free entry for 1 vehicle in VIP parking during the fair

*Limited to 1 radio station, 1 television channel and 1 digital media organization. Applications will be evaluated on a first-come, first-served basis.

CATERING SPONSORSHIP

- Announcement and visibility as a "Catering Sponsor" on the fair's official website and social media accounts
- Sponsor brand visibility at tea and coffee serving areas for visitors and participants at the fair entrance
- Logo usage at serving points (table front, sign, roll-up, etc.)
- Free entry for 1 vehicle in the VIP parking lot during the fair

*Limited to 2 (two) firms, applications will be evaluated on a first-come, first-served basis.

MASCOT SPONSORSHIP

- The sponsor company's mascot will greet visitors at the entrance to the exhibition area.
- Business cards, brochures, and promotional materials can be distributed directly to visitors through the mascot.
- High visitor interaction and natural visibility in the areas where the mascot is located.
- Announcement of the company as the "Mascot Sponsor" on the organization's website and social media accounts.
- The mascot's costume design, size, and usage are subject to the organization's approval.
- The mascot will be positioned in areas and at times determined by the organization in a way that does not negatively affect the flow of the exhibition and the visitor experience.

* Limited to 5 (five) firms, applications will be evaluated on a first-come, first-served basis.

NOTE: The mascot will be provided by the sponsoring company; however, the mascot's costume, staff, and all related operational expenses are the responsibility of the sponsoring company.

PRICE LIST

MAIN SPONSORSHIPS		USD	NOTES
PLATINUM SPONSORSHIP		33.000	There will be only one sponsor.
GOLD SPONSORSHIP	1/1 SOLD	28.000	There will be only one sponsor.
SILVER SPONSORSHIP	2/3 SOLD	23.000	Limited to 3 companies.

TRADE FAIR SERVICES SPONSORSHIPS		USD	NOTES
LANYARD SPONSORSHIP	1/1 SOLD	13.000	There will be only one sponsor.
BADGE SPONSORSHIP		7.000	Limited to 2 companies.
TRADE FAIR BROCHURE SPONSORSHIP		3.000	Limited to 5 companies.
VISITOR GUIDE SPONSORSHIP	1/5 SOLD	3.000	Limited to 5 companies.
FAIR BAG SPONSORSHIP		7.000	There will be only one sponsor.
FAIR INVITATION SPONSORSHIP	1/5 SOLD	3.000	Limited to 5 companies.

BRANDING SPONSORSHIPS		USD	NOTES
OPENING COCKTAIL SPONSORSHIP		12.000	Limited to 5 companies.
CONFERENCE HALL SPONSORSHIP	1/2 SOLD	8.000	Limited to 2 companies.
WORKSHOP AREA SPONSORSHIP		7.000	Limited to 2 companies.
REGISTRATION AREA SPONSORSHIP		5.000	Limited to 2 companies.
FOYER AREA SPONSORSHIP		5.000	Limited to 2 companies.
FAIR ENTRANCE AREA SPONSORSHIP		5.000	Limited to 2 companies.

PRIVATE SPONSORSHIPS		USD	NOTES
FOOTPRINT SPONSORSHIP		2.000	Limited to 5 companies.
RING CAR SPONSORSHIP		5.000	Limited to 2 companies.
LAYOUT PLAN SPONSORSHIP	1/5 SOLD	3.000	Limited to 5 companies.
MEDIA AND PRESS SPONSORSHIP	2/3 SOLD	FREE	Limited to 3 companies.
CATERING SPONSORSHIP		FREE	Limited to 2 companies.
MASCOT SPONSORSHIP		5.000	Limited to 5 companies.

For detailed information regarding the sponsorship option you are interested in, please contact us.

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