



ISTANBUL TOURISM FAIR

24-25 SEPTEMBER 2026 | Yenikapı Eurasia Show and Art Center

ARE YOU READY TO NETWORK AND MAKE BUSINESS CONNECTIONS?



24-25 SEPTEMBER 2026



Yenikapı Eurasia Show and Art Center

ISTANBUL TOURISM FAIR

ITF



Don't be late to book your place!
www.istanbulturizmfuari.com.tr

DREAM
PROJECT



THIS FAIR IS ORGANISED WITH THE PERMISSION OF TOBB IN ACCORDANCE WITH THE LAW NUMBERED 5174



ABOUT TO ISTANBUL TOURISM FAIR

THE ISTANBUL TOURISM FAIR, set to take place for the 4th time on September 24-25, 2026, at Yenikapı-Eurasia Show and Art Center, brings together the key representatives of Türkiye's high tourism potential and tourism professionals around the world. It provides an opportunity for new collaborations while offering a broad platform for the promotion of new products and services. The fair, which is B2B focused and open only to professionals, will also host the Tourism Summit, offering new trends and visions, providing industry professionals with fresh perspectives. Additionally, the ITF Gala Party on the evening of the first day of the fair will elevate the entertainment to new heights.



WHAT AWAITS YOU AT THE ISTANBUL TOURISM FAIR?

- You will have to opportunity to hold B2B meetings with national and international tourism industry professionals.
- You will be able to finalize your contracts.
- You will be able to promote your early booking offers.
- You will gain the advantage of accessing a large customer database.
- You will have to opportunity to participate as an invitee in the networking activities organized during the fair.
- You will be able to follow the latest developments and innovations in the tourism sector through the Tourism Summit.
- You will be able to attend the ITF Gala Party, which will take place on the evening of the first day of the fair.



EXHIBITOR AND VISITOR PROFILE

- Hotels
- Travel Agencies, Tour Operators, Incoming, Outgoing, DMC, Incentive Companies
- Countries, Convention Bureaus and Promotion Offices
- Municipalities and Chambers of Commerce
- Transportation Companies (Airlines, Tourism Transportation, Car Rental Services)
- Meeting Support Companies – Service Providers
- IT / Technology Companies
- Yacht and Cruise Tourism Companies, Marinas
- Health Tourism Companies
- Sports Tourism Companies
- M.I.C.E. Companies



MAIN SPONSOR

50.000€+VAT

(Please consider other sponsorship opportunities)



ITF GALA PARTY NAMING SPONSORSHIP

15.000€+VAT

THE ITF GALA PARTY on the evening of September 24 is set to offer guests an unforgettable night.

The evening, attended by fair exhibitors, national and international hosted buyers, and prominent figures of the tourism industry, will be held at a high level as a cocktail and prolonge event.

Catering, bar catering, light shows, video production, DJs and performance artists at the party will be provided by Dream Project.



ITF GALA PARTY DIRECT MARKETING

2.000€+VAT

➡ The sponsor company will be granted the right to conduct direct marketing through product promotion and product distribution.

➡ The sponsor company's logo will be featured among the "Event Sponsors" in the communication campaign.

Opportunities Offered by the ITF Gala Party Sponsorship;

- ➡ The party will be named with the sponsor company's name, as 'ITF Gala Party by [Sponsor Company]'
- ➡ The sponsor company's logo will appear in the highest position after the main sponsor as 'ITF Gala Party Sponsor' in the fair's communication campaign (written and visual media, digital, outdoor channels, website and digital fair invitations)
- ➡ The sponsor company will be provided with direct marketing opportunities.
- ➡ Branding rights at the party venue (Design and production are the responsibility of the sponsor company)
- ➡ The sponsor company's promotional video will be displayed on the LED screen set up at the party venue.



TOURISM SUMMIT SPONSORSHIP

11.000€+VAT

- On September 24, 2026, the hall where the official opening ceremony of the fair and the summit will take place will be covered with the sponsor company's branding on both the left and right wings (design and implementation are the responsibility of the sponsor company)
- During the summit opening and between sessions, the sponsor company's promotional video will be displayed on the LED screens.
- The sponsor company representative is granted the right to participate as a speaker in a designated session.
- The sponsor company's logo will appear in the highest position after the main sponsor as 'Summit Sponsor' in the fair's communication campaign (written and visual media, digital, outdoor channels, website and digital fair invitations)
- The sponsor company will be granted direct marketing rights between sessions.



SESSION SPONSORSHIP

4.000€+VAT

- The name of the session taking place on September 24-25, 2026, will be associated with the sponsor brand
- The session sponsor will participate as a speaker
- At the beginning of the session, the sponsor company's promotional video will be displayed on the LED screens.
- The sponsor company will be granted direct marketing rights between session.
- The sponsor company's logo will be featured as 'Session Naming Sponsor' in the communication campaign (written and visual media, digital, outdoor channels, digital fair invitations, website)

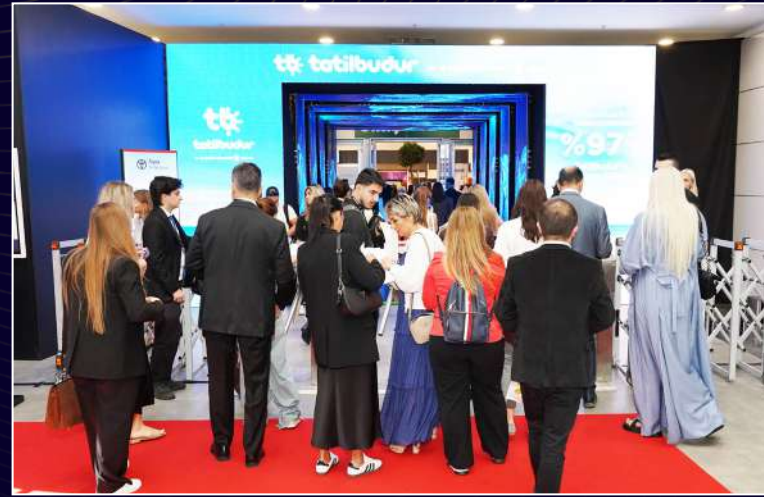


REGISTRATION AREA VIDEO SPONSORSHIP ON LED SCREENS

7.500€+VAT

➡ Introduction film of the sponsor company will be displayed on the LED screens located in the registration area of the exhibition visited by 15.000 + people during the entire exhibition time.

➡ Sponsor company's logo will be used in the communication campaign (written and visual media, digital platforms, outdoor areas, digital invitation, web site) as "Event Sponsor".



LED TUNNEL ENTRANCE VIDEO SPONSORSHIP FOR THE EXHIBITION AREA

7.500€+VAT

➡ Digital artworks and the sponsor company's promotional film will be displayed alternately in the LED tunnel, which will be passed through by 15,000 tourism professionals.

➡ Sponsor company's logo will be used in the communication campaign (written and visual media, digital platforms, outdoor areas, digital invitation, web site) as "Event Sponsor".



Logo
place

BADGE SPONSORSHIP

7.000€+VAT

- The logo of the sponsor company will be placed on the front side of the name badge to be given to 15.000+ visitors, exhibitors, buyers and speakers.
- The logo of the sponsor company will appear as "EVENT SPONSOR" in the communication campaign (print and visual media, digital, outdoor media, digital fair invitation, website).
- Name badge printing belongs to the sponsor company.

SMOKING AREA SPONSORSHIP

15.000€+VAT



- The rear facade of the Yenikapı Eurasia Show and Art Center will be used as a smoking area during the fair.
- The sponsoring company will be able to benefit from branding and direct marketing opportunities in this field.

TEA/COFFEE SPONSORSHIP

2.000€+VAT

- Free stand space will be provided during the fair. In these areas, the sponsor company will serve tea/coffee for all our guests. (In these areas, the sponsor company can place any visual work they want)
- The logo of the sponsor company will be displayed as "Event Sponsor" in the communication campaign (print and visual media, digital, outdoor media, digital fair invitation, website).

YENİKAPI-EURASIA PERFORMANCE AND ART CENTER ADVERTISING AREAS

**THE DESIGN, PRODUCTION AND DISMANTLING PROCESS IN ALL ADVERTISING AREAS BELONGS TO THE SPONSOR COMPANY.*



MAIN ENTRANCE TAG AND FLAG SPONSORSHIP

8.500€+VAT



FAIR REGISTRATION AREA TOP HEADER BRANDING APPLICATION

9.500€+VAT



FAIR REGISTRATION AREA FRONT FLOOR BRANDING APPLICATION

3.500€+VAT

- Sizes:
 - 1.5m x 1.5m
- You can use the corridor floor as a branding area in the fair registration area.

WC ADVERTISEMENT AREA

4.000€+VAT

- You can position your company's advertisement behind the door and on the mirrors in men's and women's restrooms.

YENİKAPI-EURASIA PERFORMANCE AND ART CENTER ADVERTISING AREAS

**THE DESIGN, PRODUCTION AND DISMANTLING PROCESS IN ALL ADVERTISING AREAS BELONGS TO THE SPONSOR COMPANY.*



EXHIBITION HALL CEILING LED SPONSORSHIP

2.750€+VAT

➡ A 15-second advertisement of your brand will be displayed throughout the exhibition on the LED screens located on the ceiling of the foyer area, where all exhibitor stands are situated.



FAIR EXIT AREA RIGHT AND LEFT WALL, GLASS DOORS FRONT AND BACK FACE BRANDING APPLICATION

5.500€+VAT

➡ Glass door sizes:
70 cm(w) x 253 cm (h) 6 pcs

➡ Left wall sizes:
5 m(w) x 3 m (h)

➡ Right wall sizes:
4 m(w) x 3 m (h)

ARE YOU READY TO NETWORK AND MAKE BUSINESS CONNECTIONS?



THANK YOU...