



**ANTALYA
TOURISM FAIR**
The Heart of Tourism

ADVERTISEMENT & SPONSORSHIPS

— 23 - 25 OCTOBER 2024 —



www.antalyatourismfair.com

ATF IS THE ONLY TOURISM FAIR IN THE WORLD THAT BRINGS TOGETHER ALMOST ALL OF THE TARGET MARKETS OF TURKEY.



23-25 October 2024

Antalya Tourism Fair is the only fair which is the most innovative and most productive tourism fair of Turkey and the Mediterranean geography which brings together different markets and tourism stakeholders for the hospitality industry and its stakeholders in the same place at the same time.

The aim of Antalya Tourism Fair is to bring together Turkey and its related markets, potential game developers, stakeholders, marketing methods, experts and relevant institutions and organizations to consolidate cooperation and create new opportunities. ATF is a target-oriented development that will add volume and speed to the commercial life of the hospitality sector.

Antalya Tourism Fair (ATF), the most productive tourism fair in Turkey and the Mediterranean, presents Türkiye's and the world's leading tourism brands to source markets with the principle of on-site marketing. Despite the crises that deeply affected the tourism industry (especially the pandemic), ATF created a difference and awareness by hosting a total of 1018 main exhibitors, 1532 sub-exhibitors, 8870 internationally invited travel agencies and 64709 international tourism professionals in Antalya, the Heart of Tourism, in 2019-2020-2021-2022 and 2023.

Established on an area of 25,000 square meters, ATF23 hosted 23,607 professional visitors from 58 countries in two days and brought together a total of 680 brands under one roof with 270 exhibitors and 410 sub-exhibitors. ATF24 will bring together nearly 30,000 tourism professionals on an area of 34,000 square meters.

ATF is attended by accommodation sector brands, national and international operators, offline and online marketing and sales agencies, exclusive brands, national and international tourism destinations, countries, airline and transfer companies, companies with international contacts, tourism professionals and tourism sector stakeholders who aim to market their brands and develop networks based on information technologies, services and human resources.



Photographs: GMT Fair Company/ 2023



MAIN SPONSOR

40.000 € + VAT

• 3,000,000 mailings with logo usage
• 8 ceiling flags with the phrase 'Main Sponsor' at the corridors of the fair area
• Logo usage on the name badge
• Logo usage on the ATF mobile application
• 75 displays of 60 seconds per day on general led screen
• 4 pages in the fair catalog
• Logo usage on the exhibition plan and ATF area kiosks
• Fixed logo on main stage and panel scenes
• Fixed logo usage at the party night entrance and in the party area
• Plaque of appreciation at the party night
• Usage of brand name as 'Main Sponsor' in press releases
• 2m x 1m sponsor wall at 5 points at the ATF entrance and general area
• 12 months frequency usage in GM Tourism and Management Magazine
• Usage of sub-banner on GM Tourism and Management Magazine website for 6 months
• 20 story posts on social media channels of GM Tourism and Management Magazine
• GM Tourism and Management Magazine 6 news posts on social media channels
• 4 page interview in GM Tourism and Management Magazine
• Logo usage in outdoor advertisements
• Usage of the logo with the phrase 'Main Sponsor' at the entrance of the fairground
• Participation at the press conference as 'Main Sponsor' and statement
• Sharing stories, posts, videos with the phrase 'Main Sponsor' on Antalya Tourism Fair social media pages

GOLDEN SPONSOR

25.000 € + VAT

• 3,000,000 mailings with logo usage
• 6 ceiling flags with the phrase 'Golden Sponsor' at the corridors of the fair area
• Logo usage on the name badge
• Logo usage on the ATF mobile application
• 40 displays of 45 seconds per day on general led screen
• 2 pages in the fair catalog
• Logo usage on the exhibition plan and ATF area kiosks
• Fixed logo on main stage and panel scenes
• Fixed logo usage at the party night entrance and in the party area
• Plaque of appreciation at the party night
• Usage of brand name as 'Golden Sponsor' in press releases
• 2m x 1m sponsor wall at 3 points at the ATF entrance and general area
• 8 months frequency usage in GM Tourism and Management Magazine
• Usage of sub-banner on GM Tourism and Management Magazine website for 3 months
• 12 story posts on social media channels of GM Tourism and Management Magazine
• GM Tourism and Management Magazine 3 news posts on social media channels
• 2 page interview in GM Tourism and Management Magazine
• Logo usage in outdoor advertisements
• Usage of the logo with the phrase 'Golden Sponsor' at the entrance of the fairground
• Sharing stories, posts, videos with the phrase 'Golden Sponsor' on Antalya Tourism Fair social media pages



SILVER SPONSOR

15.000 € + VAT

• 3,000,000 mailings with logo usage
• 6 ceiling flags with the phrase 'Silver Sponsor' at the corridors of the fair area
• Logo usage on the name badge
• Logo usage on the ATF mobile application
• 25 displays of 30 seconds per day on general led screen
• 1 page in the fair catalog
• Logo usage on the exhibition plan and ATF area kiosks
• Fixed logo on main stage and panel scenes
• Fixed logo usage at the party night entrance and in the party area
• Plaque of appreciation at the party night
• Usage of brand name as 'Silver Sponsor' in press releases
• 2m x 1m sponsor wall at 2 points at the ATF entrance and general area
• 4 months frequency usage in GM Tourism and Management Magazine
• Usage of sub-banner on GM Tourism and Management Magazine website for 2 months
• 6 story posts on social media channels of GM Tourism and Management Magazine
• GM Tourism and Management Magazine 1 news posts on social media channels
• 2 page interview in GM Tourism and Management Magazine
• Logo usage in outdoor advertisements
• Usage of the logo with the phrase 'Silver Sponsor' at the entrance of the fairground
• Sharing stories, posts, videos with the phrase 'Silver Sponsor' on Antalya Tourism Fair social media pages

PROMOTION ADVERTISING SPACES

Entrance Hostess and Service Personnel Uniforms

7.000 € + VAT

With this promotional service, which will only be offered to one brand during the fair, you can use your company name or logo on the uniforms of the greeting organization staff and experience the privilege of being perceived as one of the hosts of the fair. For this promotional opportunity, uniforms with your company logo will be made by us.

ATF Name Badge & Name Badge String

9.000 € + VAT

All exhibitors and visitors are given name badges and badge strings with their names written on them. With your company logo on the name badge and name badge string, you will ensure that everyone recognizes your company's name closely. Maximum 5 logos will be used in this area.

General Purpose Cup Logo Printing

9000 € + VAT 15.000 pieces

You can draw attention with your company logo in the drinks served to exhibitors and visitors in the fair area with glasses and you can experience the privilege of being perceived as one of the hosts of the fair. Limited to 15,000 pieces during the fair



VENUE ADVERTISING AREAS

Main Entrance 4 Facade Column Dressing

4250 € + VAT 1 pieces

With the column cladding ads at the main entrance of the fairground, you can attract the attention of 25,000 + fair visitors and promote your brand with more visual interaction.

Fair Area 4 Facade Column Cladding

3500 € + VAT 1 pieces

You can attract the attention of 25,000 + fair visitors with column cladding ads in the corridors and various areas of the fairground, allowing you to promote your brand with more visual interaction.

Wall Flags

1750 € + VAT 1 pieces

You can attract more visitors to your stand with 100x200 flags with your company's name and logo, hung at the entrance of the fair, in the corridors and on the walls.

Led Screen Advertisements

You can provide the opportunity to place your short video or logo on the screens in the fair area for the periods specified below. Your promotional video will be published by us for the periods specified below.

Day	Broadcast	Product	Prize (€)
For 3 days	75 x 15 sn.	Logo	500 € + VAT
For 3 days	75 x 60 sn.	Video	900 € + VAT

ATF MOBILE APPLICATION ADVERTISING AREAS

ATF App Sponsors Logo Usage

1000 € + VAT

You can be among the sponsor logos on the home page and attract users' attention on the ATF mobile app.

FAIR NEWSPAPER ADVERTISEMENT

The ATF Newspaper will be published separately on October 23-24-25th and will be presented to all booths and visitors. It is made available to all booth exhibitors and agency participants, public institutions, university libraries, sectors, associations and unions. Being included in this sector guide, which should be in the archive of every sector professional, offers a unique opportunity for promotion to continue not only during the fair but also throughout the year.

Full inner	250 € + VAT
2 inner pages	450 € + VAT
Inside of front cover	650 € + VAT
2 pages from inside of front cover	950 € + VAT
Inside of back cover	450 € + VAT
Back cover	950 € + VAT
Interview / news	450 € + VAT
Upper banner	650 € + VAT
Bottom banner	650 € + VAT
Video advertising	450 € + VAT



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CONNECT TO ATF APP



App Store



Google Play



 **ATF24**

antalyatourismfair.com

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