

ISAF perspective of the future

SPONSORSHIP AND ADVERTISEMENT OPPORTUNITIES

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the future perspective of

SECURITY

18TH INTERNATIONAL SECURITY & RFID EXHIBITION



the future perspective of

FIRE & RESCUE

18TH INTERNATIONAL FIRE, EMERGENCY
& RESCUE EXHIBITION



the future perspective of

SAFETY & HEALTH

3RD OCCUPATIONAL SAFETY & HEALTH EXHIBITION



the future perspective of

IT SECURITY

3RD INFORMATION & NETWORK
SECURITY EXHIBITION



the future perspective of

SMART HOME

3RD SMART BUILDINGS
& BUILDING AUTOMATION EXHIBITION

www.isaffuari.com

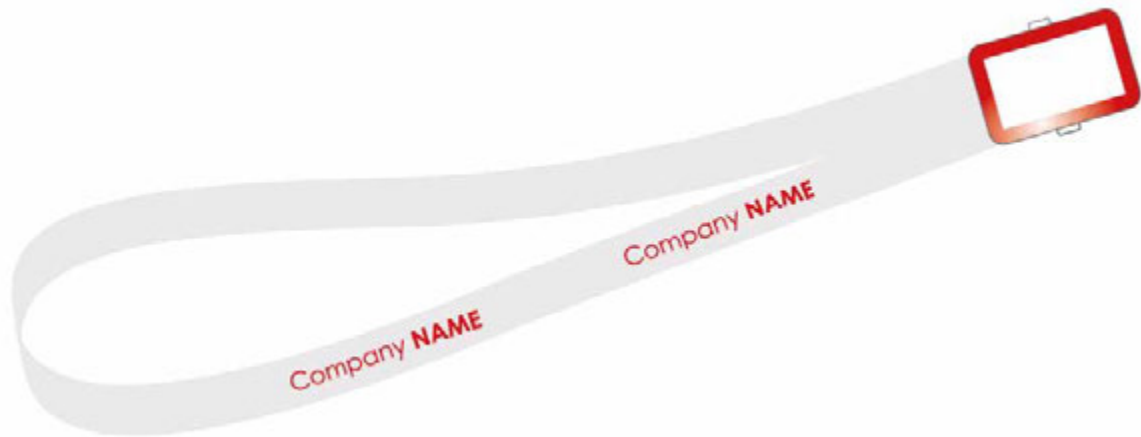
SPONSORSHIP OPPORTUNITIES

Lanyards	
Exhibition Badges	
Exhibition Bags	
Floor Plan (A4) Sponsorship	
Halls 9 – 10 Entrance System Sponsorship -1-	
Halls 9 – 10 Entrance System Sponsorship -2-	
Hall 11 Entrance System Sponsorship	
Hall Entrances Location Plan Sponsorship	
Domestic Attendees' Transfer Vehicles and Accommodation Sponsorship	
Foreign Buyer Delegations' Accommodation Sponsorship	
Street Performer Sponsorship	
Paper Cup Sponsorship	
Commemorative Photography Area Sponsorship	
Local Shuttle Bus Service Sponsorship	
Event Sponsorship	

ADVERTISEMENT OPPORTUNITIES

Mobile Advertising Service	
Exhibition Catalogue Advertising	
Overhead Banners – Stands	
Overhead Banners – Foyer	
Billboard Advertisement Within The Foyer	
Billboard Advertisement Around The Exhibition Area	
Banner On Exhibition Website	
Banner In E-Newsletters	
Brochure Distribution At Entrance	

ISAF



LANYARD SPONSORSHIP

- With advertising on the lanyards that will be distributed to the attendees, you can have them cognize your company as they enter the exhibition area.
 - Since most of our attendees keep their exhibition badges and lanyards for a long time after the exhibition, you will be able to promote your company long after the exhibition is over.
-
- Limited to 1 company.
 - Precedence of application will be taken as basis.
 - Lanyards will be supplied by Sponsor.
 - Artwork and application will be prepared in compliance with the standards that have been preset by Organization.

€ 8.000

VAT is not included in the price. 18% VAT will be added.

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EXHIBITION BADGE SPONSORSHIP

- With advertising on the exhibition badges that will be distributed to the attendees, you can have them cognize your company.
- Since most of our attendees keep their exhibition badges and lanyards for a long time after the exhibition, you will be able to promote your company long after the exhibition is over.

- Limited to 1 company.
- Precedence of application will be taken as basis.
- Exhibition badge holders will be supplied by Sponsor.
- Artwork and application will be prepared in compliance with the standards that have been preset by Organization.

€ 10.000

VAT is not included in the price. 18% VAT will be added.

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EXHIBITION BAG SPONSORSHIP

- With advertising on our exhibition bags that will be presented to our attendees at the entrance to the exhibition area, you can do a more efficacious promotion.
- One side of the bag will have ISAF Exhibition and Marmara Fuarçılık advertisement while the other side will carry Sponsor's logo.
- All printed documents that are to be handed out to the attendees at the exhibition area will be distributed in the exhibition bags.
- Exhibition bags will be supplied by Sponsor.
- Minimum size of exhibition bags is 20cm x 30cm.
- Limited to 2 companies (5.000 bags per company).
- Bags will be present at the entrance at the same time. Attendees will take a bag preferably.
- Precedence of application will be taken as basis.
- Artwork is subject to the approval of Organization and is to be supplied by Sponsor.

€ 8.000

VAT is not included in the price. 18% VAT will be added.

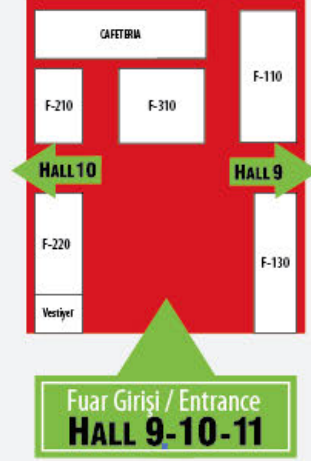
ISAF

HALL 10

FUAYE

HALL 9

B-880	B-885	B-195	B-190	B-185	B-180	B-177	B-175	B-170	B-160	B-145	B-140	B-137		
B-870	B-257	B-250	B-240	B-236	B-235	B-230	B-225	B-220	SPONSOR LOGO			B-136		
B-865	B-254	B-251	B-245	B-239	B-237							B-135		
B-860	B-253	B-252										B-134		
B-855	B-355	B-353				B-336	B-330	B-320	B-310				B-130	
B-850	B-350		B-340		B-337								B-120	
B-845	B-455	B-452	B-445	B-442	B-439	B-437							B-110	
B-840	B-454	B-451	B-444	B-441	B-430		B-420	B-410					B-710	
B-835	B-453	B-450	B-443	B-440	B-435								B-713	
B-830	B-553	B-547										B-715		
B-825	B-551	B-550	B-549	B-540				B-530	B-520	B-510				B-720
B-820	B-555		B-545											B-725
B-815	B-655		B-640		B-635		B-630	B-620	B-610					B-726
B-810	B-650		B-640		B-639	B-638	B-637							B-730
B-811	B-810	B-795	B-790	B-785	B-780	B-775	B-760	B-755	B-750	B-745	B-740	B-735	B-731	



A-120	A-140	A-150	A-160	A-170	A-175	A-180	A-190	A-880		
A-110	A-210	A-220	A-230	A-240	A-245			A-870		
A-100	A-310	A-320	A-330	A-335	A-340	A-345	A-860			
A-90	A-410	A-420	A-430	A-440					A-850	
A-80	A-510	A-520	A-530	A-540	A-545					A-840
A-70	A-610	A-620	A-630	A-640						A-830
A-60									A-820	
A-50									A-810	
A-40									A-800	
A-30									A-795	
A-20									A-790	
A-10									A-785	
A-0									A-780	
A-900									A-775	
A-890									A-770	
A-880									A-765	
A-870									A-760	
A-860									A-755	
A-850									A-750	
A-840									A-745	
A-830									A-740	
A-820									A-735	
A-810									A-730	
A-800									A-725	
A-790									A-720	
A-780									A-715	
A-770									A-710	
A-760									A-705	
A-750									A-700	

FLOOR PLAN (A4) SPONSORSHIP

- You will have the opportunity to advertise your company to all the attendees through the banner of your company on the floor plan that will be handed out to all the attendees at the entrance to the exhibition area.

- Limited to 4 companies (On the entire floor plan).
- Marmara Fuarçılık is responsible for the print of the floor plan.
- Precedence of application will be taken as basis.

€ 1.000

VAT is not included in the price. 18% VAT will be added.

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HALLS 9-10 ENTRANCE SYSTEM SPONSORSHIP -1-

- The advertisements of your company will be placed at the entrance to the exhibition area where security checks are conducted.
 - This is the place which those entering the exhibition area see first.
 - Attendees will jot down their notes there on the counters placed in front of the walls where your advertisement is. Thus, your advertisement will be right before the attendees' eyes.
 - Your advertisements at the entrance to the exhibition area will be what each and every person entering the exhibition area will see first.
-
- Limited to 1 company.
 - Precedence of application will be taken as basis.
 - The number of sidewalls is 2.
 - Artwork is subject to the approval of Organization and is to be supplied by Sponsor.

€ 4.000

VAT is not included in the price. 18% VAT will be added.



HALLS 9-10 ENTRANCE SYSTEM SPONSORSHIP -2-

- Your advertisement will be placed in an area where attendees conduct their registration.
- Registration desks will be in front of the walls where your advertisement is, and your advertisement will, thus, be right before the attendees' eyes

- Limited to 1 company.
- Precedence of application will be taken as basis.
- Changes in the application due to the contexture of the exhibition entrance system are probable.
- Artwork is subject to the approval of Organization and is to be supplied by Sponsor.

€ 12.000

VAT is not included in the price. 18% VAT will be added.



HALL 11 ENTRANCE SYSTEM SPONSORSHIP

- Your advertisement will be placed in an area which attendees can see during their registration.
- This is the area which those entering the exhibition area see first.

- Limited to 1 company.
- Precedence of application will be taken as basis.
- Artwork is subject to the approval of Organization and is to be supplied by Sponsor.

€ 7.000

VAT is not included in the price. 18% VAT will be added.

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HALL ENTRANCE LOCATION PLAN SPONSORSHIP (HALLS 9-10-11)

- The logo or advertisement of your company will be placed on the location plan at the hall entrances.
- Limited to 2 units for each hall (Each company may acquire 1 unit).
- Precedence of application will be taken as basis.
- Artwork will be made by Organization.
- Organization will place them in accordance with the contexture in the hall entrance.

€ 1.000

VAT is not included in the price. 18% VAT will be added.

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DOMESTIC ATTENDEES' TRANSFER VEHICLES AND ACCOMMODATION SPONSORSHIP

- This covers the domestic delegations.
 - Customary arrangements may be conducted for cities/regions upon request.
 - Limited to the number of cities from which delegations will come.
 - Attendees will be led to Sponsor's stand first.
 - Providing the delegation is transferred via bus, a canvas banner featuring the logo of your company will be placed on the front end of the bus.
-
- All printed materials and promotional materials must be handed in by Sponsor to Organization prior to the exhibition.
 - Further details should be updated from Organization.

Please contact Organization for prices.

ISAF



FOREIGN BUYER DELEGATIONS' ACCOMMODATION SPONSORSHIP

- This covers the foreign buyer delegations.
 - Customary arrangements may be conducted for delegations upon request.
 - Limited to the number of countries from which delegations will come (10-20 countries planned).
 - Marketing materials of Sponsor will be delivered to the delegations' rooms at the accommodation center.
 - Attendees will be led to Sponsor's stand first.
-
- All printed materials and promotional materials must be handed in by Sponsor to Organization prior to the exhibition.
 - Further details should be updated from Organization.

Please contact Organization for prices.

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STREET PERFORMER SPONSORSHIP

- A street performer wearing Sponsor's logo will be present at the foyer.
 - Attendees who will take a picture with the street performer will keep the photo which bears your company's logo long after the exhibition is over.
 - That the photographs will also be shared in the social media will add to awareness of your brand.
-
- Limited to 1 company.
 - Precedence of application will be taken as basis.
 - Street performer is to be afforded by Sponsor.

€ 2.000

VAT is not included in the price. 18% VAT will be added.

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PAPER CUP SPONSORSHIP

- These are the paper cups used for the beverages provided at the cafeterias and catering stations within the exhibition area.
- Sponsor's logo along with the Exhibition's logo will be featured on the cups.

- Limited to 1 company.
- All printed materials and promotional materials must be handed in by Sponsor to Organization prior to the exhibition.
- Please contact Organization for the sizes of the paper cups.

€ 1.000

VAT is not included in the price. 18% VAT will be added.

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COMMEMORATIVE PHOTOGRAPHY AREA SPONSORSHIP

- An area where attendees can take commemorative photographs will be formed within the exhibition area.
 - Sponsor's log will be prominently featured above the commemorative photography area.
 - All attendees will take commemorative photographs in this area and your company's logo will remain prominent in the photographs after the exhibition as well.
 - That the photographs will also be shared in the social media will add to awareness of your brand.
-
- Limited to 1 company.
 - Precedence of application will be taken as basis.
 - Artwork is to be created by Organization.

€3.000

VAT is not included in the price. 18% VAT will be added.



LOCAL SHUTTLE BUS SERVICE SPONSORSHIP

- A canvas banner will be placed on the front end of the local shuttle buses at the exhibition area.
- Each and every attendee will cognize Sponsor and find out its stand even before coming to the exhibition area.

- Limited to 3 companies.
- Precedence of application will be taken as basis.
- Artwork is subject to the approval of Organization and is to be supplied by Sponsor.

Please contact Organization for prices.

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EVENT SPONSORSHIP

- Events are the richest parts of exhibitions in terms of information sharing.
- Event sponsorship is the most effective way of reaching the top-notch target group.
- For further information, please request our event sponsorship file.

- Precedence of application will be taken as basis.
- Artwork is subject to the approval of Organization and is to be supplied by Sponsor.

Please contact Organization for prices.

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MOBILE ADVERTISING SERVICE

- Having a mascot, a clown or a pollster in the hall at the exhibition area in order to publicize your company, your stand will receive considerable exposure and recognition and attract more attendees.
- Mobile advertising may not be executed in front of any other stand, cafeteria or entrances to the exhibition area and halls.
- Brochures may not be distributed anywhere other than the spot where your stand is located behind the entrance information desk.
- Limited to a total of 4 units within the exhibition area.
- Precedence of application will be taken as basis.

€ 1.000

VAT is not included in the price. 18% VAT will be added.

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EXHIBITION CATALOGUE ADVERTISING

- Companies can advertise in the 16,5cm x 24cm. size catalogue containing information about exhibitors.
 - Never losing its value for years, the exhibition catalogue ensures that the companies remain at the forefront throughout and after the exhibition.
 - The exhibition catalogue serves as a database required by sector professionals, embassies, consulates, commercial attaches, public bodies, institutions and affiliates as well as those allied, complementing or peripheral to the sector.
 - The exhibition catalogue is distributed to all companies participating in the exhibition.
 - The exhibition catalogues are sold to visitors.
 - Following the exhibition, the catalogue is sent to the institutions and organizations supporting the exhibition and is delivered to all of the visited sector companies.
-
- Artwork is to be prepared by Advertiser according to technical properties stated and will be delivered to Marmara Fuarçılık on the specified date.

Please contact Organization for prices.

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OVERHEAD BANNERS – STANDS

- Hanging the banner of your company to the ceiling of the exhibition area right above your exhibition stand, you can allow attendees to easily find the location of your stand as soon as they enter the exhibition area, and you can, at the same time, advertise your company.
- Banner is to be 1m (w) x 2,5m (h) and supplied by Advertiser.
- Organization is responsible for the application.

€ 2.000 (Unit)

VAT is not included in the price. 18% VAT will be added.

ISAF

ifm
Istanbul Expo Center

MARMARA
TANITIM FUARCILIK

OVERHEAD BANNERS – FOYER

- With this application in which you hang your banner featuring your stand number from the entresol in the exhibition area, you can advertise your company to the attendees.
- Size of fabric banners/swallowtail banners is to be 200cm x 90cm.
- Limited to 2 companies.
- Precedence of application will be taken as basis.
- Banners are to be supplied by Advertiser.
- Artwork is subject to the approval of Organization.

€ 2.500 (2 Unit)

VAT is not included in the price. 18% VAT will be added.

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BILLBOARD ADVERTISEMENT WITHIN THE FOYER

- You can advertise your company on the billboards hung on the columns in the hall.
- There are 17 billboards, and they are 70cm x 100cm.
- You can hire as many as you wish.
- Precedence of application will be taken as basis.
- Artwork is subject to the approval of Organization and is to be supplied by Advertiser.

€ 250 (Pano)

VAT is not included in the price. 18% VAT will be added.

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MARMARA
TANITIM FUARCILIK

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BILLBOARD ADVERTISEMENT AROUND THE EXHIBITION AREA

- Advertising your company on the billboards around the exhibition area, you can publicize your company to all the attendees.
 - Billboards are placed on the way to the exhibition area so as to allow all attendees to see them.
-
- Limited to the number of billboards.
 - Precedence of application will be taken as basis.
 - Please contact Organization for the list of the advertisement spaces.

Please contact Organization for prices.

ISAF

[Ana Sayfa](#)[Katılım Formu](#)[Online Davetiye](#)[Çözüm Ortaklarımız](#)[İletişim Bilgileri](#)[1](#) [2](#) [3](#) [4](#) [5](#)

FIRE & RESCUE

[Türkçe](#) | [English](#)[Fuarlar:](#) [ISAF](#) [led&led lighting](#) [ELEX](#) [ELECTRONIST](#) [Yayınlar:](#) [a&s Türkiye](#) [led&lighting](#) [Safety&Health](#)

ISAF Fuarı

- ISAF Security
- ISAF Fire&Rescue
- ISAF Safety&Health
- ISAF IT Security
- ISAF Smart Home

Fuar Hakkında

- Fuar Kimliği
- Neden ISAF Fuarı?
- Sergilenen Ürün ve Hizmetler

SPONSOR LOGO

Kapsadığı sektörlerin tek fuarı olan,
*Sektör firmalarının ürünlerini sergilemek ve
yeni teknolojileri takip etmek için mutlaka yer aldıkları,
İlk günden bugüne hiç küçülmeden,
her yıl büyüyerek yoluna devam eden,*
Sektör firmaları ve son kullanıcı tarafından kabul gören ve takip edilen,
Her yıl bir önceki yıla oranla rekor büyümelerin gerçekleştiği

BANNER ON EXHIBITION WEBSITE

- By placing your banner on www.isaffuari.com, you can find the opportunity to promote your company to everyone wishing to obtain information about the exhibition.
- Banners are to be supplied by Advertiser in the specified sizes.
- Limited to 2 companies.
- Banners will remain on the website for 2 months following the exhibition, starting from the date of the relevant agreement.

€500 (Unit)

VAT is not included in the price. 18% VAT will be added.

ISAF

the future

e-Bulten



sayfa 2

ISAF Katılım Formu

Fuar Haberleri

ISAF: GELECEĞİN PERSPEKTİFİ



İçerdiği sektörlerin yurtiçindeki tek organizasyonu ve Türkiye'nin bulunduğu bölgedeki en büyük etkinliği olan ISAF 18. kez, 18-21 Eylül 2014 tarihlerinde, İstanbul Fuar Merkezi 9.-10.-11. hollerde düzenleniyor. [Haberin Devamı...](#)

FUARLARA KOSGEB VE İZMİR TİCARET ODASI DESTEĞİ



ISAF SMART HOME ise 4.800 TL'ye kadar KOSGEB desteğinden faydalanabiliyorlar. [Haberin Devamı...](#)

ISAF BÜYÜMEYE DEVAM EDİYOR



Düzenlendiği ilk yıldan itibaren, her yıl bir öncekine göre çift haneli rakamlarda büyüme gösteren ISAF, 2013 yılında da yine her alanda çift haneli büyüme rakamları gerçekleştirdi. 2012 yılında 3 salonda düzenlenmeye başlanan ISAF, 2013 yılında büyüklüğünü 3 salonun tamamına yakınına kapsayacak şekilde, 14.900 m²'den 17.150 m²'ye çıkarttı.

ISAF'İ 56 ÜLKE DEN 20 BİN KİŞİ ZİYARET ETTİ



**SPONSOR
LOGO**

YOL KATILIM VE SAĞLIK

BY TEKNOLOJİ

ADELA

ADYODI

ASZENO

ÖLİNGİR

ECİNGEN

BANNER IN E-NEWSLETTERS

- You banner will be placed in e-newsletters that are prepared monthly and sent to the sector companies and those allied, complementing or peripheral to the sector.
- Limited to 2 companies.
- At least 8 e-newsletters will be published in a year.
- Limited to the exhibitor companies.
- Banners are to be supplied by Advertiser in the specified sizes.

€ 300 (Unit)

VAT is not included in the price. 18% VAT will be added.

ISAF











BROCHURE DISTRIBUTION AT ENTRANCE

- Company brochures will be distributed to the attendees at the entrance.
 - Personnel who will distribute the brochures are to be afforded by Advertiser.
-
- Limited to 2 companies.
 - Precedence of application will be taken as basis.
 - Brochures are to be supplied by Advertiser.
 - Placement of personnel to distribute the brochures is at the discretion of Marmara Fuarçılık.

€ 2.000

VAT is not included in the price. 18% VAT will be added.

2014 EXHIBITIONS

18 th International Security & Rfid Exhibition	 SECURITY	September 18 th -21 st , 2014 Istanbul Expo Center (IFM) Yesilkoy - Istanbul
18 th International Fire, Emergency & Rescue Exhibition	 FIRE&RESCUE	
3 rd Occupational Safety & Health Exhibition	 SAFETY&HEALTH	
3 rd Information & Network Security Exhibition	 IT SECURITY	
3 rd Smart Buildings & Building Automation Exhibition	 SMART HOME	
10 th International Led Systems, Technologies, Applications & Led Lighting Exhibition	 led&lighting exhibition	September 25 th -28 th , 2014 Istanbul Expo Center (IFM) Yesilkoy - Istanbul
3 rd Electricity Materials & Equipment, Electricity Transmission & Distribution Exhibition	 ELEX	
3 rd Electronic Components, Power Supplies and Embedded Systems Exhibition	 electronist	

EVENTS

3 rd IT Security Conference	 IT SECURITY 3 rd IT SECURITY CONFERENCE	September 18 th -21 st , 2014 Istanbul Expo Center (IFM) Yesilkoy - Istanbul
3 rd Security & Safety Conference	 SECURITY&SAFETY 3 rd SECURITY & SAFETY CONFERENCE	
6 th LED Conference	 ledconference	September 25 th -28 th , 2014 Istanbul Expo Center (IFM) Yesilkoy - Istanbul
5 th LED Awards	 ledawards	

PUBLICATIONS

The Leading Magazine of the Security&Fire Industry	 ASTURKIYE	www.asturkiye.com
The Only Magazine of the LED Industry in Turkiye	 led&lighting magazine	www.leddergi.com
International Occupational Health&Safety Magazine	 SAFETY&HEALTH	www.safetyhealth.com.tr


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