

The logo for the MOBISAD iMEX exhibition is centered in the upper half of the image. It features the word "MOBISAD" in a bold, white, sans-serif font, with the letter "M" in red. Below it, "iMEX" is written in a red, lowercase, sans-serif font, with the "i" in white. Underneath "iMEX", the word "exhibition" is written in a smaller, white, lowercase, sans-serif font. The entire logo is set against a white square background that is partially obscured by a large, teal-colored brushstroke graphic. The background of the entire poster is a dark red color with a subtle, textured pattern.

MOBISAD
iMEX
exhibition

**MOBILE COMMUNICATION &
INFORMATION TECHNOLOGIES
EXHIBITION**

SEPTEMBER 14th-17th, 2023

Istanbul Expo Center (IFM)

www.mobisadimex.com

Participation Packages

1

- 30 sqm stand area
- Reservation 2 persons for Opening/Premiere Dinner
- Conference invitation cards for 10 persons

3

- 15 sqm stand area
- Conference invitation cards for 3 persons

2

- 20 sqm stand area
- Reservation 1 person for Opening/Premiere Dinner
- Conference invitation cards for 5 persons

4

- 9 sqm stand area
- Conference invitation card for 1 person

Sponsorships

Main Sponsorship

- There will be 3 sponsors for the Exhibition.
- The mediums where the "MAIN SPONSOR" logos will be displayed are as follows;
 - ◇ Print materials
 - ◇ Event website & Social media
 - ◇ Press bulletins
 - ◇ Sponsorship boards and banners at the event site
 - ◇ Any environment that involves the event advertisements
 - ◇ Billboards
 - ◇ All the marketing and advertisement materials
- At the Conference, each Main Sponsor will have a session which they will be the speaker of and determine the content.
- The session will be announced with the name of the sponsor as "..... Session".
- There will be parallel events where each Main Sponsor will meet their partners. Designated periods of time will be allocated to the sponsor in the parallel halls.
- The Main Sponsor will be allocated an area of 154 sqm.
- 10 seats will be reserved at the Opening/Premiere Dinner. (The dining table will be decorated with the desk flags and the logo of the sponsor.)
- Conference invitation cards will be issued for 60 persons.
- Brochures of the Main Sponsor will be distributed to the visitors in the Conference and the Exhibition bags. (The sponsor is responsible for the production and delivery.)
- 4-page advertisement space will be allocated in the event catalogue.

Platinum Sponsorship

- The mediums where the logos of the "PLATINUM SPONSORS" will be displayed are as follows;
 - ◇ Print materials
 - ◇ Event website & Social media
 - ◇ Press bulletins
 - ◇ Sponsorship boards and banners at the event site
 - ◇ Any environment that involves the event advertisements
 - ◇ Billboards
 - ◇ All the marketing and advertisement materials
- The Platinum Sponsor will be allocated an area of 60 sqm.
- 5 seats will be reserved at the Opening/Premiere Dinner. (The dining table will be decorated with the desk flags and the logo of the sponsor.)
- Conference invitation cards will be issued for 30 persons.
- 2-page advertisement space will be allocated in the event catalogue.

Opening/Premiere Dinner Sponsorship

- This is the sponsorship for the Opening Dinner that will be held on the 1st evening of the event and the Dining Hall.
- There will be 1 sponsor.
- The sponsor will be allocated 1 desk and 2 Roller-Ups at the entrance to the dining hall.
- Staff of the sponsor may hand out brochures to the invitees at the entrance to the dining hall.
- The dining tables in the dining hall will be decorated with the desk flags of the sponsor:
(Excluding the dining tables reserved for the other sponsors.)
- The sponsorship is valid only during the Opening/Premiere Dinner.
- The sponsor will be allocated a duration of 10 minutes at the speech to be held at the dinner.

Coffee Break Sponsorship

- This covers the sponsorship of the coffee break hall located in the Conference area.
- There will be 1 sponsor.
- The sponsor will be allocated 1 desk and 2 Roller-Ups at the coffee break hall.
- Staff of the sponsor may hand out brochures to the invitees at the coffee break hall.
- The coffee tables in the coffee break hall will be decorated with the desk flags of the sponsor
- The sponsorship lasts during the entire event (4 days.)

VIP Lounge Sponsorship

- This is the sponsorship for the lounge where VIP visitors of the event are hosted.
- There will be 2 sponsors.
- The sponsor will be allocated 1 Roller-Up at the VIP Lounge.
- The brochures of the sponsor will be placed on the tables at the VIP Lounge.
- The sponsorship lasts during the entire event (4 days.)

Press Room Sponsorship

- This is the sponsorship for the Press Room where the press members are hosted.
- There will be 1 sponsor.
- The sponsor will be allocated 1 Roller-Up at the Press Room.
- The sponsorship lasts during the entire event (4 days.)

Commemorative/Photoshoot Wall

- This is the sponsorship for the photoshoot wall located in appropriate locations at the venue.
- There will be 2 separate sponsors for 2 separate walls.
- The wall designs must bear the logos of the Event, the Sponsor, Mobisad, and Marmara Fair Organization.
- The wall will be produced by the Sponsor. (The dimensions and the properties of the walls will be determined by the Organization.)

Badge and Holder Sponsorship

- This is the sponsorship for the badges and their holders that will be issued to the exhibition visitors.
- The badges and their holders will be utilized by the sponsor.
- Minimum 20.000 items.
- There will be 1 sponsor.

Lanyard Sponsorship

- This is the sponsorship for the lanyards that will be issued to the exhibition visitors.
- There will be 1 sponsor.
- Each and every visitor entering the exhibition site will be given a lanyard.
- The lanyards will be kept by the visitors after the event.
- The lanyards will be utilized by the sponsor. (The dimensions and the properties of the lanyards will be determined by the Organization.)
- Minimum 20.000 items.

Sponsorship Packages



Pen and Notepad Sponsorship

- This is the sponsorship for the pens and notepads that will be placed at every table and handed out to the audience and the speakers at the Conference.
- There will be 1 sponsor.
- The items must bear the logos of the Event, the Sponsor, Mobisad, and Marmara Fair Organization.
- The items will be utilized by the sponsor. (The dimensions and the properties of the items will be determined by the Organization.)
- Minimum 5.000 items.

Exhibition Bag Sponsorship

- This is the sponsorship for the cloth bags that will be handed out to the visitors of the Exhibition and the Conference.
- There will be 1 sponsor.
- The bags will contain the brochure of the Sponsor. (The brochures of the other sponsors will be placed in by the Organization.)
- The bags will be utilized by the sponsor. (The dimensions and the properties of the bags will be determined by the Organization; the bags will be made of cloth.)
- The exhibition bags must bear the logos of the Event, the Sponsor, Mobisad, and Marmara Fair Organization.
- Minimum 10.000 items

Conference Briefcase Sponsorship

- This is the sponsorship for the briefcases that will be handed out to the visitors of the Conference.
- There will be 1 sponsor.
- The briefcases will contain the brochure of the Sponsor. (The brochures of the other sponsors will be placed in by the Organization.)
- The briefcases will be utilized by the sponsor. (The dimensions and the properties of the bags will be determined by the Organization.)
- The briefcases must bear the logos of the Event, the Sponsor, Mobisad, and Marmara Fair Organization.
- Minimum 1.000 items.

Session Sponsorships

- These are the sponsorships for the Conference sessions that will be determined by the Organization.
- There will be 1 separate sponsor for each session.
- The sponsor will deliver a speech at the session they sponsor.

Catalogue Advertisements

- These are the advertisements to be displayed in the catalogue which comprises the contents of the exhibition and the conference.
- For the participants only.
- Each participant may purchase as many pages of advertisement as they wish.

Conference Brochure Advertisements

- These are the advertisements to be displayed in the conference hand brochures that will be handed out during the entire event.
- For the participants only.
- Each participant may purchase only 1 advertisement space.

Website Banners

- These are the advertisements that will be included in the banners that will appear on the event website.
- For the participants only.
- Each participant may purchase only 1 banner.

Floor Plan Advertisements

- These are the advertisements to be displayed in the exhibition hand brochures that will be handed out during the entire event.
- For the participants only.
- Each participant may purchase only 1 advertisement space.

MOBİSAD
Management

MARMARA
TANITIM FUARCILIK
Organization



BU FUAR 5174 SAYILI KANUN GEREĞİNCE TOBB (TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ) DENETİMİNDE DÜZENLENMEKTEDİR.

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