

SPONSORSHIP FILE

Dynamics Opportunities Future
INTERACTION

SUMMIT WITH NUMBERS

2016



 **3** KEY SPEAKERS
 **14** PANELS
 **18** TRAININGS
 **72** PANELISTS
 **2.100** PEOPLE
 **64** SPONSORS

2017



 **3** KEY SPEAKERS
 **24** PANELS
 **25** TRAININGS
 **129** PANELISTS
 **4.500** PEOPLE
 **25** SPONSORS

2018



 **3** KEY SPEAKERS
 **26** PANELS
 **23** TRAININGS
 **134** PANELISTS / 15 FOREIGN
 **8.000** PEOPLE
 **29** SPONSORS

2019



 **5** KEY SPEAKERS
 **28** PANELS
 **33** TRAININGS
 **150** PANELISTS / 24 FOREIGN
 **8.000** PEOPLE
 **30** SPONSORS



SUMMIT WITH NUMBERS

2021



2022



2023



2024



www.sermayepiyasalarikongresi.org.tr



CONTACT REPORT

2016**Print Media Advertising Equivalent : 1,500,000 USD**

- 200 news articles in the written press before the congress
- 200 news articles in the written press after the congress

Visual Media Advertising Equivalent : 2,000,000 USD

- 150 reflections on TV channels after the congress
- The speech of President Recep Tayyip Erdoğan at the Congress

Contact:**18,656,794 PERSON****2017****Print Media Advertising Equivalent : 690,000 TL**

- 115 news about congress
- The equivalent of a 1-hour live broadcast advertisement by Deputy Prime Minister Mehmet Şimşek on CNN Türk. : 135,000 TL

Contact :**6,343,686 PERSON****2018****Pre-Congress Advertising Equivalent : 850,000 USD**

- 170 print, 422 digital press, 110 TV reflections
- 4,416,141.00 Circulation

Post-Congress Advertising Equivalent : 1,800,000 USD

- 68 print, 505 digital press, 160 TV reflections
- 3,677,579.00 Circulation

Contact :**18,425,348 PERSON****2019****Written, Visual and Digital Media Advertising Equivalent : 1,543,259 TL**

- 84 written, 733 digital press, 122 TV reflections

Contact :**1,094,724 PERSON**

CONTACT REPORT

2021**Written, Visual and Digital Press Advertising Equivalent : 1,404,686 TL**

- 139 print, 2546 digital press, 222 TV reflections

Contact :**11,435,633 PERSON****2022****Written, Visual, and Digital Press Advertising Equivalent: 1,053,248 TL**

- 95 in print, 17 national, a total of 120 regional and local TV coverages
- 1125 news publications in online media and over 50 million views

Contact :**24,127,444 PERSON****2023****Written, Visual, and Digital Press Advertising Equivalent: 12,643,712 TL**

- Featured 141 times on 22 TV channels, reaching 11,200,625 people through TV news.
- Featured in 1,314 online media outlets.
- Achieved a reach of 6,804,541 people.

Contact :**24,728,797 PERSON****2024****Written, Visual, and Digital Press Advertising Equivalent: 6,684,410 TL**

- News coverage in the print media, including 12 national and 16 local/regional outlets, reached 5,007,191 people.
- News coverage on 13 different TV channels, with 61 broadcasts, reached 5,340,575 people.
- Online news on 911 internet publications reached 4,352,796 people.

Contact :**14,700,562 PERSON**

SPONSORSHIP FEES

* 20% VAT will be added to all sponsorship items.



SPONSORSHIP AT A GLANCE 2025 (SPONSORSHIPS)	DIAMOND	PLATINUM	GOLD	SILVER
Speaker right in the panels	3 speaker	2 speaker	-	-
In opening and all marketing channels	First Place	Second Place	Third Place	Forth Place
In congress announcements (sponsorship board, web page, social media, mailing etc.)	First Place	Second Place	Third Place	Forth Place
Physical stand area allotment	2 Units (12m ²)	1 Unit (6m ²)	-	-
Online booth space allotment	1 Unit	1 Unit	1 Unit	1 Unit
Online congress platform on sponsorship board	First Place	Second Place	Third Place	Forth Place
20% VAT will be added to sponsorships.	10,000,000 TL	5,000,000 TL	3,500,000 TL	2,000,000 TL

DIAMOND SPONSORSHIP 10,000,000 TL + VAT

This sponsorship is limited to 2 different sponsors usage.

SPONSORSHIPS	DIAMOND
Speaker right in the panels	3 speaker
In opening and all marketing channels	First Place
In congress announcements (sponsorship board, web page, social media, mailing etc.)	First Place
Physical stand area allotment	2 Units (12m ²)
Online booth space allotment	1 Unit
Online congress platform on sponsorship board	First Place
20% VAT will be added to sponsorships.	10,000,000 TL

The sponsor will be announced as
“Diamond Sponsor” in the summit opening.

If there is more than one sponsor, the names of
the sponsors will be listed in alphabetical order.

PLATINUM SPONSORSHIP 5,000,000 TL + VAT

This sponsorship is limited to 3 different sponsors usage.

SPONSORSHIPS	PLATINUM
Speaker right in the panels	2 speaker
In opening and all marketing channels	Second Place
In congress announcements (sponsorship board, web page, social media, mailing etc.)	Second Place
Physical stand area allotment	1 Unit (6m ²)
Online booth space allotment	1 Unit
Online congress platform on sponsorship board	Second Place
20% VAT will be added to sponsorships.	5,000,000 TL

The sponsor will be announced as
“Platinum Sponsor” in the summit opening.

If there is more than one sponsor, the names of
the sponsors will be listed in alphabetical order.

GOLD SPONSORSHIP 3,500,000 TL + VAT

This sponsorship is limited to 5 different sponsors usage.

SPONSORSHIPS	GOLD
In opening and all marketing channels	Third Place
In congress announcements (sponsorship board, web page, social media, mailing etc.)	Third Place
Online booth space allotment	1 Unit
Online congress platform on sponsorship board	Third Place
20% VAT will be added to sponsorships.	3,500,000 TL

The sponsor will be announced as
“Gold Sponsor” in the summit opening.

If there is more than one sponsor, the names of
the sponsors will be listed in alphabetical order.

1 unit (6m²) physical stand fee is 1,000,000 TL + VAT.
If the gold sponsor requests a physical stand, the unit
stand fee will be 600,000 TL + VAT.

SILVER SPONSORSHIP 2,000,000 TL + VAT

This sponsorship is limited to 7 different sponsors usage.

SPONSORSHIPS	SILVER
In opening and all marketing channels	Forth Place
In congress announcements (sponsorship board, web page, social media, mailing etc.)	Forth Place
Online booth space allotment	1 Unit
Online congress platform on sponsorship board	Forth Place
20% VAT will be added to sponsorships.	2,000,000 TL

The sponsor will be announced as
“Silver Sponsor” in the summit opening.

If there is more than one sponsor, the names of
the sponsors will be listed in alphabetical order.

1 unit (6m²) physical stand fee is 1,000,000 TL + VAT.
If the silver sponsor requests a physical stand, the unit
stand fee will be 600,000 TL + VAT.

NAME BADGE& ROPE SPONSORSHIP 2,500,000 TL + VAT

This sponsorship is limited to one sponsor usage only.

3,500 personalized name badges and ropes will be prepared for the participants. In addition to the participants' names, the summit logo and the sponsor logo will be featured on the name badges and ropes.

At the end of the summit, a recycling bin will be provided for name badges and ropes. The sponsor logo will also be displayed on this bin.

In all advertising and marketing channels, on the summit website, and on the sponsorship board, the right to be displayed will be offered according to the sponsorship fee and in alphabetical order.



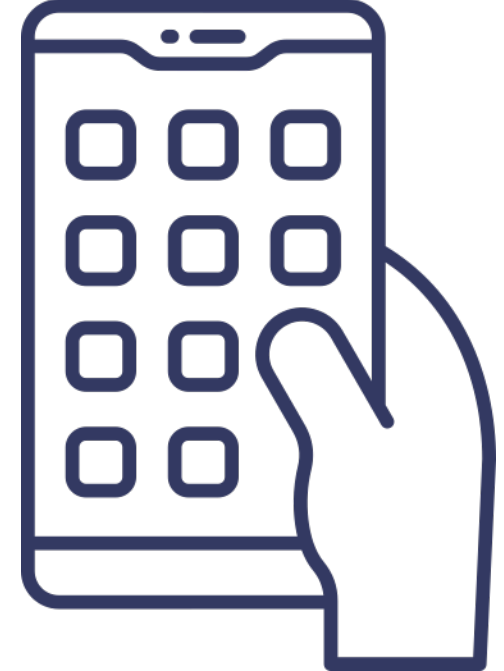
MOBILE APPLICATION SPONSORSHIP 2,500,000 TL + VAT

This sponsorship is limited to one sponsor usage only.

The summit program schedule will be featured in detail on the mobile application.

All participants will be informed through notifications before panels and trainings.

On the summit website and the sponsorship board, the right to be displayed will be offered according to the sponsorship fees and in alphabetical order.



SUMMIT FILM SPONSORSHIP 2,500,000 TL + VAT

This sponsorship is limited to one sponsor usage only.

The sponsor name will be featured at the end of the summit film.

In all advertising and marketing channels, on the summit website, and on the sponsorship board, the right to be displayed will be offered according to the sponsorship fee and in alphabetical order.



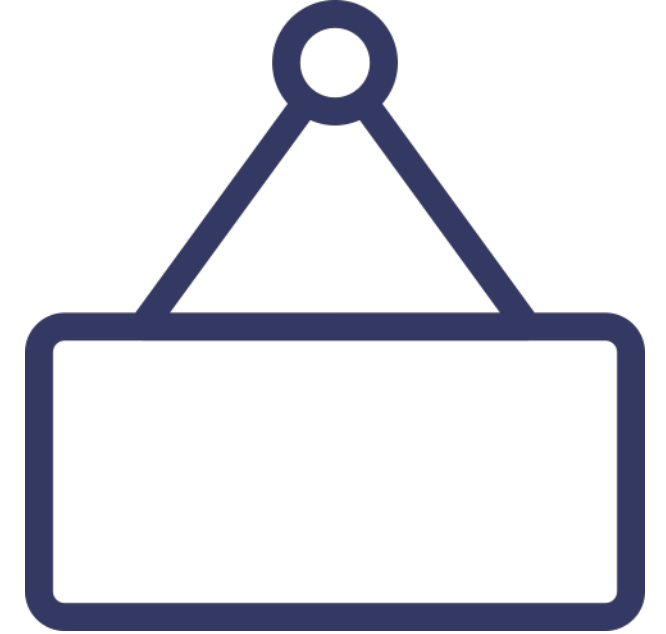
HALL NAME SPONSORSHIP 2,500,000 TL + VAT

This sponsorship is limited to 3 usage.

The sponsor name will be displayed in the halls where the summit panels are held.

Before the panels, the hall name of the sponsor will be announced through mobile notifications and foyer announcements.

In all advertising and marketing channels, on the summit website, and on the sponsorship board, the right to be displayed will be offered according to the sponsorship fee and in alphabetical order.



WAYFINDING BOARD SPONSORSHIP 1,500,000 TL + VAT

This sponsorship is limited to one sponsor usage only.

A total of 10 wayfinding board will be used, with 3 at the entrance of the summit venue and 7 in the foyer area.

This wayfinding design will be visible to all participants. The sponsor logo will be displayed on the wayfinding board.

On the summit website and the sponsorship board, the right to be displayed will be offered according to the sponsorship fees and in alphabetical order.



TRAINING/WORKSHOP SPONSORSHIP 1,500,000 TL + VAT

This sponsorship is limited to 6 usage.

The sponsor will organize a 1-hour training/workshop session designed to inform individual investors or university students about topics relevant to the summit theme or capital market tools.

The 1-hour usage fee for a hall accommodating 150-200 participants is 1,500,000 TL + VAT.

On the summit website and the sponsorship board, the right to be displayed will be offered according to the sponsorship fees and in alphabetical order.



MINI PROGRAM SPONSORSHIP 1,500,000 TL + VAT

This sponsorship is limited to one sponsor usage only.

A total of 3,500 mini programs will be prepared.
The summit logo and the sponsor logo will be featured in the mini program.

At the end of the summit, a recycling bin will be provided for disposing of the mini programs. The logos of the name badge&rope sponsor and mini program sponsor will be displayed on this bin.

On the summit website and the sponsorship board, the right to be displayed will be offered according to the sponsorship fees and in alphabetical order.



PHYSICAL STAND SPONSORSHIP 1,000,000 TL + VAT

This sponsorship is limited to 12 usage.

Physical stand sponsors will be allowed to have only promotional brochures, notepads, pens, and calendars at their stands.

If the gold and silver sponsors request a physical stand, the unit stand fee will be 600,000 TL + VAT.

On the summit website and the sponsorship board, the right to be displayed will be offered according to the sponsorship fees and in alphabetical order.



PROMOTIONAL SPONSORSHIP 750,000 TL + VAT

This sponsorship is limited to 4 usage.

In this type of sponsorship, the sponsor will deliver 3,500 promotional items to TCMA or the organizing company, in addition to the sponsorship payment of 750,000 TL + VAT, with all related expenses covered by the sponsor.

The summit logo and the sponsor logo will be featured on the promotional items.

On the summit website and the sponsorship board, the right to be displayed will be offered according to the sponsorship fees and in alphabetical order.

Promotional items may include products such as hats, umbrellas, USB, power banks, earphone, phone/tablet holders, business card holders, water or coffee thermoses/bottles, mugs, books, keychains, cloth bags, notebook bags, backpacks, and similar items.

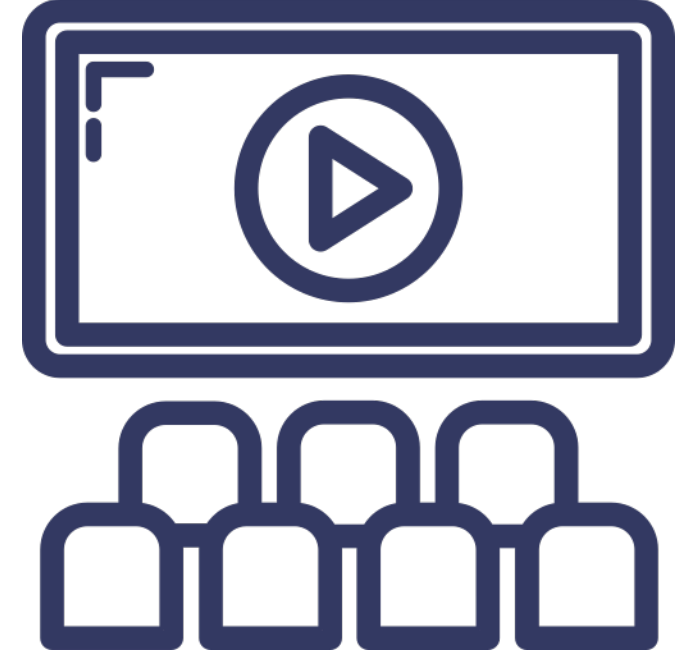


ADVERTISING SPONSORSHIP 500,000 TL + VAT

This sponsorship is not limited usage.

On the exterior of the stand belonging to the Turkish Capital Markets Association in the congress foyer, a 3x3 LED screen will display the advertisement of the sponsoring institution for 45–60 seconds (muted) throughout the day.

On the summit website and the sponsorship board, the right to be displayed will be offered according to the sponsorship fees and in alphabetical order.

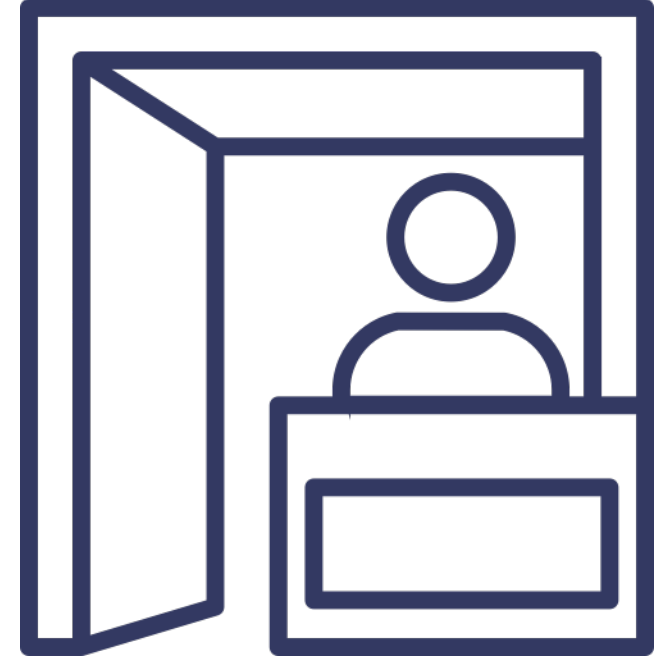


SUPPORT SPONSORSHIP 500,000 TL + VAT

This sponsorship is limited to 10 usage.

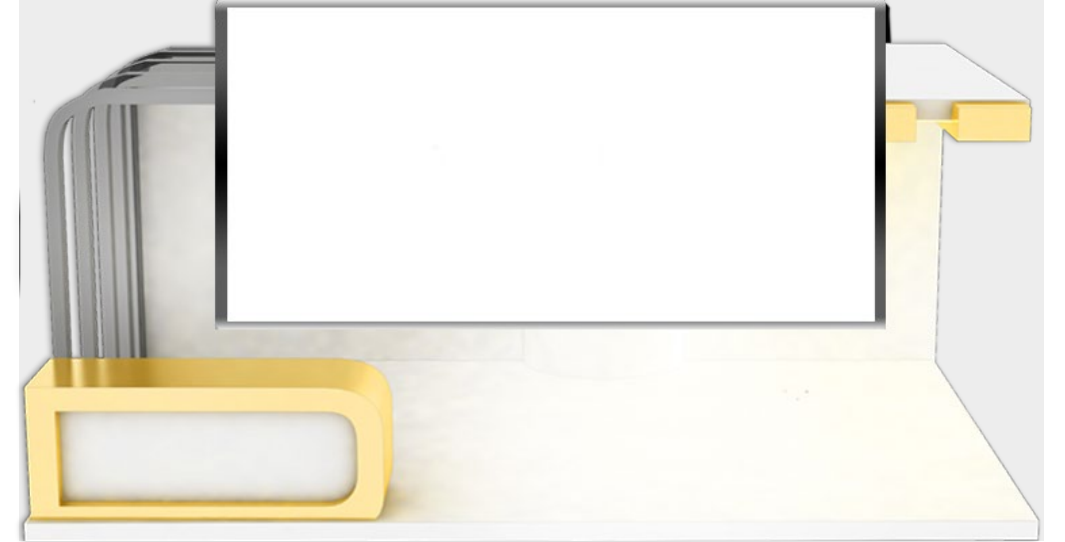
1 unit online stand will be allocated.

As support sponsor will have the right to be displayed on the summit website and the sponsorship board according to the sponsorship fee and in alphabetical order.



ONLINE PLATFORM STAND SPONSORSHIP 500,000 TL + VAT

This sponsorship is limited to 10 usage.



The sponsorship details are on the next page.

ONLINE PLATFORM STAND SPONSORSHIP 500,000 TL + VAT

- The online platform will remain open for participant access for one week following the end of the congress.
- The fee for a 1-unit stand is 500,000 TL + VAT. For sponsor requesting a 2-unit online platform stand, the fee will be 750,000 TL + VAT.
- On the summit website and the sponsorship board, the right to be displayed will be offered according to the sponsorship fee and in alphabetical order.

Services included in the stand fees:

- 1 poster or 1 video space
- 4 online brochures
- Use of the sponsor logo
- Live Q&A service

Important information to the online booth:

- For the stand video: it must be sized 100x563 and the file size should not exceed 40 MB.
- For the stand brochure: the file size must not exceed 20 MB. The file format must be PDF.

MAIN SPEAKER SPONSORSHIP

This sponsorship is limited to 3 usage.

The budget will be determined based on the selected speaker. It will be decided through mutual agreement with the sponsor institution and must be approved by the TCMA Board.

The sponsor will be announced as “Main Speaker Sponsor” in the Summit opening.

In all advertising and marketing channels, on the summit website, and on the sponsorship board, the right to be displayed will be offered according to the sponsorship fee and in alphabetical order.

In this sponsorship, the sponsor will cover all expenses related to the main speaker, including the speaker’s fee, travel, accommodation, meals, and transfers.



SOCIAL RESPONSIBILITY PROJECT SPONSORSHIP

This sponsorship is limited to one sponsor usage only.

The budget will be determined based on the selected project. It will be decided through mutual agreement with the sponsor and must be approved by the TCMA Board.

The sponsor will be announced as “Social Responsibility Project Sponsor” in the Summit opening.

In all advertising and marketing channels, on the summit website, and on the sponsorship board, the right to be displayed will be offered according to the sponsorship fee and in alphabetical order.



CARBON NEUTRAL SPONSORSHIP

This sponsorship is limited to one sponsor usage only.

It will be determined through mutual agreement with the sponsor and must be approved by the TCMA Board.

In all advertising and marketing channels, on the summit website, and on the sponsorship board, the right to be displayed will be offered according to the sponsorship fee and in alphabetical order.



GIFT SPONSORSHIP

This sponsorship is limited to 12 usage.

Depending on the value and content of the gift, sponsor may be allocated an online platform stand.

On the summit website and the sponsorship board, the right to be displayed will be offered in alphabetical order.



RULES & GENERAL INFORMATION

- A physical stand sponsor will set up their stands either through the organizing company or on their own.
- It is the responsibility of the promotional sponsor to obtain all necessary permissions related to the content of the promotional items.

- For all types of sponsorship, fees are shown excluding VAT. A 20% VAT will be added to the sponsorship fees.
- Sponsors must complete their sponsorship payments before the summit takes place.

CONTACT

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THANKS FOR
YOUR SUPPORT

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INTERACTION