

# THE NEW EQUILIBRIUM:

# SPONSORSHIP DOCUMENT



## OUR CONGRESSES IN NUMBERS

2016



3 KEY SPEAKERS

14 PANELS

18 TRAININGS

72 PANELISTS

2017



3 KEY SPEAKERS

24 PANELS

25 TRAININGS

129 PANELISTS

2018



3 KEY SPEAKERS

26 PANELS

23 TRAININGS

134 PANELISTS

2019



5 KEY SPEAKERS

28 PANELS

33 TRAININGS

150 PANELISTS

2021



3 KEY SPEAKERS

35 PANELS

23 TRAININGS

210 PANELISTS





# SPONSORSHIP FEES

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



SPONSORSHIP AT A GLANCE 2026 (SPONSORSHIPS)	DIAMOND	PLATINUM	GOLD	SILVER
Speaker right in the panels	2 speakers	1 speaker	-	-
In opening program and marketing channels	First Place	Second Place	Third Place	Fourth Place
In congress announcements (sponsorship boards, website, social media, email campaigns, etc.)	First Place	Second Place	Third Place	Fourth Place
Allocation of physical booth space	2 units (12sqm)	1 unit (6sqm)	-	-
Allocation of online booth space	3 units	2 units	1 unit	1 unit
On the online congress platform sponsorship board	First Place	Second Place	Third Place	Fourth Place
<i>20% VAT will be added to sponsorship fees.</i>	12.500.000 TL	6.500.000 TL	4.500.000 TL	2.500.000 TL



# DIAMOND SPONSORSHIP 12,500,000 TL + VAT

SPONSORSHIPS	DIAMOND
Speaker right in panels	2 speakers
In the opening program and all marketing channels	First Place
In event announcements (sponsorship boards, website, social media, email campaigns, etc.)	First Place
Allocation of physical booth space	2 units (12sqm)
Allocation of online booth space	3 units
On the online event platform sponsorship board	First Place
<i>20% VAT will be added to sponsorship fees.</i>	<b>12.500.000 TL</b>

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

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

# PLATINUM SPONSORSHIP 6.500.000 TL + VAT

SPONSORSHIPS	PLATINUM
Speaker right in panels	1 speaker
In the opening program and all marketing channels	Second Place
In congress announcements (sponsorship boards, website, social media, email campaigns, etc.)	Second Place
Allocation of physical booth space	1 unit (6sqm)
Allocation of online booth space	2 units
On the online congress platform sponsorship board	Second Place
<i>20% VAT will be added to sponsorship fees.</i>	<b>6.500.000 TL</b>

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

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

## GOLD SPONSORSHIP 4.500.000 TL + VAT

SPONSORSHIPS	GOLD
In the opening program and all marketing channels	Third Place
In congress announcements (sponsorship boards, website, social media, email campaigns, etc.)	Third Place
Allocation of online booth space	1 unit
On the online congress platform sponsorship board	Third Place
<i>20% VAT will be added to sponsorship fees.</i>	<b>4.500.000 TL</b>

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

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

The fee for one physical booth unit (6 m<sup>2</sup>) is 1,300,000 TL + VAT. If the Gold Sponsor requests a physical booth, the fee for one booth unit will be applied as 750,000 TL + VAT.

## SILVER SPONSORSHIP 2.500.000 TL + VAT

SPONSORSHIPS	SILVER
In the opening program and all marketing channels	Fourth Place
In congress announcements (sponsorship boards, website, social media, email campaigns, etc.)	Fourth Place
Allocation of online booth space	1 unit
On the online congress platform sponsorship board	Fourth Place
<i>20% VAT will be added to sponsorship fees.</i>	<b>2.500.000 TL</b>

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

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

The fee for one physical booth unit (6 m<sup>2</sup>) is 1,300,000 TL + VAT. If the Silver Sponsor requests a physical booth, the fee for one booth unit will be applied as 750,000 TL + VAT.

# SOCIAL RESPONSIBILITY PROJECT SPONSORSHIP

The budget will be determined according to the selected project. The sponsorship scope and budget will be agreed upon through mutual discussions with the sponsoring organization and must be approved by the TCMA Board of Directors.

In the congress opening ceremony, the company name will be announced as "Social Responsibility Project Sponsor."

In marketing channels, on the congress website, and on visuals at the congress venue, display rights will be provided in alphabetical order.



## MAIN SPEAKER SPONSORSHIP

The budget will be determined based on the selected speaker. The sponsorship scope and budget will be agreed upon through mutual discussions with the sponsor institution and must be approved by the TCMA Board.

In the congress opening ceremony, the sponsor will be announced as the “Main Speaker Sponsor.”

In all advertising and marketing channels, on the congress website, and on visuals at the congress venue, display rights will be provided in alphabetical order.

Within this sponsorship item, all costs related to the main speaker, including the speaker’s fee, transportation, accommodation, meals, and transfers, will be covered by the sponsor institution.



# NAME BADGE & LANYARD SPONSORSHIP 3.000.000 TL + VAT

3,500 personalized name badges and lanyards will be prepared for participants. In addition to the participants' names, the congress and sponsoring organization logos will be included on both the badges and lanyards.

A recycling bin will be provided at the congress exit for the disposal of badges and lanyards. The sponsor institution's logo will also be displayed on this bin.

In all advertising and marketing channels, on the congress website, and on visuals at the congress venue, display rights will be provided in alphabetical order.

The fee for one physical booth unit (6 m<sup>2</sup>) is 1.300,000 TL + VAT. If the Badge and Lanyard Sponsor requests a physical booth, the fee for one booth unit will be applied as 750.000 TL + VAT.



# SUMMIT FILM SPONSORSHIP 3.000.000 TL + VAT

The sponsor institution's name will be featured at the end of the congress film.

In all advertising and marketing channels, on the congress website, and on visuals at the congress venue, display rights will be provided in alphabetical order.

The fee for one physical exhibition booth unit (6 m<sup>2</sup>) is 1.300,000 TL + VAT. If the Congress Film Sponsor requests a physical exhibition booth, the fee for one booth unit will be applied as 750.000 TL + VAT.

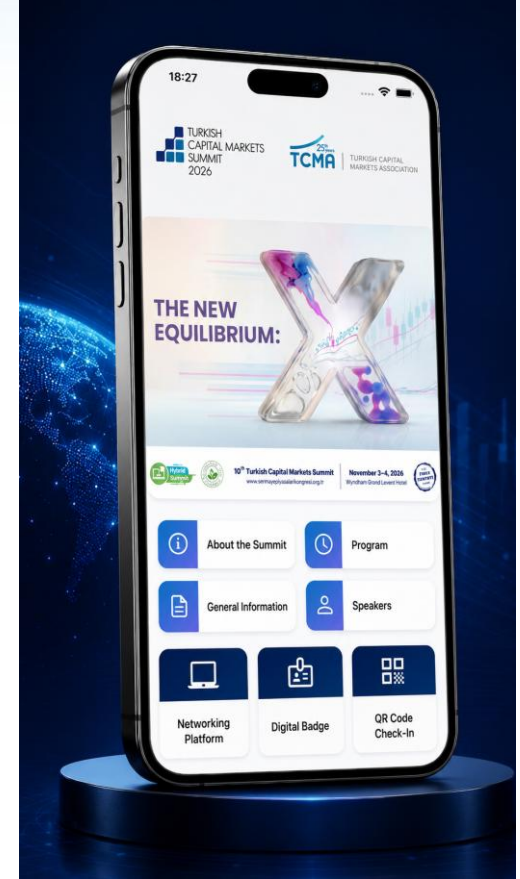


# MOBILE APPLICATION SPONSORSHIP 2.500.000 TL + VAT

The congress program schedule will be presented in detail on the mobile application.

All participants will be informed via notifications before panels and training sessions.

Display rights will be provided in alphabetical order on the congress website and on visuals at the congress venue.



## HALL NAME SPONSORSHIP 2.500.000 TL + VAT

The sponsor institution's name will be displayed in the halls where the congress panels are held.

The sponsor company's hall name will be announced via mobile notifications before the panels and through announcements in the foyer.

In all advertising and marketing channels, on the congress website, and on visuals at the congress venue, display rights will be provided in alphabetical order.



# WAYFINDING BOARD SPONSORSHIP 2.000.000 TL + VAT

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

These wayfinding designs will be positioned to ensure visibility for all participants. The sponsor logo will be featured on the wayfinding board.

Display rights will be provided in alphabetical order on the congress website and on visuals at the congress venue.



# POCKET PROGRAM SPONSORSHIP 1.500.000 TL + VAT

The congress and sponsor logos will be featured in the pocket program. A total of 3,500 pocket programs will be produced.

A recycling bin will be placed at the congress exit for the disposal of pocket programs. The logos of the badge and lanyard sponsor as well as the pocket program sponsor will be displayed on the bin.

In marketing channels, on the congress website, and on visuals at the congress venue, display rights will be provided in alphabetical order.



## PHYSICAL BOOTH SPONSORSHIP 1.300.000 TL + VAT

Companies with physical booth sponsorship will only be allowed to display promotional brochures, notepads, pens, and calendars at their stands.

If Gold, Silver, Badge and Lanyard, and Congress Film Sponsors request a physical booth, the fee for one unit (6 m<sup>2</sup>) will be applied as 750.000 TL + VAT.

Display rights will be provided in alphabetical order on the congress website and on visuals at the congress venue.



# PROMOTIONAL SPONSORSHIP 750.000 TL + VAT

In addition to the sponsorship fee of 750.000 TL + VAT, the sponsor under this sponsorship type will deliver 3,000 promotional materials to TCMA or the authorized organizing company, with all associated costs borne by the sponsor.

The congress logo and the sponsor logo will be displayed on the promotional materials.

Display rights will be provided in alphabetical order on the congress website and on visuals at the congress venue.

Promotional items may include: hats, umbrellas, USB drives, power banks, speakers, phone/tablet holders, business card holders, water or coffee thermoses/flasks, mugs, books, keychains, tote bags, notebook bags, backpacks, and similar products.



# TRAINING / WORKSHOP SPONSORSHIP 500.000 TL + VAT

The sponsoring company will conduct a 1-hour training/workshop related to the congress theme or capital market instruments, aimed at informing individual investors and/or university students.

The rental fee for a 1-hour use of a room with a capacity of 40-50 participants is 500.000 TL.

Display rights will be provided in alphabetical order on the congress website and on visuals at the congress venue.



# ADVERTISING SPONSORSHIP 500.000 TL + VAT

The sponsor company's advertisement will be displayed throughout the day on the LED screen located in the congress foyer area, in a 45-60 second silent format.

Display rights will be provided in alphabetical order on the congress website and on visuals at the congress venue.



# SUPPORT SPONSORSHIP 500.000 TL + VAT

One unit of online booth space will be allocated.

Companies participating as Support Sponsors will be granted display rights in alphabetical order on the congress website and on visuals at the congress venue.



# SIMULTANEOUS INTERPRETATION SPONSORSHIP 500.000 TL + VAT

The sponsor logo will be displayed on the headsets used for simultaneous interpretation.

In addition, before the sessions, announcements will be made stating: “The simultaneous interpretation service is sponsored by (Institution Name). Please remember to pick up your headsets.”

Display rights will be provided in alphabetical order on the congress website and on visuals at the congress venue.



## CHARGING UNIT SPONSORSHIP 500.000 TL + VAT

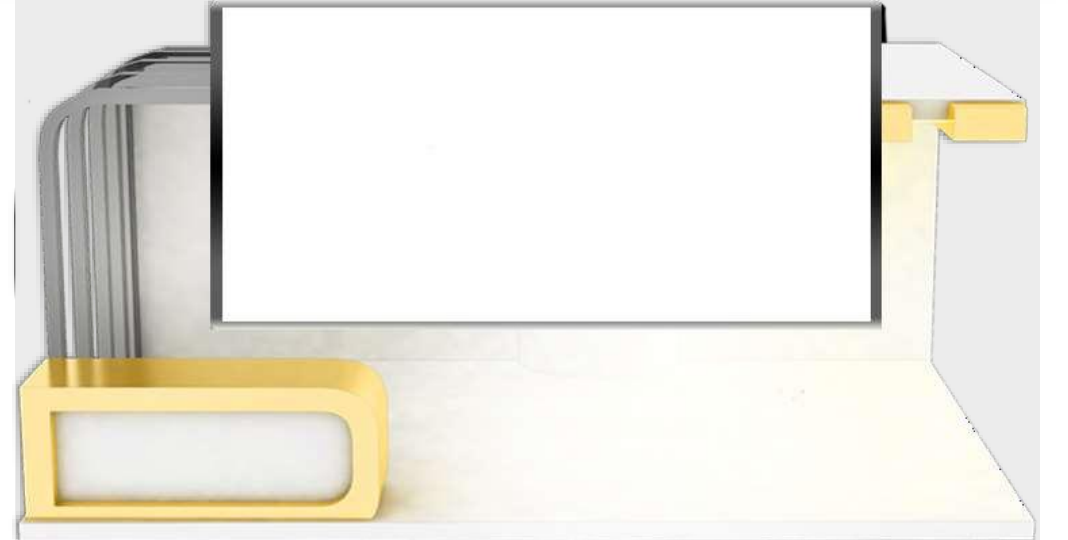
Within the scope of the sponsorship, brand logo applications will be implemented.

These areas, where participants charge their mobile devices between panels and training sessions, create continuous and natural touchpoints with the sponsor.

Display rights will be provided in alphabetical order on the congress website and on visuals at the congress venue.



# ONLINE PLATFORM SPONSORSHIP 300.000 TL + VAT



The sponsorship details are provided on the following page.



## ONLINE PLATFORM SPONSORSHIP 300.000 TL + VAT

- The online platform will remain accessible to participants for one week following the end date of the congress.
- The fee for one exhibition booth unit is 650.000 TL + VAT. For organizations requesting two units of online booth space, the fee will be applied as 975.000 TL + VAT.
- Display rights will be provided in alphabetical order on the congress website and on visuals at the congress venue.

### Services included in the booth fees:

- 1 poster or 1 video slot
- 4 online brochures
- Use of the sponsoring company's logo
- Real-time Q&A service

### Important information for the online booth:

- For booth videos: the dimensions must be 100 × 563. The file size must not exceed 40 MB.
- For booth brochures: the file size must not exceed 20 MB.
- The file format must be PDF.

# CARBON NEUTRAL SPONSORSHIP

The sponsorship scope will be determined through mutual discussions with the sponsoring institution(s) and must be approved by the TCMA Board of Directors.

Display rights will be provided in alphabetical order on marketing channels, the congress website, and visuals at the congress venue.

TURKISH CAPITAL MARKETS SUMMIT 2026

TCMA 25<sup>th</sup> YEAR TURKISH CAPITAL MARKETS ASSOCIATION

**THE NEW EQUILIBRIUM:**

**CARBON NEUTRAL SPONSORSHIP**

We are taking responsibility together for a more sustainable future.

- Calculation and Offsetting of Carbon Emissions
- Support for Nature and Climate Projects
- Contribution to a Sustainable World
- Strong Supporter of a Responsible Future

Hybrid Kongre

10<sup>th</sup> Turkish Capital Markets Summit  
www.sermayepiyasalarikongresi.org.tr

November 3-4, 2026  
Wyndham Grand Levent Hotel

KATILIM ÜCRETSİZİĞİ



# GIFT SPONSORSHIP

Depending on the value and content of the gift, an online booth may be allocated to companies under this sponsorship item.

Display rights will be provided in alphabetical order on the congress website and on visuals at the congress venue.

TURKISH CAPITAL MARKETS  
SUMMIT  
2026

TCMA 25<sup>th</sup> YEAR  
TURKISH CAPITAL  
MARKETS ASSOCIATION

THE NEW  
EQUILIBRIUM:

**GIFT  
SPONSORSHIP**

We add value to our participants  
and make your brand part of  
an unforgettable experience.

- Brand Visibility
- Strong Target Audience Engagement
- Meaningful Event Contribution
- Positive Brand Perception

Hybrid Summit

10<sup>th</sup> Turkish Capital Markets Summit  
www.sermayepiyasalarikongresi.org.tr

November 3-4, 2026  
Wyndham Grand Levent Hotel

FREE ENTRY

## RULES & GENERAL INFORMATIONS

- Institutions with physical booth sponsorship will set up their booths either through the organizing company or independently.
- The sponsor institution is responsible for obtaining all necessary approvals related to the promotional items of promotional sponsors.

- All sponsorship fees are shown excluding VAT. A 20% VAT will be added to all sponsorships.
- Sponsors are required to complete their sponsorship payments prior to the congress.

## SPONSORSHIP REQUEST



0 (212) 280 85 67



kongre@sermayepiyasalarikongresi.org.tr



# THE NEW EQUILIBRIUM:



**10<sup>th</sup> Turkish Capital Markets Summit**  
[www.sermayepiyasalarikongresi.org.tr](http://www.sermayepiyasalarikongresi.org.tr)

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