

SPONSORSHIP & ADVERTISING OPTIONS

Turkish Steel Scrap Conference

February 8, 2016
Istanbul, Turkey, Elite World Istanbul Hotel

Business-Forum



Business-Forum Ltd. is a part of Metal Expert Holding - an independent provider of comprehensive market information including news and analytical reports based on factor analysis, estimation of market structure and its balance.

Business-Forum specializes in the organization of the conferences and industry events for international and regional markets.

Since 2003 we have organized **over 180 conferences** and over **40 000 delegates from 70 countries** have attended our events.

Industries we cover:

- **Metallurgy:** steel semis, flat and long products, tube & pipes, refractory products, raw materials (Europe, MENA region, CIS countries)
- **Mining:** coal, pet coke, iron ore (Europe, MED countries, CIS countries)
- **Transportation:** sea shipping (Black Sea, Baltic Sea and North Sea, Mediterranean Sea) and railway transportation (CIS countries)
- **Chemicals:** polymers, coatings, fertilizers (CIS countries, Europe, MED countries)

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PLATINUM SPONSOR

OPTIONS:

- 4 participants
- Discount 20% for any additional attendee from Sponsor's side
- Welcome speech at the conference opening- 5 minutes
- Speech \ report within conference agenda – up to 15 minutes
- Session moderation with welcome speech option - 5 minutes
- Company logo on participants' badges
- Company logo on all printed and digital conference materials
- Publication of 2 A4 layouts in the conference brochure (internal section)
- Conference hall branding in your Company corporate style
 - ✓ advertisement banners 2,27 m*2,27 m; 0,8*1,8 m
 - ✓ small flags with your Company logo on presidium table
 - ✓ covers branded Company logo on chairs

Note

- › Advertisement block for publication/banner fabrication to be supplied by Sponsor

PACKAGE RATE: 15 000 USD



GOLD SPONSOR GALA-DINNER SPONSOR

OPTIONS:

- 3 participants;
- Discount 15% for any additional attendee from Sponsor's side
- Invitations to Gala-Dinner with Sponsor's logo
- Welcome speech at Gala-Dinner opening
- Company logo on all printed and digital conference materials
- Publication of A4 layout in the conference brochure (internal section)
- Gala-dinner area branding in your Company corporate style:
 - ✓ 2 advertisement banners 0,8*1,8 m
 - ✓ small flags with your Company logo

Note

- › Advertisement block for publication/banner fabrication to be supplied by Sponsor

PACKAGE RATE: 8 000 USD



SILVER SPONSOR NETWORKING DINNER SPONSOR

OPTIONS:

- 2 attendees
- Discount 10% for any additional attendee from Sponsor's side
- Invitations to Networking Dinner with Sponsor's logo
- Company logo on all printed and digital conference materials
- Publication of A4 layout in the conference brochure
- Gala-dinner area branding in your Company corporate style:
 - ✓ advertisement banner 0,8*1,8 m
 - ✓ small flags with your Company logo

Note

- › Advertisement block for publication/banner fabrication to be supplied by Sponsor

PACKAGE RATE: 6 000 USD



SILVER SPONSOR SESSION SPONSOR

OPTIONS:

- 2 attendees
- Discount 10% for any additional attendee from Sponsor's side
- Invitations to Session with Sponsor's logo
- Session chairing with welcoming speech option – 5 minutes
- Speech \ report within session agenda -15 minutes
- Company logo on all printed and digital conference materials
- Publication of A4 layout in the conference brochure (internal section)
- Advertisement banner 0,8 m*1,8 m in session hall
- Possibility of promotional gifts (notebook and pen) for session participants

Note

- › Advertisement block for publication/banner fabrication to be supplied by Sponsor
- › Promotional gifts to be supplied by Sponsor

PACKAGE RATE: 6 000 USD



SILVER SPONSOR REGISTRATION SPONSOR

OPTIONS:

- 2 attendees
- Discount 10% for any additional attendee from Sponsor's side
- Company logo on all printed and digital conference materials
- Publication of A4 layout in the conference brochure (internal section)
- Possibility of advertising / promotional materials (notebooks, pens, brochures) in registration area
- Registration area branding in your Company corporate style:
 - ✓ advertisement banner 2,27 m*2,27 m
 - ✓ small flags with your Company logo on registration table
 - ✓ chocolate bar (5 gram) with Company's logo on registration table

Note

- › Advertisement block for publication/banner fabrication to be supplied by Sponsor
- › Promotional gifts to be supplied by Sponsor

PACKAGE RATE: 6 000 USD



SILVER SPONSOR BADGE LANYARDS SPONSOR

OPTIONS:

- 2 attendees
- Discount 10% for any additional attendee from Sponsor's side
- Company logo on badge lanyards
- Company logo on all printed and digital conference materials
- Publication of A4 layout in the conference brochure (internal section)

Note

- › Advertising block to be supplied by Sponsor

PACKAGE RATE: 5 000 USD



BRONZE SPONSOR

COFFEE-BREAKS SPONSOR

OPTIONS:

- 1 attendee
- Discount 7% for any additional attendee from Sponsor's side
- Company logo on all printed and digital conference materials
- Publication of A4 layout in the conference brochure (internal section)
- Coffee-breaks area branding in your Company corporate style:
 - ✓ advertisement banner 2,27 m*2,27 m
 - ✓ small flags with your Company logo
 - ✓ chocolate bar (5 gram) with Company's logo

Note

- › Advertisement block for publication/banner fabrication to be supplied by Sponsor

PACKAGE RATE: 4 000 USD



BRONZE SPONSOR DOCUMENTATION PACKAGE SPONSOR

OPTIONS:

- 1 attendee
- Discount 7% for any additional attendee from Sponsor's side
- Full-color advertising layout on one side of documentation package
- Advertising brochures/leaflets inclusion in documentation package
- Company logo on all printed and digital conference materials
- Publication of A4 layout in the conference brochure (internal section)

Note

- › Advertisement block for publication to be supplied by Sponsor
- › Advertising brochures/leaflets for inclusion in documentation package to be supplied by Sponsor

PACKAGE RATE: 4 000 USD



BRONZE SPONSOR PROMOTIONAL GIFTS SPONSOR

OPTIONS:

- 1 attendee
- Discount 7% for any additional attendee from Sponsor's side
- Promotional gifts with Sponsor's logo in registration area or in documentation packages
- (business organizers; table business card cases; pocket business card cases; key holders; trinkets; flash memory sticks etc.)
- Company logo on all printed and digital conference materials
- Publication of A4 layout in the conference brochure (internal section)

Note

- › Advertisement block for publication to be supplied by Sponsor
- › Promotional gifts to be supplied by Sponsor

PACKAGE RATE: 3 000 USD



ADVERTISING OPTIONS BEYOND SPONSORSHIP PACKAGES

Promotional Presentation

Package rate: 3 000 USD

Advertising layout in the conference brochure

Full-color 2A4 layouts (double-page spread) in the internal part of conference brochure – 800 USD

Full-color A4 layout on 2d or 3d cover – 600 USD

Full-color A4 layout in the inner part of conference brochure – 400 USD

Full-color A5 layout – 300 USD

Full-color 1/3 A4 layout – 250 USD

Advertising banner in the conference hall

2.27m*2.27m – 800 USD

0.8m*1.8m – 500 USD

Distribution of advertising materials

Inclusion into documentation package – 800 USD

Placement of the materials in the conference hall – 600 USD

Placement at the Registration Desk – 400 USD

Advertising banner on the conference web-page

590*60 px – 350 USD - 28 days

Note

- › Advertisement block for publication/banner fabrication to be supplied by Advertiser
- › Advertising materials to be supplied by Advertiser