

7 city 7 region 7 country



GASTRONOMY TOURISM EXHIBITION & CONFERENCE

28-30 June 2021

İstanbul Congress Center Open Area . ICC



GASTRONOMİ
TURİZMİ
DERNEĞİ
GASTRONOMY
TOURISM
ASSOCIATION





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SPEAKERS



Erik Wolf
World Food Travel Association
(Founder and Executive Director)



Suresh Basnet
President at Chef's
Association of Nepal



Udi Goldschmidt
Co-Founder and Managing
Director at Culinary Institute
of Jerusalem



Chantal Cooke
Award winning Journalist and
Co-Founder of Passion
for the Planet



Maria Athanasopoulou
Founder of Respond on Demand,
Chairwoman of World Food
Travel Association



Roberta Garibaldi
Tourism and marketing
management Professor at
University of Bergamo



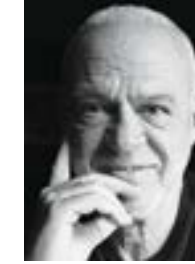
Abdurrahman Kaan
Chamber of Turkish
Independent Industrialists
and Businessmen
Association



Ali Bilir
Vice President at
Association of
Turkish Travel Agencies



Bülent Akarcalı
Former Tourism Minister
of Turkey



Cem Kınay
Vice President of
Anatolia Foundation



**Demet Sabancı
Çetindoğan**
Deputy of Managing Board at
Densa Group



Fatma Şahin
Mayor of Gaziantep
Metropolitan
Municipality



Nadir Alpaslan
Deputy Minister of
Culture and Tourism



Özgül Özkan Yavuz
Deputy Minister of
Culture and Tourism



Tunç Soyer
Mayor of İzmir
Metropolitan Municipality



Zeki Konukoğlu
Sanko Holding
Chairman of the Board



Zeydan Karalar
Mayor of Adana
Metropolitan Municipality



Aydın Demir
Chef



Deniz Temel
Chef



Ebru Baybara Demir
Chef



Erdem Dırbalı
Chef



Murat Bozok
Chef



Sahrap Soysal
Chef



Somer Sivrioğlu
Chef



Umut Karakuş
Chef



Cenk R. Girginol
Coffee Advisor,
Gastronomy writer,
Lecturer at Okan University



Deniz Dikkaya
Sales Director of
Divan Group Hotels



Dilara Koçak
Nutritionist



Gizem Şalcıgil White
Coffee Story,
Turkish Coffee Lady



İlhan Koçulu
Cheese expert,
Kars Yellow Cheese



Mine Ataman
"Woman Whispering to Bread"
Economist, Archaeologist, Founder
of Seed Platform, Agricultural Writer



Salih Güney
Chairman of
The Board at Federation
of Culinary Arts and
Gastronomy



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The Gastro Show will be held in partnership with the Tourism Media Group and the Gastronomy Tourism Association (GTD). This event will bring together all sector stakeholders and bring world leaders together with the industry through conference programs and increase in trade volume.



Since 2014, service providers from the MICE industry in different segments such as hotels, destinations, event and meeting management firms ACE of M.I.C.E. Exhibition by Turkish participates with a stand. This event brings together more than 15,000 professionals every year during the 3-day event and continues as one of the three biggest fairs of the Global MICE industry.

The Gastro Show will be held for the first time on June 2-4 at the Istanbul Congress Center Open Space - ICC with the partnership of Tourism Media Group and Gastronomy Tourism Association (GTD). At the event, developments in Covid-19 will be followed carefully and the safety of all our guests will be ensured by additional measures. Tourism Media Group and Gastronomy Tourism Association (GTD) are preparing to host a wide range of exhibitors and visitors from different segments of the gastronomy industry with the motto **"7 Cities, 7 Regions, 7 Countries"** for the first time in 2021.





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Gastro Show Turkey's International Tourism Fair of Gastronomy, content and participants

Gastro Show Istanbul participants consist of the world's highest quality food and beverage products manufacturers operating in many sectors and markets.

Gastro show important institutions participating in Turkey and the world to meet with seller, signing new agreements and increase their sales in a fairly large market will have the chance.

- 160 participants
- 15.000 visitors
- 50 speaker

Gastro Show participants represent the entire Gastronomy-Tourism food and tourism industry, including all major sectors and specific niches. The fair includes real food and beverage products as well as logistics solutions and health products. It is not surprising that the fair, where so many products are exhibited and has opportunities to make sales and business network that cannot be found elsewhere, hosts thousands of professional visitors every year.

Visitor profiles

- Restaurants, gastronomic product manufacturers
- Gastronomy travel agencies
- National and international event agencies
- Development agencies, municipalities
- Gourmet markets, street food
- HoReCa (Hotel-Restaurant-Cafe)
- Concierge managers of the hotels
- Food wholesalers and retail organizations
- Food marketing companies
- Cooks
- Importers and exporters
- Gourmet catering companies
- Cake, dessert, bakery
- Skilled food factories
- Food company executives
- Food, chemical, agricultural engineers
- NGO representatives
- Sectoral, national and international press
- Influencers





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Programme

- 15.000 professional visitors at the Istanbul Congress Center open area between 2-4 June 2021.
- Face-to-face meetings with gastronomy agencies, international event agencies, concierge managers of hotels in B2B Area.
- The most ambitious party of the year to which all participants are invited on the first day of the fair, June 2, 2021.
- Video mapping Show with AMAzing party.
- An unforgettable night with DJs and performance artists.
- The opportunity to experience the magnificent presentations of master chefs during the 360 degree Video Mapping Show in the dome tent.

MAIN SEMINAR HALL PROGRAMME

- The importance of Turkish cuisine
- Stars gateway (Turkey and most important chefs coming together of the world)
- 7 gastronomic cities with their stories
- Geographically indicated products
- 7 country cuisines
- Street food
- Modern Turkish Cuisine
- Healthy eating
- *Vegan diet*
- *Vegetarian nutrition*
- Sustainable food



WORKSHOP AREA PROGRAMME

- Cheese world
- Pita-Pizza world
- Doner World
- Glassware
- The importance of hygiene in gastronomy
- Gastronomy and technology
- Gastronomy and the lux segment
- Gastronomy and hotel
- Gastronomy and Tourism Agencies
- Gastronomy and branding

TURKEY ASSOCIATION COMPETITION EVENTS COOK





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EMPTY AREA
220€ + KDV

READY STAND
275€ + KDV

Stand participation

Gastro Show'a stantlı katılarak;

- Demonstrate your services directly to 15,000+ professionals for 3 days.
- Get your investment back with the after sales consultancy we will provide for you.
- Participate in rich content conference program sessions and colorful networking events.

Sponsorship opportunities

300.000TL
+ KDV

GOLD SPONSOR

- The logo of the sponsor firm; It will take place at the top as the **GOLD SPONSOR** in the communication campaign (written and visual media, digital, outdoor) worth 3.140.000 TL.
- The sponsor company will be allocated a 63 m² stand in the main center of the fairground and direct marketing opportunity will be given at the fair where 15.000+ people participate.
- During the fair, the promotional film of the sponsor firm will be used on the LED screens in the Gastro Show registration area and at the entrance of the B2 floor.
- The sponsor company will be at the top as the **GOLD SPONSOR** in the exhibition invitation, which will be printed in 110,000 copies.
- The advertisement of the sponsor company will be on the back cover of the exhibition catalog, which will be printed in 10,000 copies.
- Fuar resmi internet sitesi www.gastroshowturkey.com ana sayfada sponsor firmaya ait banner kullanılacak ve site yönlendirmesi yapılacaktır.



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Gastro Show VIP Lounge Area

Fuar alanı içinde 360derece Mapping

VIP YEMEK ALANI SPONSORLUĞU

- Max 40 pax
- Günde 2 kez yemek (öğlen 13:00 ve akşam 19:00)
- Özel masa
- Özel süsleme
- Özel Video Mapping Show
- Temalı yemek
- Popüler şef imzası ile
- Kurum / bölge / şehir logo
3 boyutlu görsel ve ses gösterisi eşliğinde 7 cours yemek



ÖZEL ALAN
SPONSORLUĞU
50.000TL
+ KDV
(Bir seans)

YEMEKTE
GASTRONOMİK
7 BÖLGE İÇİNDE
YER ALMAK
20.000TL
+ KDV

ŞEF
KIYAFETİNDE
KURUMSAL LOGO
10.000TL
+ KDV

YEMEK
MENÜSÜNDE
LOGO
10.000TL
+ KDV



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Conference title sponsorship

- The conference content will be created together with the sponsor company.
- At the beginning of the conference and at the coffee break, there will be a promotional video.
- During the conference, directly in the conference and exhibition area marketing and product experience rights will be granted.
- On the right page of the exhibition catalog, which will be printed in 10,000 copies, the sponsor, the advertisement of the company will be included.
- The logo of the sponsor firm will be included in the communication campaign (written and visual media, digital, outdoor) as a **SESSION SPONSOR**.

50.000TL
+ KDV



VIDEO SPONSORSHIP ON LED SCREENS IN RECORDING AREAS

- During the fair, the promotional film of the sponsor firm will be displayed on the led screens located in two separate registration areas of the fair visited by 15.000 + people (limited to 3 sponsors).
- The logo of the sponsor firm; It will take place as an **EVENT SPONSOR** in the communication campaign (written and visual media, digital, outdoor) worth 3.140.000 TL.
- The sponsor company will be given the right to advertise on the right page of the fair catalog, which will be printed 10,000 copies.

50.000TL
+ KDV

BADGE SPONSORSHIP

The logo of the sponsor firm will be displayed on the front of the badge to be given to 15,000+ visitors, exhibitors, buyers and speakers. Badges are among the sponsorship items where the sponsor company can provide the most visibility.

FRONT FACE
7.000€
+ KDV

BACK FACE
6.000€
+ KDV

COLLAR ROPE
7.000€
+ KDV





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6.000€
+ KDV

FAIR BAG

Dimensions: 290 cm (h) x 210 cm (w)

(Design and production belong to the sponsor company.)

- 5.000 fair bags will be prepared to be given to all registered participants, visitors, buyers, speakers in the registration area.

Services included in the exhibition bags sponsorship

- The sponsor's visual will be displayed on one side of the bag.
- The sponsor company will be able to place 1 promotional material in the bag.

BAG INSIDE BROCHURE

Max. Includes placement of a promotional brochure as 4 pages.

1.000€
+ KDV



DIRECT MARKETING PRODUCT DISTRIBUTION

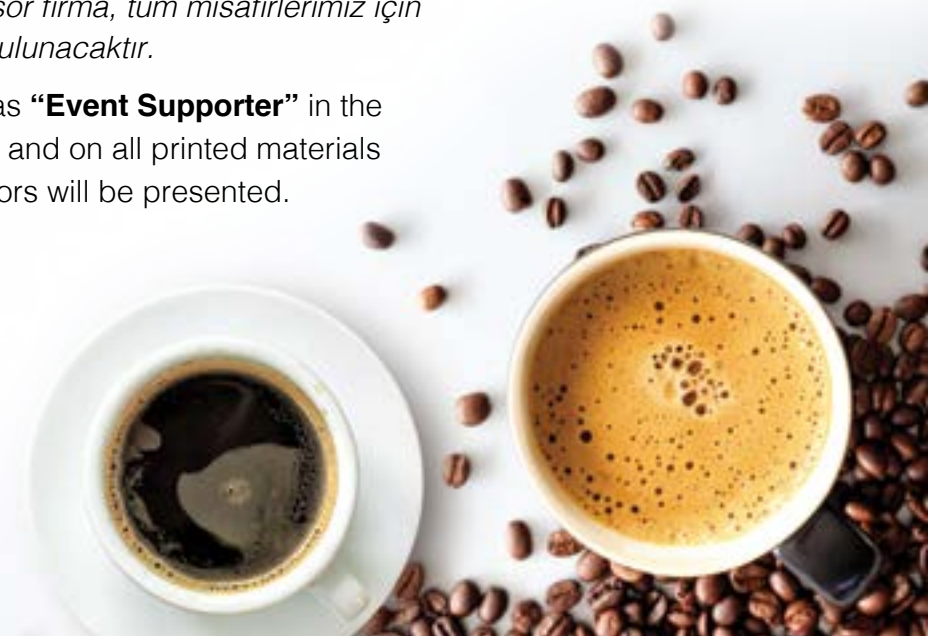
- Direct promotion and product distribution of the sponsor company will be provided to our guests in the fair area.
- 6 m² of free space will be provided to the sponsor company upon request.
- Logo will be used as “**Event Supporter**” in the fair invitation and on all printed materials to which sponsors will be presented.

1.000€
+ KDV

COFFEE SPONSORSHIP

- Conference halls, which will be established at 2 different points during the fair, will be given empty stand areas in the coffee break area.
Bu alanlarda sponsor firma, tüm misafirlerimiz için kahve servisinde bulunacaktır.
- Logo will be used as “**Event Supporter**” in the exhibition invitation and on all printed materials to which the sponsors will be presented.

5.000€
+ KDV





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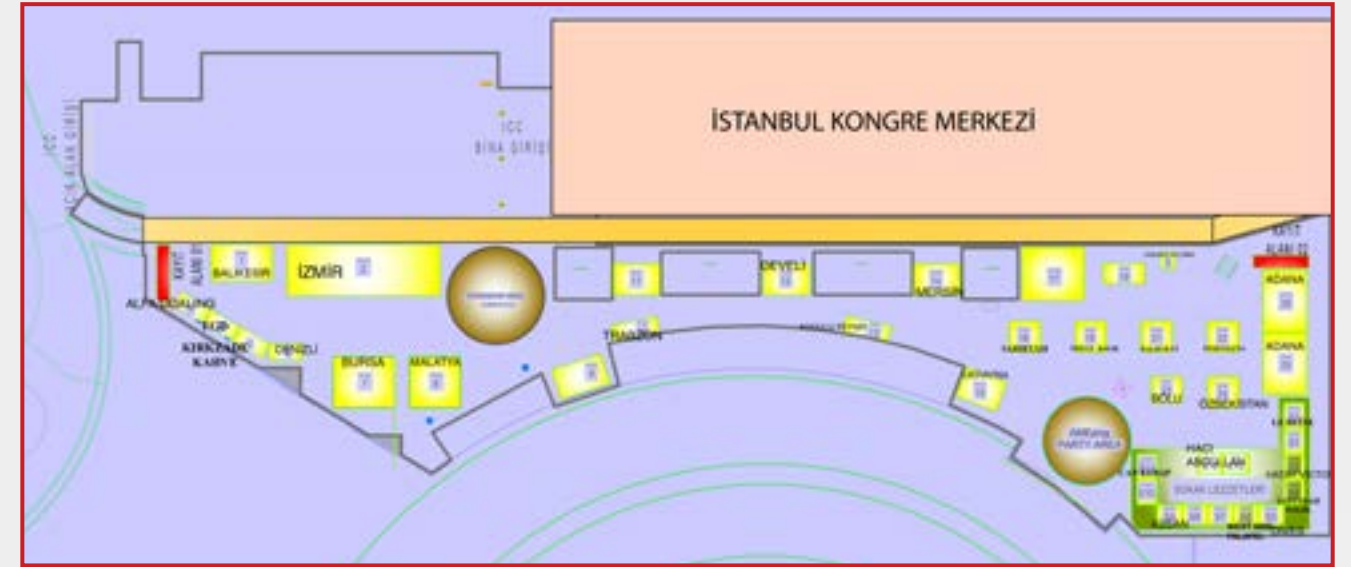
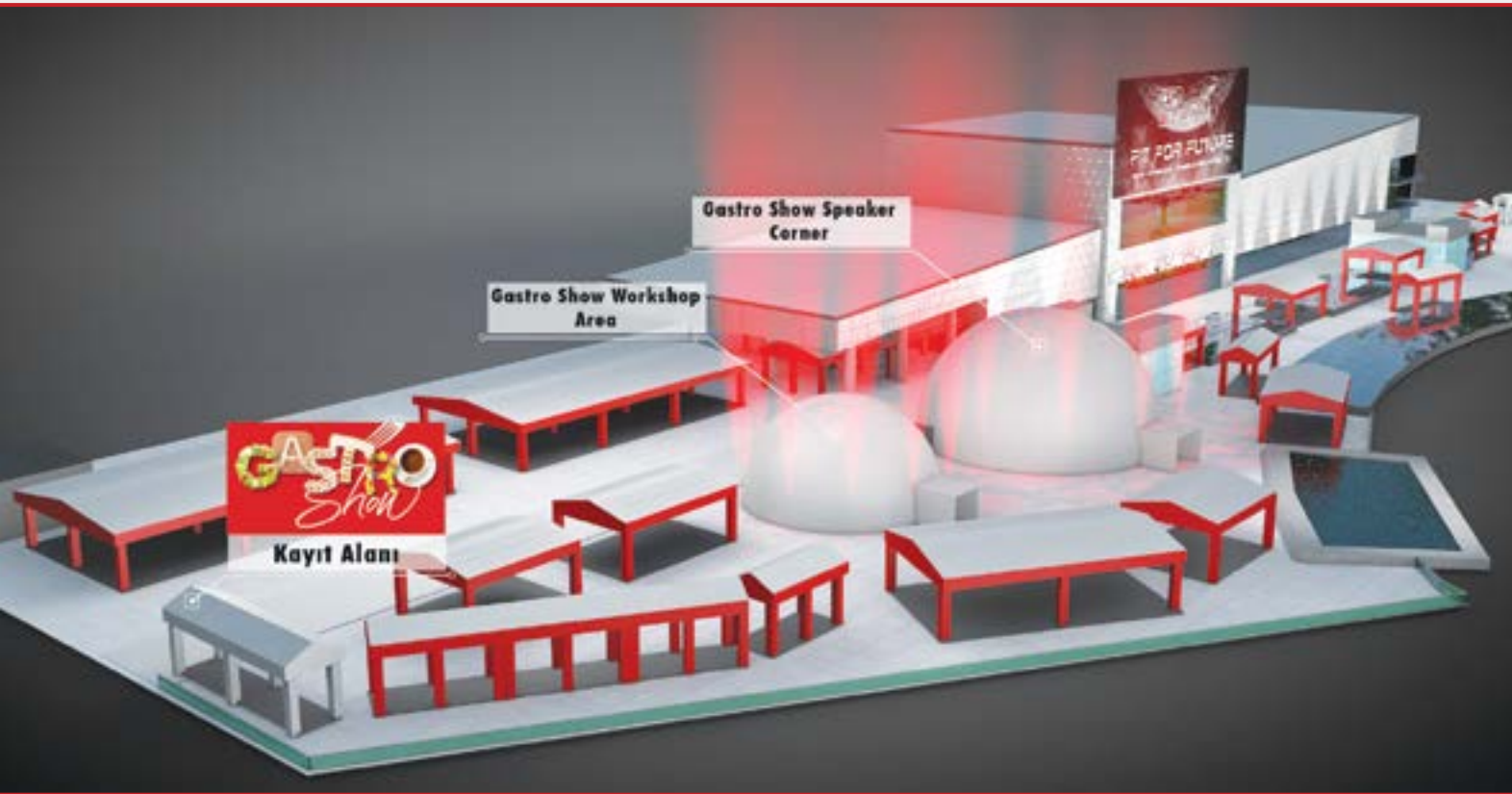
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GASTRO SHOW 28-30 JUNE 2021 OPEN AREA LAYOUT PLAN



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www.gastroshowturkey.com



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