



**iftv**

**Heart of broadcast will beat in Istanbul**

**INTERNATIONAL  
ISTANBUL  
FILM TV FORUM  
& EXHIBITION**

**LÜTFİ KIRDAR  
ICEC/ISTANBUL**

[www.iftv.org](http://www.iftv.org)

**28/30  
SEPTEMBER  
2017**

**RATEM**  
Radyo Televizyon Yayınları Meslek Birliği  
Association of Radio and TV Broadcasters

**CEO**  
EVENT



| [IftvOrg](http://IftvOrg)



## Heart of broadcast will beat in Istanbul, be a part of it

As a result of globalisation, the broadcasting industry now reaches across borders using the ever-advancing technology and tools, influencing the decision-makers around the world. As administrators' only source of disseminating information on the policies and actions, the media has amassed great power and become irreplaceable for social communication. In the meantime, technological advancements have increased accessibility and the conventional channels have been enhanced with the presence of new media. **Countries, while exporting their culture through media, are building a perception of their country.**

The Turkish media industry kept up with the pace of these global advancements and managed to draw attention. Exporting its TV series, shows and original formats to approximately 80 countries, Turkey is now collecting annual revenue of \$250 million. **Furthermore, with over 600 TV and 1,000 radio channels, Turkey has proven that it has an unusually large and rich capacity for broadcasting.**

At this exact point, in order to provide for a necessity that originated from the advancements, **RATEM (Professional Association of Radio Television Broadcasters)**, the largest non-governmental organisation in the Turkish media industry, has recently decided to take the project to the next level with the cooperation established with **CEO Event**. Organized successfully by **RATEM** for 3 years, the event hosted **6000 visitors with 700 international guests across 75 countries as well as 200 brands, and 150 speakers. Changing the name to Istanbul Film TV Forum & Exhibition as of 2017, the event will become as a meeting platform for the industry.**

We kindly invite you to **IFTV** which will gather national and international professionals, public representatives and non-governmental organisations on **28-30 September 2017 at Lütü Kirdar Congress Centre** to shape the future of our industry.

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## SCHEDULE

### OFFICIAL OPENING

28 September 2017  
Time 10:00

### FORUM

28-30 September 2017  
Time 10:00 - 16:00

### EXHIBITION

28-30 September 2017  
Time 09:00 - 18:00

## TARGET AUDIENCE

Global exhibitor profile,

Through its international stakeholders,  
**IFTV reaches out to hundreds of  
broadcasting organisations  
from over 70 countries;**

### ABU

(Asia-Pacific Broadcasting Union)

which has **286**  
member  
organisations

### EBU

(European Broadcasting Union)

which has **72**  
member organisations

### RATEM

(Professional Association of  
Radio Television Broadcasters)

which has **7,98**  
member organisations

### NAB

(National Association of Broadcasters)

which has **8,300**  
member organisations

### AUB

(African Union of Broadcasting)

which has **45**  
member organisations

### ASBU

(Arab States Broadcasting Union)

which has **40**  
member organisations

The event which will have a direct access to national and international stakeholders from our industry, will gather publishers, film and series production companies, suppliers, advertisers, advertisement agencies, public representatives, universities, employees and those with an interest in our field, all of whom make up the target audience of the event.

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# Istanbul TV Forum and Exhibition building a **new communications bridge**

## FORUM

Aiming to improve and provide a roadmap based on global trends and advancements expected from the industry, for the communication and business cooperation channels in the broadcasting industry, **IFTV** aims to discuss the international agenda of broadcasting and contents and to generate ideas for our common future, at the forum section. The schedule of the forum which will be based on the main theme determined according to the advancements of the year will include national and international visionaries and keynote speakers.

## EXHIBITION

Turkey is in the technological process of transitioning from analogue broadcasting systems to digital, terrestrial and internet broadcasting. Therefore, it now has an unusually large and rich market presence with over **500 TV and 1,000 radio** organisations.

The exhibition will be hosting technology firms from the broadcasting industry, TV channels, new technology and media firms, film production suppliers, film and series production companies, film and series export companies and presentations of film locations.

Moreover, all services and products that take content from production to consumption will be displayed at the Exhibition which will provide access and the opportunity to review images, audio, light equipment and accessories, animation, data storage, **IPTV, mobile TV, VR** and other advanced and relevant technologies.

## SPONSOR ORGANISATIONS AND ESTABLISHMENTS



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## Istanbul Lutfi Kırdar, ICEC

Istanbul Lutfi Kırdar - ICEC is located at the center where the business, culture and art worlds meet. The venue has been rendering its services to its guests since 1996 with its experienced staff, up to date technologic infrastructure and with catering options from Turkish and world cuisines.

Istanbul Lutfi Kırdar - ICEC, in the heart of the Congress Vall ey, has the capacity to host all kinds of organizations from conventions to fairs, from concerts to exhibitions with its halls in daylight and a view of the Bosphorus at its location of the cross section of Istanbul's elegant restaurants, luxury brands and fashion district.

In a metropolitan city as Istanbul, it is very significant to what extent the location and transportation facilities can be used. There are many three-, four- and five-star hotels within walking distance to Istanbul Lutfi Kırdar - ICEC and its location provides easy and fast transportation to the important historical places of the city.

# IFTV Sponsorship Conditions

Sponsor Company will have its rights according to chosen category. Those rights will cover exhibition area, VIP registration and Logo recognition on all printed and visual mediums.

All printed and digital visual applications which are prepared for the meeting will be used with host sponsor with IFTV logo together and all the other category sponsors logos will be used according to the mentioned sizes below and alphabetical order.

Sponsorship Type	Host	Platinum	Gold	Silver	Bronze
<b>Benefits</b>	<b>TBAL</b>	<b>200.000 € + VAT</b>	<b>120.000 € + VAT</b>	<b>70.000 € + VAT</b>	<b>40.000 € + VAT</b>
Complimentary exhibition space Zone 1 (m <sup>2</sup> )	64	32	20	16	12
Complimentary VIP registration (person)	30	20	10	4	2
Official website sponsor banner, logo, and link (size)	XL	X	M	S	S
IFTV 2017 logo usage permission	Yes	Yes	Yes	Yes	Yes
Ad display before session 4 times in a day (sec)	60	45	30	15	No
Company logo usage within all newspapers	Yes	Yes	Yes	No	No
Company logo usage in smart phone applications	Yes	Yes	Yes	No	No
Delegate bag insert	Yes	Yes	Yes	Yes	Yes
<b>Logo recognition on all official documents</b>					
Brochure	Yes	Yes	Yes	Yes	Yes
Program schedule	Yes	Yes	Yes	Yes	Yes
Exhibition Directory	Yes	Yes	Yes	Yes	Yes
Banners	Yes	Yes	Yes	Yes	Yes
Advertisement at Exhibition Directory	2 Full Pages	Full Page	Full Page	Full Page	Full Page
Digital display advert	Yes	Yes	Yes	Yes	Yes

## Payment Conditions

Pre-payment 50 % of the total cost will be done by bank transfer at the time of the contract signage remaining balance can be paid by Cheque dated 1st of December 2017.