



HAFTEK
İSTANBUL HAFRİYAT VE TEKNOLOJİLERİ VE MAKİNALARI İHTİSAS FUARI

2027

1st Istanbul Earthmoving Technologies and Machinery Trade Fair

SPONSORSHIP PROPOSAL

17-20 MARCH 2027

Istanbul Expo Center / ISTANBUL



komatekfuvar.com
haftekfuvar.com



MAIN SUPPORTER

İMDER
TÜRKİYE İŞ MAKİNALARI DİSTRİBÜTÖRLERİ
VE İMALATÇILARI BİRLİĞİ

STRATEGIC PARTNER

İSHAF
İstanbul Hafriyatçıları
Federasyonu

ORGANISER

SADA
UZMANLIK FUARLARI A.Ş.

THIS EXHIBITION IS HELD UNDER THE SUPERVISION OF TOBB
(THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TÜRKİYE), PURSUANT TO LAW NO. 5174.

SADA UZMANLIK FUARLARI A.Ş.
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ABOUT THE EXHIBITION

HAFTEK 2027, the 1st Istanbul Earthmoving Technologies and Machinery Trade Fair, will take place on 17-20 March 2027 at the Istanbul Expo Center (IFM), Istanbul.

The exhibition focuses on Earthmoving Technologies and Machinery.

The main product groups featured at the exhibition are:

- Heavy Equipment and Construction Machinery
- Logistics Machinery and Equipment
- Trucks and Transport Vehicles
- Drilling, Piling and Foundation Machinery
- Cranes
- Handling Equipment

WHO CAN BECOME A MAIN SPONSOR?

The Main Sponsor of HAFTEK 2027 must not be one of the exhibition's direct, core exhibitors. Sponsors will be selected from organisations supplying goods or services to companies in the earthmoving and construction equipment sectors and/or to exhibition visitors, or providing goods and services to the wider public. This aims to maintain balanced and equal competitive conditions among exhibitors.

HAFTEK 2027 envisages one Main Sponsor, up to four Industry Sponsors, and special sponsorships including badges, lanyards, the opening ceremony, technical sessions and similar opportunities. Sponsor benefits are outlined below.



MAIN SPONSOR

Main Sponsorship of HAFTEK 2027 is offered in two separate packages:

1. TITLE SPONSORSHIP

- The Main Sponsor's name or logo will appear alongside HAFTEK 2027 throughout the promotional campaign with the wording "Main Sponsor", or another expression requested by the sponsor and approved by SADA.
- The Main Sponsor's name or logo will appear alongside the exhibition name in advertisements and promotions using HAFTEK 2027, in a format to be agreed.
- This joint presentation will be used across all written, spoken, digital and audiovisual promotional media.
- No additional secondary or industry sponsorship will be accepted within the Main Sponsor's field of business.

2. ADDITIONAL PROMOTION

In addition to appearing alongside the exhibition name in all promotional materials, this package provides the Main Sponsor with the following promotional opportunities:

- The Sponsor may display two sponsor-prepared banners at the Opening Ceremony. Banner dimensions will be determined to ensure the most suitable and visible placement within the ceremony venue.
- One full-page colour advertisement will be published in the Exhibition Catalogue, subject to the Sponsor supplying the artwork.
- Before the exhibition, promotion will be arranged through suitable media for the Main Sponsor's name or slogan to be announced on contracted radio stations.
- The Sponsor's artwork and, where available, video will be displayed in suitable advertising spaces purchased by SADA at and near IFM, and on digital platforms, in accordance with the rules of the organisations leasing the media space.
- The Main Sponsor's artwork will be displayed on suitable digital screens and fixed promotional spaces at the venue.
- Before the exhibition, the Main Sponsor's logo, flags and promotional video will be featured at visitor and industry promotional events and activities, subject to the programme and available facilities.

Title Sponsorship fee	EUR 50,000
Additional Promotion Sponsorship fee	EUR 50,000
Total sponsorship fee when both packages above are selected together	EUR 80,000

INDUSTRY SPONSORSHIPS

Up to four Industry Sponsorships will be available for HAFTEK 2027. Selected industries must not compete directly with exhibitors; they must provide goods, services or support to exhibitors, or serve a broader section of the public.

Examples include Energy, Finance, Communications, Spare Parts, Fuel and Lubricants, and Information Technology. Other industries meeting the above criteria may also be considered.

No Industry Sponsorship will be accepted in the Main Sponsor's field of business. No more than one sponsor will be accepted from the same industry.

- Industry Sponsors will receive equal-sized placement in written, printed and suitable digital promotional materials for HAFTEK 2027 under "Industry Sponsorship", "Sponsors" or another heading approved by SADA.
- Industry Sponsors will be featured on suitable sponsor signage in the Foyer Area.
- One full-page colour advertisement will be published in the Exhibition Catalogue, subject to the Sponsor supplying the artwork.
- The Sponsor will be entitled to display one 2 m x 1 m banner during the Opening Ceremony.

The Industry Sponsorship fee is EUR 10,000.

SPECIAL SPONSORSHIPS

Badge and Lanyard Sponsorship:	EUR 25,000 (EUR 10,000 + EUR 15,000)
Opening Ceremony Sponsorship:	EUR 15,000

- Technical Session Sponsorship: Technical sessions on a range of topics are planned during the exhibition. Sponsorship of individual sessions or the entire programme may be offered. Sponsorship fees will be determined once the programme is finalised.

In addition to the categories above, other special sponsorship proposals suited to the structure of HAFTEK 2027 and the needs of the industry will also be considered.

SADA Uzmanlık Fuarları Ticaret A.Ş.