

iWS

İSTANBUL WEDDING SHOW

15-17 JANUARY 2027

İSTANBUL LUTFI KIRDAR INTERNATIONAL CONVENTION AND EXHIBITION CENTER

SPONSORSHIP FILE





iws – İstanbul Wedding Show, bringing together the global wedding industry in **İstanbul**, is a distinguished platform encompassing every stage of the wedding journey from beginning to end. From engagement ceremonies and henna nights to wedding planning and honeymoon arrangements, it brings together all the companies, products, and services needed throughout this special journey.



Scheduled to take place on **15–17 January 2027** at the **Istanbul Lutfi Kirdar International Convention and Exhibition Center**, **iws – İstanbul Wedding Show** aims to establish a strong commercial network by bringing together leading companies, designers, event planners, and service providers from across the wedding industry under one roof.

With its new-season collection launches, concept experience areas, and structure designed to foster professional collaborations, **iws – İstanbul Wedding Show** offers industry stakeholders a strategic meeting point. Thanks to its modern event infrastructure, central location, and distinguished visitor profile, the exhibition serves as an effective platform for companies seeking to enhance brand visibility, engage directly with key decision-makers, and develop new business connections. For couples, the show transforms into an inspiring trend destination, showcasing an extensive range of products and services for every stage of the wedding journey. To ensure a high-quality visitor experience, deliver exclusive event programming, and maintain the highest standards of comfort throughout the event, **iws** will operate with a ticketed visitor admission system. Through this approach, visitors will have the opportunity to explore the exhibition floor, fashion shows, workshops, talks, and experiential zones in a more curated, exclusive, and comfortable environment, enhancing both engagement and overall event experience. Bringing together the global wedding industry in **İstanbul**, **iws – İstanbul Wedding Show** is a prestigious international event centred on trade, fashion, experience, and networking. At the same time, it is an exciting platform where the very first steps toward a new life are celebrated

***iws - İstanbul Wedding Show** is an inspiring platform where new beginnings take shape.*

iws – İSTANBUL WEDDING SHOW IN NUMBERS



3
Days



100+
Exhibiting
Companies



500+
Brands



Delegations from
10
Countries



12.000+
Visitors

The New Global Hub for Trade and Trends in the Wedding Industry: **IWS – İstanbul Wedding Show 2027**

IWS – İstanbul Wedding Show brings the global wedding industry together in Istanbul, offering brands far more than a traditional exhibition experience. As a strategic business platform, IWS provides direct sales opportunities, high-value business connections, and international visibility, enabling exhibitors to expand their market reach and strengthen their global presence. By convening key decision-makers, buyers, industry professionals, and trend-setting brands under one roof, **IWS** creates a dynamic business environment with strong commercial potential. This unique ecosystem not only supports market expansion but also helps brands establish a lasting position within the global wedding industry. To maximize exhibitor engagement and audience interaction, **IWS** features a range of integrated experience-driven platforms:

- Fashion Shows: New season collection launches and trend-setting runway presentations.
- Workshops: Interactive, experience-focused sessions designed to increase visitor engagement.
- Presentations & Panels: Insightful content and knowledge-sharing opportunities led by industry experts and thought leaders.
- Stage Performances: High-impact brand activations designed to enhance visibility and audience reach.
- Interviews & Talks: Content creation opportunities that generate media exposure and strengthen PR value.
- Giveaways & Promotional Campaigns: Engagement-driven activations that increase visitor traffic and brand interaction.
- B2B Meeting Areas: Dedicated spaces for direct business meetings, sourcing opportunities, and partnership development.
- VIP Lounge: An exclusive networking environment offering premium hospitality and access to high-profile industry guests.

Through this comprehensive structure, **IWS** positions itself not merely as an exhibition, but as a high-impact trade and trend hub where brands actively generate sales, develop new business opportunities, and strengthen their market positioning on a global scale.

Take your business to the heart of the global wedding industry.
Join IWS – İstanbul Wedding Show 2027.



İWS – İSTANBUL WEDDING SHOW EVENT PROGRAM

Section		Topic
	Fashion Shows	• Opening Solo Fashion Show (Before the First Day Gala Night) • Mixed Fashion Show
	Workshops	• DIY (Do It Yourself): Create Your Own Signature Love Fragrance • DIY (Do It Yourself): Create Your Own Special Day Decorations (Flowers, Wedding Favors, etc.) • Bridal Cake Workshop: The Art of Wedding Cakes • Secrets of Dream Wedding Photography
 Wedding Talks		Interior Design & Home Decoration
		Beauty, Wellness & Health
		Healthy Living
		Psychology & Relationship Management
		Astrology
		Industry Talks
		Celebrity Couples Talk
 Show	Hair & Makeup	• Bridal Hair Trends (Updos, Natural Waves, Modern Bridal Looks) • Groom Styling Trends • Makeup Trends for 2027 (Soft Glam, Clean Beauty) • Live Hair Styling Demonstration • Bridal Makeup Trends for 2027 (Soft Glam, Clean Beauty) • Before & After Bridal Transformation Stage • Wedding Aesthetics: Hair & Makeup Trends
	 Stage Shows	• Live Wedding Choreography: First Dance Experience • An Emotional Wedding Story with Music & Lights
 Giveaways & Campaigns		• Honeymoon Vacation Giveaway • Chance to Win a Complete Wedding Package • Bridal & Groom Accessories Gift Campaign • Home Setup Package Giveaway
 B2B Meeting Areas		• International Distribution Meetings for Brands • Wedding Planner & Venue Partnership Meetings • New Collection Launch & Buyer Meetings • Franchise & Investor Networking Meetings

WHY SHOULD YOU BECOME A SPONSOR?

IWS – İstanbul Wedding Show offers brands more than just sponsorship visibility; it provides a unique opportunity to build strong connections with the right target audience, reinforce brand perception on a prestigious platform, and strategically position themselves within the industry's evolving commercial network.

Combined with İstanbul's international appeal, an audience of over **12,000 qualified visitors**, and multi-layered experience areas, this dynamic environment enables sponsor brands to achieve both direct engagement and long-term brand value.

Taking part in **IWS – İstanbul Wedding Show**, which brings together the international wedding industry in İstanbul's distinctive atmosphere, connects your brand with the industry's inspiring figures and distinguished buyers.

SPONSORSHIP OPPORTUNITIES

MAIN SPONSORSHIP PACKAGES

RIGHTS & BENEFITS	PLATINUM	GOLD	SILVER
	First degree In the first place	2nd degree 2nd place	3rd degree 3rd place
Logo placement across all printed and digital communication materials, including advertisements, posters, invitations, brochures, media kits, and event catalogues	✓	✓	✓
Logo visibility on the official website and in e-newsletters	✓	✓	✓
Integration in social media content (stories, posts, and reels)	✓	✓	✓
Inclusion in email marketing and newsletter communications	✓	✓	✓
Presence in industry publications and official event media channels	✓	✓	
Inclusion in press releases	✓	✓	✓
Speaking opportunity at the opening ceremony	✓		
Recognition at the opening ceremony with an appreciation mention and plaque presentation	✓	✓	
24 m ² exhibition stand allocation within the fairground	✓	✓	
Logo placement on stage areas and entrance panels	✓	✓	✓
Logo visibility across all wayfinding systems within the venue (directional signage, digital screens, etc.)	✓		
VIP invitation rights to the Gala Night	✓		
Inclusion in the official event programme	✓	✓	✓
Logo usage within on-site branding installations	✓	✓	✓
Logo placement on stage and acknowledgement boards within the event area	✓	✓	
Right to place a roll-up at the event entrance area	✓		
Dedicated sponsor-only e-newsletter sent through the event database, featuring sponsor-specific content	✓	✓	✓

LANYARD SPONSORSHIP RIGHTS & BENEFITS

- Logo placement on lanyards (visitor badges)
- Announcement of the Lanyard Sponsor across social media channels and e-newsletters
- Logo visibility across all printed and digital communication materials, including advertisements, posters, invitations, brochures, media kits, exhibition catalogues, and other event publications
- Logo placement on the sponsor's profile within the official website and e-newsletters
- Logo integration within on-site branding installations throughout the exhibition area
- Logo placement on official acknowledgement boards



***The cost of the lanyards shall be covered by the sponsor.
Production and printing will be carried out by the organizer.*

REGISTRATION AREA SPONSORSHIP RIGHTS & BENEFITS

- Logo placement on registration counters and the online registration page
- Announcement of the Registration Area Sponsor across social media channels and e-newsletters
- Logo visibility across all printed and digital communication materials, including advertisements, posters, invitations, brochures, media kits, exhibition catalogues, and other event publications
- Logo placement on the official website and in e-newsletters
- Logo integration within on-site branding installations throughout the exhibition area
- Logo placement on official acknowledgement boards



VIP AREA SPONSORSHIP

- Logo placement on signage and branding elements within the VIP Lounge area
- Hosting rights for all protocol and VIP guests in the VIP Lounge area
- Announcement of the VIP Area Sponsor across social media channels and e-newsletters
- Logo visibility across all printed and digital communication materials, including advertisements, posters, invitations, brochures, media kits, exhibition catalogues, and other event publications
- Logo placement on the official website and in e-newsletters
- Logo integration within on-site branding installations throughout the exhibition area
- Logo placement on stage and acknowledgement boards within the event area

**All catering costs for the VIP Lounge area shall be covered by the VIP Area Sponsor.*



BAG SPONSORSHIP RIGHTS & BENEFITS

- Logo placement on all visitor and exhibitor bags, which will be distributed to all attendees and company representatives
- Right to include brochures and promotional materials inside the bags
- Announcement of the Bag Sponsor across social media channels and e-newsletters
- Logo visibility across all printed and digital communication materials, including advertisements, posters, invitations, brochures, media kits, exhibition catalogues, and other event publications
- Logo placement on the official website and in e-newsletters
- Logo integration within on-site branding installations throughout the exhibition area
- Logo placement on stage and acknowledgement boards within the event area

**Bag and printing costs shall be covered by the sponsor.*

All bag contents are subject to organizer approval.

GALA NIGHT SPONSORSHIP RIGHTS & BENEFITS

- Logo placement on stage and entrance panels at the gala area
- Inclusion of the company name as the Gala Night Sponsor in the official Event Programme
- Announcement of the Gala Night Sponsor across social media channels and e-newsletters
- Logo visibility across all printed and digital communication materials, including advertisements, posters, invitations, brochures, media kits, exhibition catalogues, and other event publications
- Logo placement on the official website and in e-newsletters
- Logo integration within on-site branding installations throughout the exhibition area
- Logo placement on stage and acknowledgement boards within the event area
- Speaking opportunity at the Gala Night opening ceremony
- Use of the sponsor's name and logo on the official **iWS – İstanbul Wedding Show 2027** website
- Inclusion of the Gala Night Sponsor in all related press releases
- Official recognition during the Gala Night opening ceremony, including verbal acknowledgment and plaque presentation



STAGE & EVENT AREA SPONSORSHIP RIGHTS & BENEFITS

- Logo placement on the stage platform used throughout the exhibition for all event programming
- Stage branding and dressing in accordance with the sponsorship agreement
- Right to place roll-up banners at the side areas of the stage
- Logo placement in all documents featuring the official event programme
- Full-page colour advertisement and promotional content in the exhibition catalogue
- Banner and logo placement on the official website
- Promotional visibility across social media platforms
- Branding presence on event invitations



B2B LOUNGE SPONSORSHIP RIGHTS & BENEFITS

- Sponsorship category for dedicated networking areas where industry professionals come together
- Exclusive brand visibility within B2B areas
- Branding applications across business meeting zones
- Sponsor presence within networking activities
- Direct engagement opportunity with a professional visitor profile



FASHION SHOW SPONSORSHIP RIGHTS & BENEFITS

- Title sponsorship of runway shows and fashion presentations held within **IWS – Istanbul Wedding Show**
- Exclusive branding applications across the runway area
- Sponsor visibility at fashion show entrances
- Brand presence on stage LED screens throughout the shows
- Naming rights in all communications related to the fashion show sponsorship



PHOTO SHOOT SPONSORSHIPS

- Wedding photo shooting area sponsorship
- Couple photo experience area



WI-FI SPONSORSHIP RIGHTS & BENEFITS

- Wedding photo shooting area sponsorship
- Couple photo experience area
- Title sponsorship of the exhibition's wireless internet infrastructure
- Logo visibility on Wi-Fi login screens, connection landing page, and digital redirect interfaces



OFFICIAL COFFEE PARTNER

- Naming rights for the Coffee Break Area
- Dedicated Coffee Experience Zone activation
- Brand visibility on cups and serving materials
- VIP Coffee Service sponsorship
- Integration into official social media content and event communications



OFFICIAL TEA PARTNER

- Tea Break Area sponsorship
- VIP Tea Service branding opportunities
- Exclusive Tea Tasting Experience Zone activation rights
- Brand integration within event menus and hospitality touchpoints



DESSERT & CHOCOLATE PARTNER

- Dessert Experience Zone sponsorship
- Integration into the VIP Gala table experience
- Influencer-led tasting activations and brand experiences
- Visibility across official social media content and event communications



iWS

İSTANBUL WEDDING SHOW

15-17 JANUARY 2027

ISTANBUL LUTFI KIRDAR INTERNATIONAL CONVENTION AND EXHIBITION CENTER

Bringing together the global wedding industry in **İstanbul**, **iWS – İstanbul Wedding Show**, the most prestigious exhibition of the sector, offers strong visibility, high engagement, and long-term brand positioning in the new season of the wedding world.



Get in Touch with Us!

marketing@tgexpo.com

ORGANISER



VENUE



İstanbul
Lutfi Kırdar
ICEC

Uluslararası Kongre
ve Sergi Sarayı
International Convention
& Exhibition Centre

FOLLOW US!

www.istanbulweddingshow.com

info@istanbulweddingshow.com

[f](#) [in](#) [@](#) [istanbulweddingshow](#)

[istanbulweddingfair](#)

[weddingshowist](#)