



2<sup>nd</sup> Annual

# Steel Summit '26

Organised by SteelRadar

Stronger **Together**  
the Future of **Steel**

May 13-15 | Swissôtel Resort & Spa Çeşme/Türkiye

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This sponsorship file has been prepared solely for the purpose of presenting sponsorship offers within the scope of the Steel Summit 2026 event.

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**For detailed information and exclusive sponsorship opportunities, please contact us.**

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### **Organizing Company: SteelRadar**

Dear Stakeholders,

With over a decade of experience in the iron and steel commodities sector, SteelRadar plays a vital role by providing reliable price reporting and market intelligence services in Türkiye and across the globe. Through our transparent, ethics-based methodology and a dedicated global team, we deliver innovative solutions that support strategic decision-making for industry leaders.

As the organizer of Steel Summit, our mission is to bring together global industry leaders to foster knowledge exchange and strategic cooperation within the sector. This event offers a unique platform for building the foundation of innovative solutions and long-term partnerships that will add value to the industry.

We warmly invite you to join us among the supporters of this significant event, as we work together to build a stronger future for our industry. We believe that your collaboration will make a valuable contribution to shaping an innovative and sustainable future for the steel sector.

Sincerely,

**Cem Öztüre**

**Chairman of the Board**

## About Steel Summit

# Stronger Together: The Future of Steel!

We are delighted to host Steel Summit 2026, which will take place on May 13–15, 2026, at Swissôtel Resort & Spa Çeşme, İzmir, Türkiye.

Steel Summit 2026 is an international platform that brings together the leaders of the steel industry, fostering innovative solutions, strategic collaborations, and the development of global opportunities.

Sponsorship offers unique opportunities for high-value visibility and access through various marketing channels. With a wide range of sponsorship options tailored to your needs and budget, we provide customized solutions to help you connect directly with your target audience.

We are pleased to collaborate with our sponsors and look forward to discussing how we can best meet your needs.

### Why Attend?

- **Shaping the Future:** We aim to address the challenges facing the industry while sharing innovative ideas and strategic insights that will transform the future.
- **Ustainability and Innovation:** We support key themes driving the industry's transformation, such as decarbonization, green steel production, and technological innovation.
- **Comprehensive Collaboration:** Our goal is to build strong connections among raw material suppliers, steel producers, technology providers, traders, and end users.
- **Global Perspective:** From China to Europe and from the Middle East to Africa, we highlight the importance of global cooperation by addressing economic and industrial developments across different regions.
- **Exclusive Meeting Rooms:** We provide sponsors and participants with the opportunity to hold one-on-one meetings and private sessions in modern, fully equipped meeting spaces.

### Benefits for Sponsors

- Brand Visibility
- Networking Opportunities
- Media Exposure
- Prestige



## Why Become a Sponsor?

Steel Summit 2026 is a major networking event that offers participants the opportunity to meet representatives from every stage of the steel value chain and develop collaborative projects.

## Who Attends?

Professionals and organizational representatives operating across various segments of the steel industry:

- Steel producers and traders
- Raw material and scrap suppliers
- Technology and innovation leaders
- Steel service centers
- Logistics and finance professionals
- Industry leaders, decision-makers, and investors

## Geographical Distribution

- **Local Participants:** Steel producers, traders, technology providers, and industry professionals from various regions of Türkiye.
- **International Participants:** Industry representatives from major steel production and trade regions such as Europe, the United States, the Middle East, North Africa, and the Asia-Pacific.

## Industrial Distribution

- Mining and Metallurgy
- Construction and Infrastructure
- White Goods, Automotive, and Sub-Industries
- Energy and Renewable Resources
- Logistics and Supply Chain

## Why Become a Sponsor?

**400+**  
Attendees

**150+**  
Company

**20+**  
Speakers

**25+**  
Country

**16+**  
Networking Hour

**6+**  
Session

## Sponsorship Packages

<i>Advantages</i>		<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
<b>Prestige and Privileges</b>	Opening & Closing Stage Promotion	Comprehensive	Standart		
	Special Appreciation and Plaque Ceremony	✓	✓		
	Acknowledgment on Main Stage	✓	✓	✓	✓
	Logo on Main Stage and Materials	200% Size Advantage	150% Size Advantage	100% Size Advantage	50% Size Advantage
	Conference Attendance and Speaking Right	✓	✓	✓	
<b>Attendance and Advantages</b>	Complimentary Delegate Attendance Right	10 Delegates	7 Delegates	4 Delegates	2 Delegates
	Complimentary Accommodation Benefit	2 nights, 10 rooms	2 nights 7 rooms	2 nights 4 rooms	2 nights 2 rooms
<b>Physical Promotion</b>	Foyer and Event Hotel Branding	Comprehensive	Standart	Limited	Shared
<b>Digital Promotion</b>	Website Advertising Space	Comprehensive	Standart	Limited	Shared
	Social Media Promotions	Comprehensive	Standart	Limited	Shared
<b>Printed and Media</b>	Event Booklet	Comprehensive	Standart	Limited	Shared
	Advertisement in Event Booklet	✓	✓	✓	✓
<b>Stand Usage</b>	Exclusive Brand Stand in Foyer Area	✓	✓	20% Discount	15% discount
<b>Promotional Areas</b>	Use of Digital Promotion Boards	✓	✓	20% Discount	15% discount
	Lightbox Promotion Panels	✓	✓	20% Discount	15% discount
<b>Lanyard Privilege</b>	Priority for Name Badge/Lanyard Sponsorship	✓	✓		
<b>Meeting Room</b>	Meeting Room Package	Complimentary + Branding	25% Discount + Branding	20% Discount	15% discount
<b>Database</b>	Post-Event Attendee Database	✓	✓		

- All sponsor representatives are included in the event transfer plan and have access to common areas.
- Accommodation is provided from a dedicated room quota allocated to the sponsor's brand at the event hotel. This right is valid only for the specified duration and number of rooms; it cannot be split across different dates or transferred between delegates. It also cannot be combined with attendance or accommodation benefits included in optional sponsorships.
- The exclusive brand stand in the foyer area is a privilege available for Platinum, Gold, Silver, and Bronze sponsors.

\* For detailed information on sponsorship fees and related commercial terms, please refer to the "Commercial Details" section under "Application Process."  
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*(All Sponsorship Packages)*

## Common Benefits

### 1. Visibility and Promotion

- The sponsor's logo is featured on the event website and all promotional materials.
- Sponsor information is included in the event booklet.
- All sponsor logos are displayed on rotation in the event foyer area and on digital screens.
- A participation plaque is presented to the sponsoring company.

### 2. Networking and Communication

- Sponsor company logos are included in the printed and digital attendee directory along with the attendee list.
- All attendees are granted access to download the event presentations.

### 4. Acknowledgment and Lasting Visibility

- Sponsor logos are featured in post-event thank-you emails.
- A special thank-you to sponsors is announced through social media posts.
- The sponsor's name and logo appear in the digital photo album featuring event highlights.

### 4. Conference Attendance and Speaking Rights

- All sponsor brands are granted the right to participate as panelists and/or speakers in conference sessions.
- Session participation is determined in coordination with the organizing committee, in line with the event program and content plan.
- The sponsor representative has the opportunity to share the company's brand vision and industry perspective with attendees.

## *Exclusive Sponsorship Opportunities (Optional Sponsorship Options)*

### **Welcome Cocktail Sponsor**

**"Connections Grow Stronger at the Cocktail!"**

#### **Brand Visibility Opportunity**

- The sponsor's name and logo will appear on bistro tables, flags, napkins, coasters, and glassware used in the cocktail area.
- The phrase "Welcome Cocktail - sponsored by [your brand]" will be featured in all announcements and digital materials.
- The sponsor's logo will be displayed in the event program, on the website, in signage areas, and on digital screens.
- On specially designed applications within the cocktail area.
- A specially designed lounge area for your brand will be arranged as an exclusive networking spot to host your guests.
- On the event website, digital announcements, and promotional materials.

#### **The Sponsor's Name and/or Logo Will Appear in the Following Areas**

- In social media and email campaigns.
- In the event booklet, program schedule, and acknowledgment pages.
- In LED screen content, photo area decorations, and video displays.
- In press releases and thank-you posts. Attendance and Accommodation Benefit
- 2 complimentary delegate entries
- 2 nights of accommodation in 2 rooms included

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***For further information, please feel free to contact us.***



## *Exclusive Sponsorship Opportunities (Optional Sponsorship Options)*

### **Coffee Break Sponsor / 2 Days, 2 Coffee Breaks**

*"Let Your Brand Leave Its Mark on Every Coffee Break!"*

#### **Brand Visibility Opportunity**

- The sponsor's logo and the phrase "Coffee Break – sponsored by [Brand Name]" will appear on specially designed panels at coffee stations, on the main LED screen in the conference hall during coffee breaks, and across all event announcements and digital materials.
- The sponsor's logo will be featured on cups, sugar packets, napkins, and table flags used during the coffee break.
- The sponsor's logo will be exclusively displayed on the foyer directional signage.
- Coffee station boards and bistro tables will feature branded QR code tags linking to the sponsor's website.

#### **The Sponsor's Logo Will Appear in the Following Areas**

- In specially designed applications at the coffee stations in the foyer area.
- On the event website, digital announcements, and promotional materials.
- In social media and email campaigns.
- In the event booklet, program schedule, and acknowledgment pages.
- On the main LED screen in the conference hall during coffee breaks, displayed in full screen.
- In press releases and thank-you posts.

#### **Attendance and Accommodation Benefit**

- 2 complimentary delegate entries
- 2 nights of accommodation in 2 rooms included

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## *Exclusive Sponsorship Opportunities (Optional Sponsorship Options)*

### **Breakfast Sponsor / 2 Days, 2 Breakfasts**

*"Start the Day with Your Brand"*

#### **Brand Visibility Opportunity**

- The sponsor's name and logo will be displayed on napkins and table cards placed on breakfast tables.
- Branded panels and directional applications specific to the sponsor will be used in the breakfast area.
- The sponsor's logo will appear in announcements, digital materials, and the event booklet.
- The Sponsor's Name and/or Logo Will Appear in the Following Areas
  - On specially designed panels in the breakfast area.
  - On the event website, digital announcements, and promotional materials.
  - In social media and email campaigns.
  - In the event booklet, program schedule, and acknowledgment pages.
  - During breakfast hours, on digital boards and on the main LED screen in the conference hall, displayed in full screen.
  - In press releases and thank-you posts.

#### **Attendance and Accommodation Benefit**

- 2 complimentary delegate entries
- 2 nights of accommodation in 2 rooms included

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## *Exclusive Sponsorship Opportunities (Optional Sponsorship Options)*

### **Lunch Sponsor / 2 Days, 2 Lunches** *"Add Flavor to the Future of the Industry!"*

#### **Brand Visibility Opportunity**

- The sponsor's name and logo will be displayed on napkins and table cards placed on lunch tables.
- Branded panels and directional applications specific to the sponsor will be used in the lunch area.
- The sponsor's logo will appear in all event announcements, digital materials, and the event booklet.

#### **The Sponsor's Logo Will Appear in the Following Areas**

- On specially designed panels in the lunch area.
- On the event website, digital announcements, and promotional materials.
- In social media and email campaigns.
- In the event booklet, program schedule, and acknowledgment pages.
- During lunch hours, on digital boards and on the main LED screen in the conference hall, displayed in full screen.

#### **Attendance and Accommodation Benefit**

- 2 complimentary delegate entries
- 2 nights of accommodation in 2 rooms included

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*For further information, please feel free to contact us.*



## Exclusive Sponsorship Opportunities (*Optional Sponsorship Options*)

### Dinner Sponsor

*"An Evening of Prestige and Powerful Connections."*

#### Brand Visibility Opportunity

- The sponsor's name and logo will be displayed on table cards, napkins, and table flags placed on dinner tables.
- Branded panels and directional applications specific to the sponsor will be used in the dinner area.
- The sponsor's logo will appear in all event announcements, digital materials, and the event booklet.

#### The Sponsor's Name and/or Logo Will Appear in the Following Areas

- On specially designed panels in the dinner area.
- On the event website, digital announcements, and promotional materials.
- In social media and email campaigns.
- In the event booklet, program schedule, and acknowledgment pages.
- During dinner hours, on digital boards and on the main LED screen in the conference hall, displayed in full screen.
- In press releases and thank-you posts.

#### Attendance and Accommodation Benefit

- 2 complimentary delegate entries
- 2 nights of accommodation in 2 rooms included

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## Exclusive Sponsorship Opportunities (*Optional Sponsorship Options*)

### **Name Badge Sponsor** / *Throughout the Event* *"Your Signature on Every Attendee's Name!"*

#### **Brand Visibility Opportunity**

- The sponsor's name and logo will appear on the name badges worn by all attendees, speakers, and members of the organizing team.

#### **The Sponsor's Name and/or Logo Will Appear in the Following Areas**

- On the event website and promotional materials.
- In social media posts and email campaigns before and during the event.
- In the event booklet, with name and logo visibility as the Name Badge Sponsor.

### **Lanyard Sponsor** / *Throughout the Event* *"Your Brand on Every Name Badge!"*

#### **Brand Visibility Opportunity**

- The sponsor's name and logo will appear on the lanyards worn by all attendees, speakers, and members of the organizing team throughout the event.
- The lanyards will be designed in line with the event theme, highlighting the sponsor's brand identity.

#### **The Sponsor's Name and/or Logo Will Appear in the Following Areas**

- On the event website and promotional materials.
- In social media posts and pre-event email campaigns featuring the sponsor's promotion.
- In the event booklet, with name and logo visibility as the Lanyard Sponsor.

- *The lanyard sponsorship privilege and priority are available exclusively within the Platinum and Gold sponsorship packages.*

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## Exclusive Sponsorship Opportunities (*Optional Sponsorship Options*)

### Event Bag Sponsor / *Throughout the Event*

*"Your Signature in Every Attendee's Hands!"*

#### Brand Visibility Opportunity

- The sponsor's name and logo will be featured on fabric bags distributed to all attendees.
- The bags will be produced in line with the event theme and the sponsor's brand identity.
- Customized branding will be applied on a dedicated bag stand next to the registration desk.
- The phrase "Event Bag - sponsored by [Brand Name]" will appear in all digital and printed announcements.

#### The Sponsor's Name and/or Logo Will Appear in the Following Areas

- Registration area and dedicated bag stand
- Event website, social media, email announcements, and digital materials
- Event booklet and program schedule
- Main LED screen and press releases

#### Additional Benefits

- The sponsor may include their own materials inside the event bag.
- The "Fabric bag + production budget" item is included.
- Sponsors may produce their own bags (subject to organizer approval).

#### Attendance and Accommodation Benefit

- 1 complimentary delegate entry
- 2 nights of accommodation in 1 room included

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## Exclusive Sponsorship Opportunities (*Optional Sponsorship Options*)

### **Welcome Kit Sponsor** / *Throughout the Event* *"Your Brand in the First Impression!"*

#### **Brand Visibility Opportunity**

- The sponsor's name and logo will appear on the Welcome Kits placed in accommodation rooms.
- The kits will be prepared in line with the event theme, and the phrase "Welcome Kit – sponsored by [Brand Name]" will be used in all announcements.
- The sponsor's logo will be displayed on the website, in the event booklet, on social media, and on digital screens.

#### **Kit Content and Distribution**

- The kit contents are prepared by the sponsor.
- Kits are placed in hotel rooms, ensuring guaranteed in-room delivery.
- Distribution is coordinated by the event team.

#### **The Sponsor's Name and/or Logo Will Appear in the Following Areas**

- On the Welcome Kits
- On the event website and promotional materials
- In social media and email announcements
- In the event booklet and on LED screens Attendance and Accommodation Benefit
- 1 complimentary delegate entry
- 2 nights of accommodation in 1 room included

### **Key Card Sponsor** / *Throughout the Event* *"Your Brand Always in Their Hands!"*

#### **Brand Visibility Opportunity**

- The sponsor's name and logo will appear on all key card holders.
- The holders will be designed in line with the event theme and the sponsor's brand identity.
- The phrase "Key Card – sponsored by [Brand Name]" will be featured in both digital and printed announcements.
- The sponsor's logo will be displayed on the event website, booklet, social media, and digital screens.
- A custom illuminated lightbox panel featuring the sponsor's branding will be placed in the hotel reception area, ensuring brand visibility as guests check in.
- On the key card holders

#### **The Sponsor's Name and/or Logo Will Appear in the Following Areas**

- In social media posts, email announcements, and the event booklet

#### **Distribution and Use**

- The holders are distributed to all attendees staying at the event hotel along with their room keys.
- As attendees carry their key cards throughout the event, this provides continuous and high-impact brand visibility.

#### **Attendance and Accommodation Benefit**

- 1 complimentary delegate entry
- 2 nights of accommodation in 1 room included

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## Promotional Area Packages

*Throughout the event, digital and illuminated panels placed in the hotel's foyer, passageways, and common areas will provide brands with high visibility and direct access to attendees.*

### Digital Promotion Panels / *Throughout the Event*

#### How It Works

- High-resolution visual and video content provided by the brand will be displayed either in rotation or through dedicated screen time throughout the event.
- The content will appear on screens according to the scheduled broadcast plan during the event.
- Digital panels will be positioned in hotel areas with the highest attendee traffic.

#### Advantages

- Provides brand visibility without requiring sponsorship or event attendance.
- Offers continuous digital promotion in the hotel's busiest areas.
- Creates a strong and lasting visual impact through high-resolution screens.

### Lightbox Promotion Panels / *Throughout the Event*

#### How It Works

- Lightbox panels are placed in high-traffic areas of the hotel, such as foyers and passage corridors.
- Each panel includes an integrated section where brands can display printed materials such as catalogs and brochures.
- Panels are allocated to brands based on a reservation-based usage model.

#### Advantages

- Provides 24/7 fixed visibility in the hotel's busiest areas.
- Creates an eye-catching and prestigious brand image with its illuminated surface.
- Offers independent visibility opportunities for brands without requiring sponsorship or event attendance.

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## Promotional Area Layout Plan

	<b>Zone</b>	<b>Description</b>	<b>Number of Panels</b>	<b>Model</b>
<b><i>Entrance and Lobby Area</i></b>	Main Entrance Door	Fixed Lightbox Panel	1	Fixed
	Reception	Digital Panel	1	Fixed/Rotating
	Registration and Welcome Area	Digital Panel	1	Fixed/Rotating
	In Front of Elevator	Digital Panel	1	Fixed/Rotating
	Lobby Bar / Passage Corridor	Digital Panel	2	Fixed/Rotating
<b><i>Foyer and Conference Area</i></b>	Conference Access Corridor	Fixed Lightbox Panel	6	Fixed
	Foyer Entrance Area	Digital Panel	1	Fixed/Rotating
	Foyer Area	Digital Panel	2	Fixed/Rotating
<b><i>Common Areas and Others</i></b>	Restaurant Corridor	Digital Panel	2	Fixed/Rotating

*Panel placements may be updated according to the hotel's physical layout.*

*Locations may vary; detailed positions and the number of panels will be indicated on the zone plan shared prior to the event.*

## Foyer Area Participation Package

*(Exclusive Benefit Offered to Platinum, Gold, Silver, and Bronze Sponsors)*

*Promote your products and services with your custom-designed wall-type stand located in a high-traffic area, connecting your brand directly with your target audience.*

### **Exclusive Brand Stand** / Throughout the Event

*"Highlight Your Brand in the Event Area!"*

#### Brand Visibility Opportunity

- A custom-designed brand stand positioned in the event area (including production, installation, and implementation).
- The stand design is prepared with colors, dimensions, and materials aligned with the brand's corporate identity.
- Provides high visibility through LED-lit wall structures and brand visuals.
- Offers sponsor representatives the opportunity to promote their products or services throughout the event.

#### Advantages

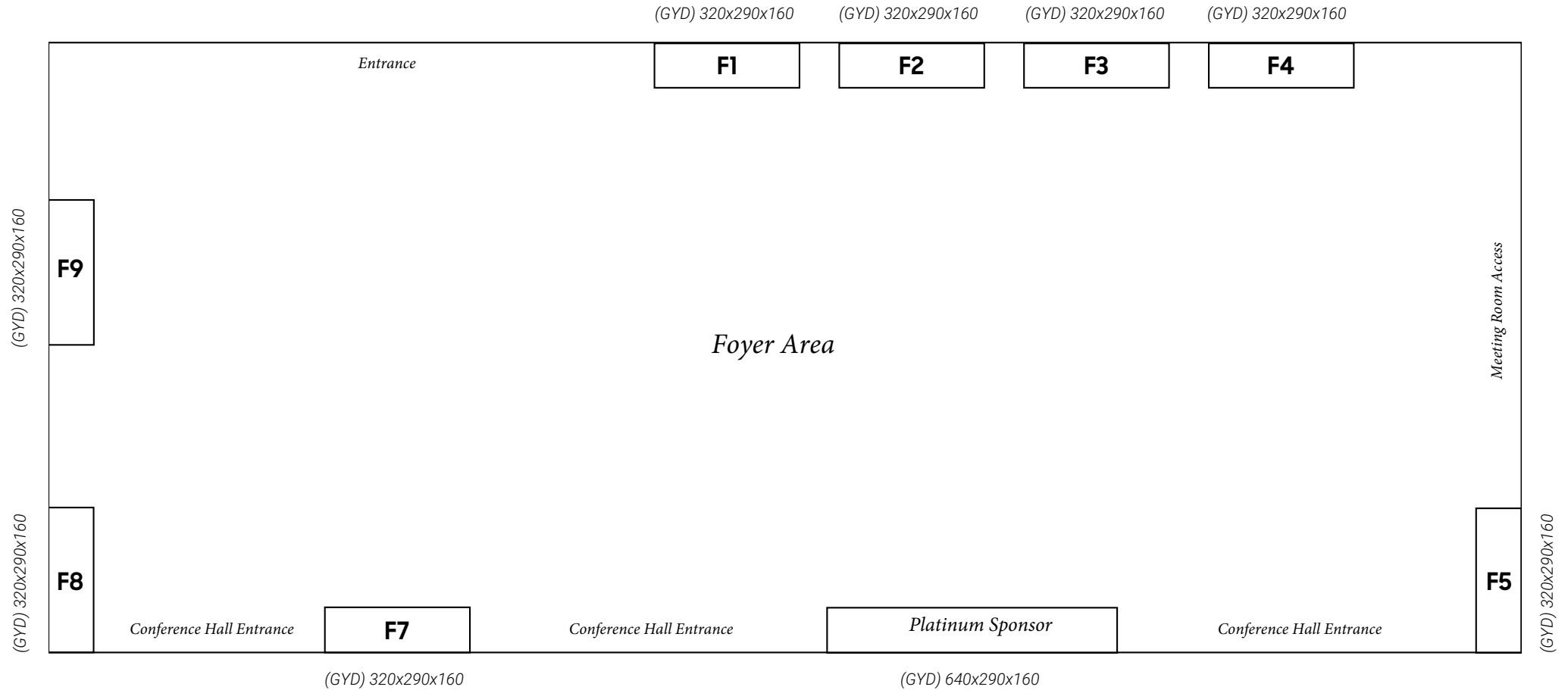
- Maximum brand visibility in the busiest areas of the foyer.
- Direct interaction and one-on-one communication opportunities with attendees.
- Continuous visibility and a prestigious representation area throughout the event.
- Stand production and installation costs are included in the package.

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*For further information, please feel free to contact us.*



## Layout Plan



*The layout plan represents the stand locations and dimensions. The final placement may vary according to technical requirements and the event flow. For further information, please feel free to contact us.*

## Meeting Room Packages

### VIP Meeting Rooms

The Meeting Room Usage Packages offered at Steel Summit provide brands with the opportunity to engage with attendees in a professional and productive environment throughout the event. These packages are specifically designed for 2-day usage with a capacity of 20 people and offer flexibility to suit your needs.

### Package Contents

- **Technical Infrastructure:** Digital screen, Wi-Fi access, and basic sound system.
- **Standard Branding:** Brand name and logo at the room entrance.
- **Seating Arrangement:** Choice of theater, classroom, or u-shaped layout.
- **Room Refreshments:** Water, tea, coffee, light snacks, and refreshments.
- **Technical Support:** On-site technical team assistance throughout the event.

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For details and registration:  
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**13-15 May 2026**