



**ICS 26 Catalog**

**2 – 3 May 2026**

**Lütfi Kırdar**

**International Convention & Exhibition Centre**



# İSTANBUL CARD SHOW 2026

Since taking its first step in 2024, Istanbul Card Show has set out as a community-driven movement with the goal of growing the cultural and commercial value of card collecting in Türkiye. Today, ICS is more than just an event; it has evolved into **Türkiye's most inclusive TCG & collectibles ecosystem**, bringing together collectors, vendors, brands, content creators, and manufacturers on a single platform.



When founding ICS, our primary goal was to unite the energy, passion, and knowledge that had been building within the community for years with a professional, well-structured organization. The growth we achieved in 2024 and 2025 reflects both the trust placed in this vision and the strong potential of Türkiye's TCG market to compete at international standards.

With ICS 2026, our objective is to carry this momentum even further and position Istanbul as a reference hub on the regional and global collectibles stage.

- **ICS is not just an event.**  
It is a community, a marketplace, a culture, and a professional meeting platform.
- **ICS connects global standards with Türkiye's potential.**  
It localizes best practices from leading card shows around the world and brings them together with Türkiye's dynamic, young, and rapidly growing collector base.
- **ICS is a trusted hub for professional trade.**  
It enables vendors, collectors, and brands to come together in a professional environment, creating a transparent, organized, and secure marketplace.
- **ICS grows through the strength of its community.**  
It approaches collecting not only as a hobby, but as a culture and a shared social experience.
- **ICS aims to build a sustainable TCG ecosystem.**  
Beyond being an annual event, ICS adds long-term value to the industry through year-round brand collaborations, educational content, community-driven activities, and regional events.

## OUR MISSION

**To strengthen the culture of card collecting in Türkiye and establish an organizational structure that meets international standards. To bring collectors, brands, and vendors together on a secure, professional, and sustainable platform.**

ICS delivers value to the industry by providing:

- A professional trading environment
- A strong and connected community network
- A high-visibility brand ecosystem
- International collaboration opportunities

Through this structure, ICS creates value for every level of the collecting ecosystem.

## OUR VISION

**To establish ICS as one of Europe's strongest and most comprehensive TCG & collectibles events, positioning Istanbul as a central hub for the region.**

- In line with this vision, our goals are to:
- Expand vendor and visitor capacity year after year
- Maintain our position as Türkiye's most trusted collectibles event
- Build long-term sponsorship partnerships with international brands
- Transform ICS into more than an event into Türkiye's premier collectibles platform



# ICS

STATICS

## ICS 24

 28-29 September 2024

 Sanatif Gallery

## ICS 25

 13-14 September 2025

 İstanbul Congress Center



ICS 25

2227

Collectors



increase

% 132

in visitors number

 % 240

Area growth  
280 m2 → 950 m2

 % 105

Vendor increase  
19 → 39

 % 313

Number of table increase  
23 → 95



% 62

The increase rate of collectors  
in Turkey compared to 2024



5 Hours

Average length of time visitors  
stay at the event

TCG COLLECTORS  
at ICS

% 68,4

MEN



% 31,6

WOMEN





# ICS 2025

VISITOR & PARTICIPANT  
PROFILES



# 39

Vendors



# 11

Sponsors



# 42

Special Guests

**PARTICIPANT  
PROFILES**

# B2B

# B2C

**VISITOR  
PROFILES**

## Age Distribution

**26-35** --- **36+**

%37,87

%15,47

**19-25** --- **15-18**

%25,09

%9,47

**5-14**

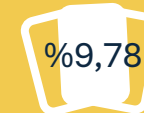
%12,1

## Fandoms

**Pokemon**



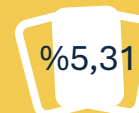
**One-Piece**



**Sports**



**Yu-Gi-Oh**



**MTG**



**Other**



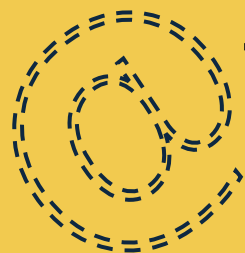
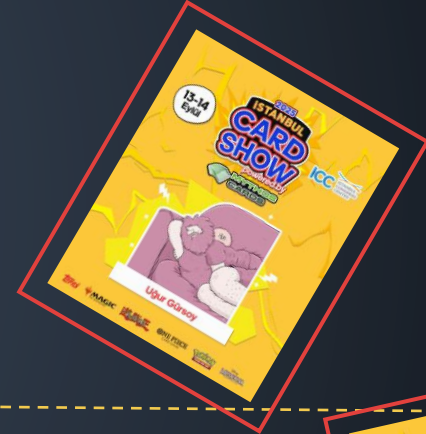
221k

organic reaches

SOCIAL MEDIA STATS

1.7m

total impressions



@istanbulcardshow

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Istanbul Card Show has set a new standard for card collecting in Türkiye. With high visitor attendance, a diverse and high-quality vendor lineup, and a strong trading volume, ICS has revealed the true potential of the market. By uniting the collector community around a professionally organized structure, ICS has elevated expectations across the industry in terms of trust, continuity, and quality.

## OUR POSITION WITHIN THE ECOSYSTEM

- Türkiye's card collecting event with the highest visitor traffic
- A platform offering the widest diversity of vendors
- The organization providing the strongest market access for brands
- A benchmark brand setting industry standards through secure trade and a community-driven approach
- With its strong community foundation, professional fair organization, and the commercial visibility it delivers for brands, ICS stands at the center of Türkiye's card collecting ecosystem.

## ➤ OUR VALUE CREATION MODEL

- **Economic Value:** Increases vendor sales volume, provides targeted access for brands, and contributes to the regional economy.
- **Community Value:** Secure trading, networking spaces, new collector acquisition, and sustainable community engagement.
- **Brand Value:** High-visibility banner placements, stage presence, content creator exposure, and strong digital reach for sponsors.
- **International Value:** Collaborations with European events and the integration of Türkiye into the global card show ecosystem.



# ICS 2026

## VENUE

Located in one of Istanbul's most prestigious event venues, the Lutfi Kirdar Convention & Exhibition Centre – Rumeli Hall offers a spacious 4,000 m<sup>2</sup> single-block layout, providing ICS 2026 with an uninterrupted, open, and high-standard event experience.



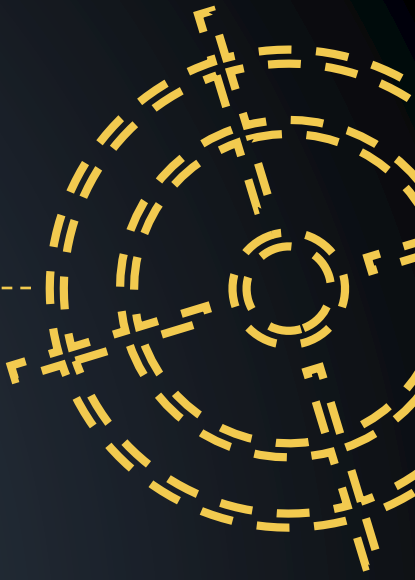


Rumeli Hall offers a flawless event environment with its high ceilings, strong technical infrastructure, and flexible layout, making it ideal for hosting large audiences as well as providing a premium experience for brands, vendors, and collectors.

**As one of Türkiye's largest indoor event venues and a preferred destination for international organizations, the Lutfi Kırdar Convention & Exhibition Center stands out with its European-standard infrastructure and operational excellence.**

Located in the heart of Istanbul, Lutfi Kırdar provides exceptional accessibility (within walking distance of metro, Metrobus, and major bus lines) offering seamless transportation for visitors arriving from both within the city and across Türkiye.

**With ICS 2026 moving to Lutfi Kırdar, the event promises an even greater visitor flow and a truly international-standard experience.**



# ICS 26

KEY GOALS



## ***Positioning Türkiye as Europe's Premier Collection Hub***

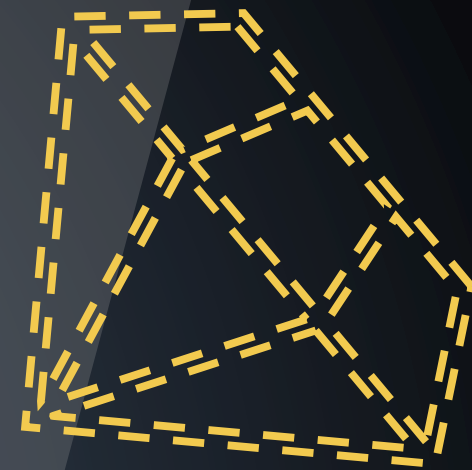
Starting in 2026, Istanbul Card Show aims to elevate Turkey's collecting ecosystem to a new level, position Istanbul as a **regional hub for TCG & collectibles**, and establish the ICS brand as a **strong international player**.

ICS 2026 is planned to be the most comprehensive edition to date in terms of scale, content diversity, global partnerships, and visitor experience.

## ***ICS 2026 Targets***

- **Visitor Growth:** +35% increase in total attendance
- **Vendor Capacity:** +40% increase in table availability
- **Sponsorship Volume:** +50% growth
- **Social Media Reach:** +60% increase
- **International Visibility:** Inclusion of international vendors and sponsors within the ICS ecosystem
- **Expanded Event Content:** Introduction of tournaments, a dedicated kids' zone, and an enlarged creator area
- **Year-Round ICS Ecosystem:** Mini-events, pop-up card shows, trade nights, and collector education programs designed to keep the ICS brand active throughout the year

With these growth objectives, ICS aims to become not only Turkey's leading event, but **one of Europe's fastest-rising collectibles conventions**.



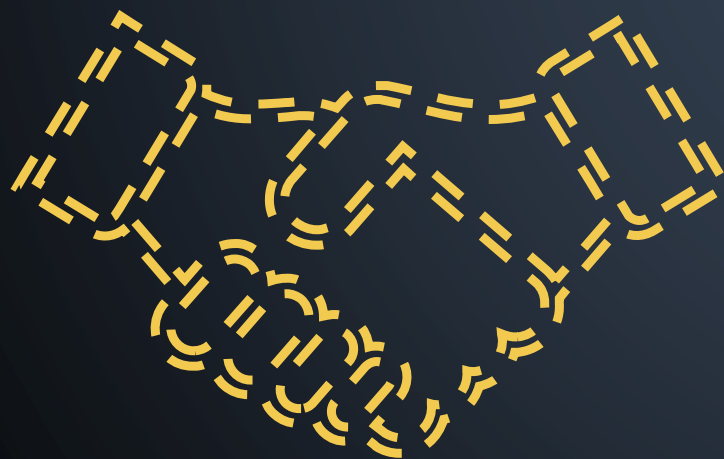
# ICS 26

SPONSORSHIP & VENDOR

## SPONSORSHIP PACKAGES

Istanbul Card Show sponsors gain direct access to over 3,000 visitors and hundreds of industry professionals on-site, while also benefiting from our extensive data and insights built around the TCG sector and its community.

In addition, our sponsors take advantage of regional visibility and co-branding opportunities delivered through our advertising and public relations campaigns. Istanbul Card Show offers sponsor brands not only event-time exposure, but year-round visibility and trust-based brand positioning within an active and continuously engaged TCG community.



|   | PLATINUM        | GOLD           | SILVER         | BRONZE         |
|---|-----------------|----------------|----------------|----------------|
| 50 m <sup>2</sup> Booth Space or 9 Tables | ✓               |                |                |                |
| 30 m <sup>2</sup> Booth Space or 7 Tables |                 | ✓              |                |                |
| 5 Tables (180 x 80)                       |                 |                | ✓              |                |
| 3 Tables (180 x 80)                       |                 |                |                | ✓              |
| Logo on Lanyards & Badge Holders          | ✓               |                |                |                |
| Logo on the Website Sponsor Page          | ✓               | ✓              | ✓              | ✓              |
| Outdoor Flag Placement (1×1.5 m)          | ✓               | ✓              |                |                |
| Logo on Outdoor Banner (4.5×8 m)          | ✓               |                |                |                |
| Logo on Entrance Poster (1.5×2.8 m)       |                 |                |                |                |
| Logo on Indoor Banner (9×3 m)             | ✓               | ✓              | ✓              |                |
| Logo on Indoor Banner (3.8×3 m)           | ✓               | ✓              | ✓              | ✓              |
| Logo on VIP Tote Bags                     | ✓               |                |                |                |
| Event Partnership                         | ✓               | ✓              | ✓              |                |
| Instagram Sponsored Post                  | ✓               | ✓              | ✓              | ✓              |
| Logo on the Event Backdrop                | ✓               |                |                |                |
| Combined Pass                             | 25              | 12             | 6              | 2              |
| VIP Pass                                  | 10              | 5              | 3              |                |
| Staff Pass                                | 12              | 10             | 8              | 5              |
| <b>PRICE</b>                              | <b>10.000 €</b> | <b>5.500 €</b> | <b>2.500 €</b> | <b>1.000 €</b> |

# MAIN SPONSORSHIP

## Supporting More Than an Event — Becoming Part of an Ecosystem

Becoming the Title Sponsor of ICS 2026 goes beyond supporting a single event; it means positioning your brand at the very center of Türkiye's collectibles ecosystem. The Title Sponsor becomes an integral part of Istanbul Card Show's entire communication, narrative, and public perception. This position delivers not only high visibility, but also a strong sense of trust and market leadership.

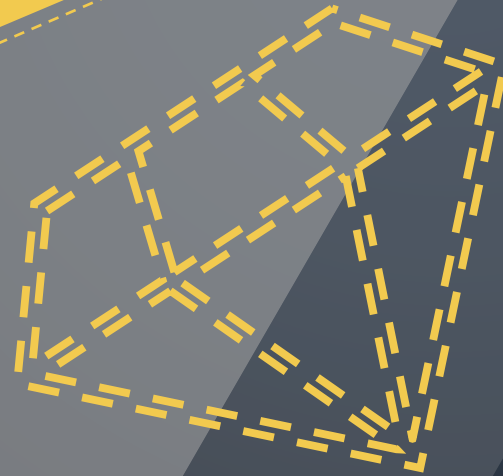
As the Title Sponsor of ICS 2026, your brand will:

- Be integrated into the event's core narrative
- Establish direct engagement with industry professionals and passionate collectors
- Be associated not merely within a multi-brand, multi-vendor structure, but alongside and with it

This sponsorship model is not a one-time advertising placement; it is designed to position the brand as a long-term reference point within Türkiye's rapidly growing collectibles and TCG market.



**PRICE: 20.000 €**



|  | ANA SPONSORLUK |
|--|----------------|
| Platinum Sponsorship Benefits +            | ✓              |
| 80 m <sup>2</sup> Booth Space              | ✓              |
| Logo on the Entrance Poster (1.5×2.8 m)    | ✓              |
| Placement in Instagram Bio                 | ✓              |
| Private Meeting Room & VIP Room            | ✓              |
| Create a B2B Area or Brand Experience Zone | ✓              |
| Combine Pass                               | 40             |
| VIP Pass                                   | 20             |
| Staff Pass                                 | 25             |



## TRADE ZONE NAMING SPONSORSHIP

PRICE: 3.500 €

- The area will be named “– Company Name – Trade Zone.”
- The company will have the right to place roll-up banners within the Trade Zone.
- The area name will be displayed at the Trade Zone entrance on a banner (5 × 2 m)
- The company logo will be featured as a sponsor on the official ICS website.





# ICS 26

## VENDOR





## VENDOR

PRICE: 250 €

- Table dimensions are 180 × 80 cm.
- Booth pricing is calculated as a total price for two event days per table.
- Vendors are responsible for bringing all materials required for the setup and presentation of their booths.
- Non-sponsoring vendors may purchase a maximum of two booths/tables.
- The number of staff passes allocated to sponsors and vendors is determined based on the number of tables and/or the sponsorship package purchased.
- Staff Pass Allocation for Vendors:
  - 2 (two) staff passes are allocated for the first table.
  - 1 (one) additional staff pass is allocated for each additional table beyond the first.

\* Sponsorship fees are exclusive of VAT. A 20% VAT will be applied.





## Contact Us

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