Useful Information for Participants

Preparring for Your Trip

- Tourist Visa: Entry visa is required from some nationals including the U.S. Some nationals need to apply for visa in advance from the Turkish consulate in their city/country since airport visa is not granted to everyone. Please consult the website: http://www.mfa.gov.tr/MFA/ConsularInformation/ForForeigners/VisaInformation/
- If there's no need to apply for a tourist visa in advance, then simply stop by the VISA counter next to the passport/customs queues upon arrival. Sticker type visas are issued and allow staying in Turkey for up to 90 days. The cost of tourist visa for U.S. citizens is currently 20 USD or 15 Euros. You can pay cash, in US dollars or euros for entry visa. Present a valid passport and bring sufficient cash with you to facilitate this brief transaction. Just make sure that you obtain the visa before proceeding to the passport control.
- Conference dress code is business casual. Bring comfortable shoes and clothing for the afternoon cultural tours. The temperatures are expected to be within the range of 75F high and 56F low.
- Travel light and do not bring valuables with you. As in any other large city, be mindful of pickpockets when we are out on our city tours.
- Oasis company will be available to you throughout the conference to assist you with optional activities that are outside of the official program. In addition, a small number of graduate students from Marmara University will be on hand to advise you on getting around the city.

Arrival

- Pickup/delivery service from Istanbul Ataturk Airport can be arranged with Oasis company. Please contact Mr. Mehmet Karahan at Oasis directly (mehmet@oasis.com.tr).
- A taxi ride to Hilton Parksa Hotel should cost approximately 30 YTL (or around 25$), and should take approximately 30 minutes, depending on traffic. All official yellow cap taxis are equipped with meters. So, there is no need for bargaining with the taxi driver before or after ride. Just make sure that the meter is on.
- After passport check, and before claiming luggage, there are currency exchange bureaus, both on your left and right, where you can exchange some foreign currency for YTL (New Turkish Lira).

Hilton Parksa Hotel

- Our hotel is a relatively small, boutique hotel where we were able to get very favorable rates. Unfortunately, they have only a limited number of non-smoking rooms.
• The hotel is located in an excellent location, within minutes to shopping, restaurants, and other hotels. A 10- minute walk down the hill will take you to the Bosporus and the famous Dolmabahce Palace. A 10-minute walk up the street will take you to some of the nicest shops, boutiques, and cafes. A short taxi ride down the street will take you to a very interesting shopping district, called Besiktas. Taxi rides are fairly inexpensive in Istanbul. Also down the street is Swissotel, with a nice lounge, where some of our participants who could not find rooms at the Hilton Parksa are staying.

• Hilton Parksa has an arrangement with the main Hilton Hotel (a 15 minute walk or a very short taxi ride) that allows you to utilize their large swimming pool and other recreational facilities. This hotel (first Hilton franchise outside of the US) has a spectacular view of the Bosporus.

• The hotel has a small Business Center with two PCs and fee-based access to the Internet.

• Access to the Internet from guest rooms is possible with a password obtained from the hotel. The purchase of the password and access rates are: 1hr =$5, 24hrs = $20.

• Breakfast is included in your room rate. The cost of breakfast buffet for non-hotel guests is 22 US dollars/per day, payable to the hotel. Children under 6 are free.

• A buffet lunch is complimentary to all registered participants for the four days of the conference (5/27-30). The cost of lunch for each of your guests is 30 US dollars/per day, payable to the hotel. Children under 6 are free.

• Registered participants: if you are planning to skip any particular sponsored activity (e.g., a lunch), please let us know in advance as we can reduce our costs substantially by giving the hotel a more realistic headcount.

Conference Details

• CIMaR registration desk, together with an Oasis company representative, will be open from 9:00 am in the lobby on Friday, on 5/26. Upon arrival, please stop and pick up your registration materials. You can also sign up for additional city tours with Oasis company.

• Upon registration, all participants and their registered guests will receive a coupon for each activity (cultural tours, lunches and dinners) they have signed up for. Please do not lose these coupons as they will be your admission to each paid activity.

• All conference papers will be available to registered participants on a CD-ROM, thanks to our conference sponsors. Selected papers, after revision, will be eligible for publication in a special issue of the Advances in International Marketing, guest edited by Professor Esra Gencturk.

• Meeting rooms will be supplied with a PC and a projector for PowerPoint presentations. Please bring handout copies of your presentation.

• The authors of all accepted papers have been sent an e-mail by Professor Esra Gencturk outlining the technical support that is available as well as information about administrative details of the sessions such as handouts for audience, presentation time, and so on. Authors of work-in-progress papers should bring 4-6 page summary of their presentation for posting along with handout copies for distribution.
Useful Contact Information

**Hilton Parksa Hotel**
Address: Bayıldım Caddesi. No:12
Maçka 34357 Istanbul – Türkiye
Telephone:(+90 212) 310 12 00
Fax: (+90 212) 258-56 95
CIMaR Contact Person: Mr. Birol Ciklabakkal (birol.ciklabakkal@hilton.com)

For more information about Hilton Parksa, please consult the PDF file that is posted at our conference website.

**Oasis Travel Agency**
Address: Kurabiye Sokak 1/1
Beyoğlu, Istanbul – Türkiye
Telephone: (+90 212) 292 47 14
Fax: (+90 212) 292 47 97
Web: www.oasis.com.tr
CIMaR Contact Person: Mr. Mehmet Karahan (mehmet@oasis.com.tr)

USEFUL LINKS FOR INFORMATION for Istanbul, Turkey
*Istanbul International Festivals:* [http://www.istfest.org](http://www.istfest.org);