



Please reply to your nearest office:

We are interested in exhibiting at domotechnica İstanbul 2010.

Please send us a space proposal forsqm for our consideration.

We are interested to visit. Please send us visitor information closer to the event.

Name (Dr/Mrs/Ms)

Designation

Company

Address

Website

E-mail

Tel

Fax

Contact

**Forum
Fairs & Promotions Co. Inc.**

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Organizer Forum Fairs & Promotions Co. Inc.
Koelnmesse GmbH-GERMANY

Venue Expo Center İstanbul-TÜRKİYE

Program Layout 19 April 2010
Fair Date 22-25 April 2010
Dismantling 26 April 2010

Frequency Bi-annual

Year 2010

Visiting hours

The Fair will be open to visitors between 10.00 and 20.00.

** The fair will be available only for professional visitors on April 22-23, 2010 to be open to the general visit on April 24-25.

SUPPORTERS



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TÜRKİYE İÇİŞİLERİ BAKANLIĞI
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TÜRKİYE İÇİŞİLERİ BAKANLIĞI
TİCARET VE SANAYİ BAKANLIĞI



BEYSAD
WHITE GOODS
SUPPLIERS ASSOCIATION



kesid
THE ASSOCIATION OF TURKISH SMALL
HOUSEHOLD APPLIANCES INDUSTRIALISTS
AND MERCHANTS



TDDAYSAD
Association of Double Consumer Goods Sector Sellers



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ORGANIZATION



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we energize your business



FORUM
Fairs & Promotions Co. Inc.

DEADLINE

www.domotechnica-istanbul.com

30 January 2010

THIS FAIR IS ORGANIZED WITH THE PERMISSION OF THE TURKISH UNION OF CHAMBERS AND COMMODITY EXCHANGES (TOBB) IN ACCORDANCE WITH THE LAW NUMBERED 5174.



www.domotechnica-istanbul.com

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components**

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**Your
Gateway to new
Markets**

April 22-25, 2010
Expo Center İstanbul, TÜRKİYE



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While the white goods sector in Turkey becomes one of the important sectors of the industry with its high standards in product quality and diversity, its significance in terms of the market potential is also evident.

Turkey is a very attractive market for the firms producing household appliances thanks to the young population density in its population of 70 millions and the widespread nuclear family. In Turkey, where nearly 500,000 people get married each year, the approximate annual growth of 2.5% in the number of households is considerably above that of developed countries (1.5% as average).

The decreasing tendency of the young population ratio in many developed countries, mostly the European countries, causes a limited increase in the need for new houses and new household appliances as well.

In comparison with these conditions which are unlikely to meet the market need and the sector, the household appliances market and the amount of production are expected to continue to grow, if the economic stability is maintained in Turkey.

The Turkish white goods sector with high production and import rate increases its import, re-export and export rates day by day. Turkey is proximate to the Middle East, Asian and North African countries and the center of a great market on a very crowded and wide geography.

Besides, the developed foreign trade relations between Turkey and the Russian Federation, former Soviet republics, North African and the Middle East countries offer important opportunities for foreign exporters who are willing to reach these markets.

About the fair

The domotechnica + components Fair will be biannually held by the Koelnmesse GmbH and the Forum Fairs and Promotions Co. Inc. which organize the world's greatest white goods basic and supplier industries fair in order to make better use of Turkey's marketing advantages in its white goods sector.

The domotechnica + components Istanbul Fair to be organized in the 9th, 10th 11th halls at the World Trade Center in Istanbul on April 22-25, 2010 is also supported by the White Goods Suppliers Association (BEYSAD), the Association of Turkish Small Household Appliances Industrialists and Exporters (KESID) and the Association of Durable Consumer Goods Salesmen (DAYSAD).

The fair is expected to welcome purchase delegations from 21 countries, namely, Iran, Iraq, Syria, Sudan, South Africa, United Arab Emirates, Azerbaijan, Georgia, Ukraine, Belarus, Russia, Bulgaria, Albania, Algeria, Egypt, Greece, Kazakhstan, Libya, Morocco, Romania and Uzbekistan.

The domotechnica + components Istanbul Fair will become an important center of commercial relations thanks to visitors and purchase delegations particularly from the countries which are affected by the crisis on the minimum level.

Main product groups at domotechnica

- Large household appliances
- Small household appliances
- Components and equipment for large and small electrical appliances
- Designer kitchens
- Industrial kitchens
- Home automation
- Services

Visitor profile

Company officials
Wholesalers, Dealers and Retail Dealers
Purchase Officials
Production Managers
Distribution and Marketing Managers
Technical Officials, Research and Development Managers
Architects
Industrial Engineers
Service Sector, Associations and Unions, Sectoral Publishing Organizations

Cost of participation

- Price of Space Only from 12sqm. to 199sqm. USD 200/sqm
- Price of Space Only from 200sqm. to 499sqm. USD 180/sqm
- Price of Space with Shell Scheme Pack. 12sqm. to 199sqm. USD 230/sqm
- Price of Space with Shell Scheme Pack. from 200sqm. to 499sqm. USD 210/sqm

Above rates are not include (%18) VAT and will be added

Participation fee includes;

A) Space Only Area;

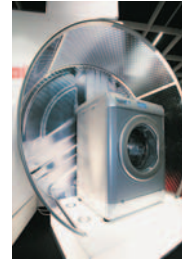
Only Electricity

B) Schell Scheme Area:

Stand Construction; 1 table, 3 chairs, 1 info desk and chair, 1 wastebasket, illumination of the stands as one spotlight in each 3m², carpet, frontal writing.

C) To all participants;

Including the information of the companies in the fair catalogue as 1 page,



Terms of payment

25% of the participation fee will be paid upon signing the contract and the remaining balance until April 16, 2010.

The bank account numbers for payments:

The following account numbers of Forum Fairs and Promotions Co. Inc.;

- Yapı Kredi Bank Meşrutiyet Bulvar Branch, USD Account Number (812) 61301696,
- Garanti Bank Siteler Branch, USD Account Number (016) 9092049

Extra materials and services

Any extra materials and services other than those included in participation fee will be separately chargeable (table, chair, shelve, display window, special booth, plasma TV, projector, curtain, telephone line, fax machine, refrigerator, hostess, translator, handling and customs services for foreign participants, etc.).

Promotion activities

The fair's brochure and e-bulleting will be sent to all relevant manufacturers and producers of goods and services for the sector, the fair's poster and fliers will be distributed, the information on the fair and invitation cards will be sent to Trade Consultancies in neighboring and surrounding countries, the fair's invitation cards will be made available for those who are concerned, billboards and canvas posters will be put up and the fair will be advertised in local editions of newspapers and announced on radio and television channels broadcasting in the region prior to the fair.

Fair's catalogue

The fair's catalogue will be printed in 14x21 cm. The participants will be able to place a colored ad on the catalogue to be distributed to relevant institutions and organizations and sold to visitors.

Advertising fees

Bookmark	: 2.500 USD + VAT
Colored Rear Cover	: 2.000 USD + VAT
Colored Endpapers	: 1.000 USD + VAT
Colored Inner Pages	: 500 USD + VAT

Commercial films should be sent by the advertiser. The framed commercial films should be prepared 1 cm smaller than the page size.

Travel and accommodation

The travel and participation will be organized by tourism and travel agency which is side foundation of Forum Fairs and Promotions Co. Inc. for the participants from outside Istanbul. Phone: +90 312 473 87 81-82

