

# IDEAL HOMEX

HOUSEWARES FAIR • ISTANBUL

## EXHIBITING BROCHURE

**23-26  
MARCH  
2017**

TUYAP EXHIBITION CENTER  
VISITING HOURS: 09:30 - 19:00

**Turkey**

Discover  
the potential

*Passionate*  
— ABOUT —  
HOUSEWARES





# Where People and Products Meet

Be part of the beautifully curated world of **Ideal Homex**, Istanbul's international event for creative retailers from across Turkey and beyond

 [idealhomefair.com](http://idealhomefair.com)   [idealhomefair](https://twitter.com/idealhomefair)  [idealhomex](https://www.instagram.com/idealhomex)  [idealhomexfair](https://www.youtube.com/idealhomexfair)

**Turkey**  
Discover  
the potential

[WWW.IDEALHOMEFAIR.COM](http://WWW.IDEALHOMEFAIR.COM)



# Product Profile

- Glass, Porcelain and Ceramics
- Stainless Steel Products
- Plastic Homewares
- Electrical Appliances
- Kitchenware
- Decorative products and Giftware

# Powerful Brand Heritage

Ideal Homex has grown and evolved over the last 12 years, creating a loyal following from the very best Turkish and international buyers from across Eurasia, The Balkans, The CIS, The Middle East and North Africa.





# A diverse range of key buyers create the right balance

Our visitors come from a wide range of sectors and represent the whole buying landscape: the very best department store buyers, multiples, buying groups, independent retailers, online retailers, interior designers and contract buyers, from across Turkey and beyond. It's a diverse mix that we have carefully developed in order to achieve the right balance. We really look after our visitors with initiatives like our matching programme, to help make the Ideal Homex experience as positive, effortless and conducive to business as possible for everyone.

# Visitor Profile

- Professional purchasing delegations
- Chain store purchasing managers
- Independent retailers
- Wholesaler & retailer organisations
- Dealers & distributors
- Owners/operators of hotels & restaurants
- Catering & hospitality companies
- Corporate gift buyers
- Designers
- Manufacturers and import representatives
- National and international press.



# NEW FOR 2017

Our unrivalled business matching programme connects buyers with sellers in a unique environment on the show floor.

The Trend Area has been expanded across all of Ideal Homex's sectors attracting a rare and exciting collection of extraordinary new talent.

## **Ideal Homex is built on 12 years of commercial success.**

Ideal Homex is constantly evolving to ensure the event remains the destination of choice for discerning, design-led brands and buyers. You'll see a consistent design ethos throughout and we will continue to develop the distinguishing characteristics for which our events are highly regarded and respected.





## **Beautifully merchandised, edited content**

- You know you'll be in good company

## **Commitment to supporting the industry**

- Which keeps bringing key buyers to the show

## **A warm and friendly atmosphere**

- An enjoyable place to do business

## **The quality and mix of buyers**

- Meet the whole market

## **Major international event**

- Offering a rare depth and breadth of quality product choice

## **Beautiful show design**

- An exquisite showcase for your products

## **Deep sector knowledge**

- Enables us to innovate, creating new opportunities for you

## **Our location in Istanbul**

- One of the world's most exciting creative and retail centres



# The proof is in the numbers

**25,000** Trade Visitors

Orders placed in excess of **TL160million** at the **2015** event

**89%** of visitors are key decision makers

**76%** place an order as a result of their visit to **Ideal Homex**

**95%** see Ideal Homex as a must-attend show

From over **72 countries**



# The Facts

---

300

EXHIBITORS

250

VIP GUESTS

25,000

VISITORS

75,000

SQM EXHIBITION  
AREA

VISITORS FROM

72

COUNTRIES



# Making the most of our year-round marketing campaign

*To help you generate the best possible business from your presence at the show, we encourage you to take advantage of the FREE marketing opportunities available to you including:*

## ■ **Exposure Across Promotional Campaign**

Direct marketing, e-marketing, web marketing, advertising, social media and PR

## ■ **Online Company Profile**

Contact details, logo, product images, 150-word description and link to your website

## ■ **Dedicated PR**

Working alongside our exhibitors to achieve press coverage both in Turkey and abroad

## ■ **Co-marketing opportunities**

To help promote your participation at the show via web banners, e-signatures and invitations (printed and digital)

## ■ **SEO**

Tips to help Search Engine Optimisation to improve your Google page ranking

## ■ **VIP Upgrade**

Opportunity to upgrade your key buyers to VIPs gaining them fast track access to the show

# 2 Million + market reach

Ideal Homex and Zuchex are featured in key media titles in Turkey and through our network of overseas media partners across trade magazines, newspapers, consumer publications, bloggers, TV and radio.

## I Social Media support





# Industry support

Ideal Homex is proud to have the active support of Zucder, the Turkish Housewares Association, who provide valuable insights into market trends, extensive marketing support and who are a powerful lobbying body acting on behalf of the industry at large.







# Glorious Istanbul

Istanbul is a fantastic place to visit, with many historical monuments and a strong cultural heritage. It occupies a unique position, straddling two continents; Asia and Europe. Consistently listed as one of the top cities in the world to visit, Istanbul is also a great place to do business.

It's a natural trading hub and as a result more than 30% of Turkish GDP activity originates in Istanbul.

# How to apply to participate

If you would like to find more information about the marketing opportunities available, please contact us. A member of the marketing team will be happy to assist you.



## Secure your place

If you are interested in exhibiting, please contact us today

- 📍 ISTOC Oksuzogullari Plaza E-1 Blok Kat:7  
No:71 Bagcilar - Istanbul / TURKEY
- ✉ [info@idealthomefair.com](mailto:info@idealthomefair.com)
- ☎ +90 (212) 292 60 31

# 12<sup>th</sup> Ideal Homex Fair Plan

- **HALL 2**  
Glass, Porcelain, Ceramics
- **HALLS 3-4-10**  
Stainless Steel Products
- **HALLS 4-5**  
Plastic Homewares
- **HALL 6**  
Electrical Appliances
- **HALLS 7-8-9**  
Kitchenware, Decorative Products and Giftware



