

ISK-SODEX ISTANBUL

International Exhibition for HVAC&R,
Pumps, Valves, Fittings, Water Treatment
and Insulation

4-7 May 2016
Istanbul Expo Center
Istanbul ■ Turkey

www.sodex.com.tr



Deutsche Messe



Welcome to Eurasia's Leading HVAC&R Event



The HVAC industry plays a major role in Turkish economy not only in meeting the demands in the rapidly growing domestic market but also with its increasing export to international markets where global competition is high. Having set its vision for 2023 as reaching an internal and external market volume of 55 billion USD, the industry's export for 2014 increased 5.4% compared to the last year and reached 4.5 million USD.

As Hannover Messe Sodeks Fuarçılık, we are preparing to bring together all the players in the industry in ISK-SODEX 2016 Exhibition and present the latest technologies and innovations in the industry to our visitors.

We are inviting you to book your place in ISK-SODEX Exhibition, the most significant HVAC&R meeting of Eurasia to be held in Istanbul Expo Center on May 4th-7th, 2016.

Best regards,
Alexander Kühnel
General Manager
Hannover Messe Sodeks Fuarçılık A.Ş.

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Emerging Economy and Progressive Potential of Turkey

ISK-SODEX confirms its success by being an ideal platform for professional dialogue between Turkish and international specialists, distributors, manufacturers and establishing valuable new contacts and networks in the region.

Dynamic, democratic and with a progressive spirit of innovation Turkey gives a high priority to international business development.

Turkey's young and dynamic population seeks high quality products. Many companies reveal their latest product and service innovations at ISK-SODEX.

Turkey is an emerging market which is in the process of rapid growth and industrialization. Recently, a remarkable dynamism has been observed in Turkey. Turkey has the world's 15th largest GDP-PPP and 17th largest Nominal GDP. The country is a founding member of the OECD and the G-20 major economies. Turkey is a country which has a wide range of products as a result of massive production and importation.

Istanbul is the heart of the country's economy, culture and history. With a population of 14 million, Istanbul is also the largest city in Europe. It has a strategic position between Europe and Asia and is connected to all over the world with direct flights.

Top 5 Reasons to exhibit at ISK-SODEX 2016

1.

High Internationality

International exhibitor number increased 16% in the last edition. 84.816 visitors visited ISK-SODEX 2014 Exhibition. 9050 of them were international visitors. Buyer delegation programme will be applied by the support of the Turkish Ministry of Economy. In 2014, 62 countries from all over the world were included in the programme.

2.

Way of success in the region

Turkey has the world's 17th largest economy. Istanbul is the biggest city in Europe continent. Organized by Hannover Messe Sodeks Fuarçılık A.Ş., ISK-SODEX is the most important business and marketing event for the companies who would like to have presence both in Turkey and surrounding countries.

3.

Right Network Opportunities

Professional visitors of last edition were mainly from Europe and other important countries for the sector. 80% of visitors were decision makers.

4.

Required Experience for the sector

ISK-SODEX is an event which, both national and international exhibitors and visitors look forward to take place as it offers to exhibitors and visitors to keep up with the latest innovations and developments in the sector and it recorded a big development since 1997, the date it has been first organized.

5.

Long-Term Successful Cooperations with national and international media

By using all possible means of communication, ISK-SODEX has intensive publicity advantages in different channels. Advertisements in 6 different biggest daily newspapers with highest circulation; TV advertising of 1264 seconds on national channels and radio broadcast campaign at top radio stations with 388 spots and Total 22 Ads in the 10 International Sector Magazines.

ISK-SODEX facts and figures

53,535 m²

Net stand area

84,816 visitors

From 126 countries

1,331 exhibitors

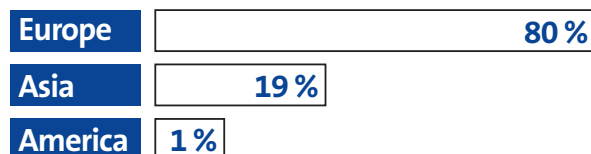
From 45 countries

* Including co-exhibitors

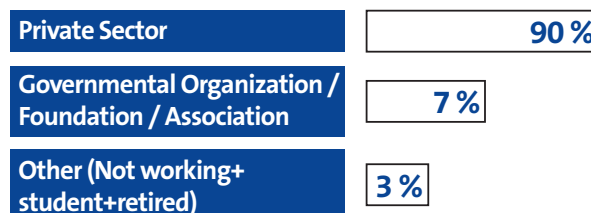
27 countries participated with buyer delegations

Algeria, Azerbaijan, Bosnia Herzegovina, Cameroon, Croatia, Georgia, Greece, Iran, Iraq, Israel, Jordan, Kazakhstan, Kyrgyzstan, Kosovo, Kuwait, Lebanon, Macedonia, Morocco, Poland, Romania, Russia, Serbia, Tunisia, Ukraine, Uzbekistan, Vietnam, Yemen

Exhibitor breakdown by continents



Visitor Structure



Visitor breakdown by continents

2%

America

93%

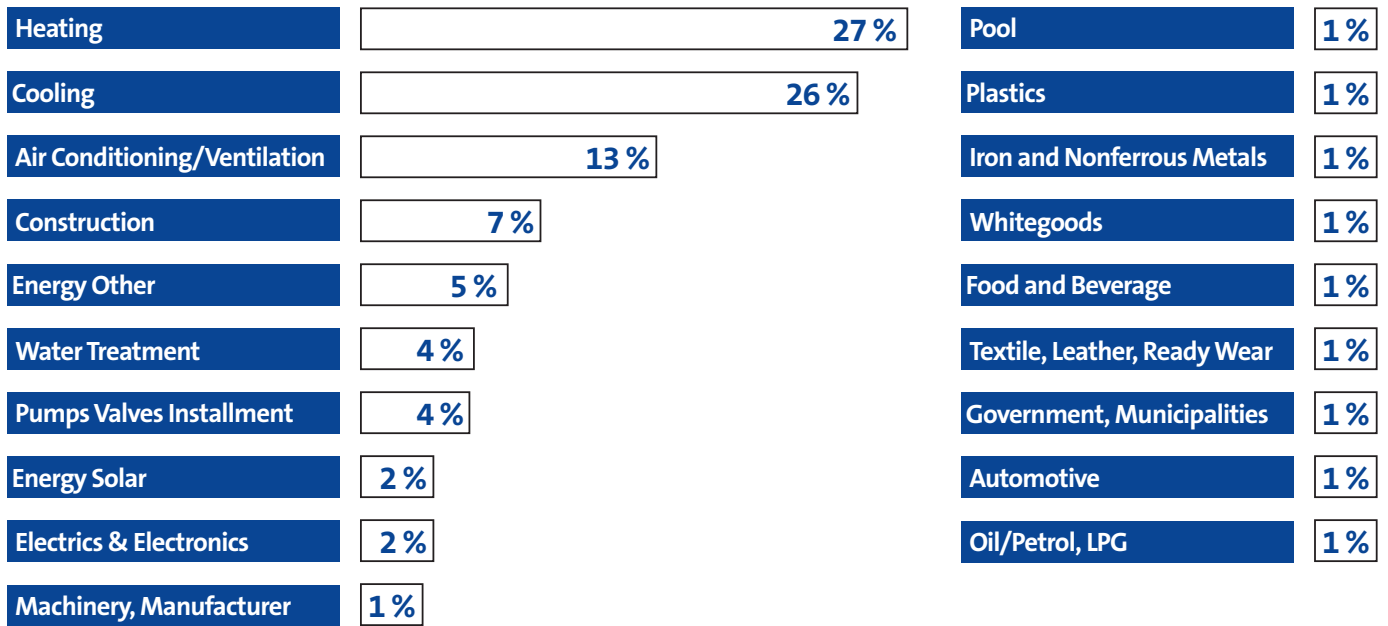
Europe

3%

Africa

* Turkey is included in Europe continent.

Private Sector Distribution



2%

Asia

80%

Decision Maker
Visitors

92%

Satisfied Visitors

Testimonials of 2014

Hırat KALATAŞ - Vice Coordinator of Marketing and Sales Support Group - ALARKO CARRIER SAN.TİC.A.Ş.:



'ISK-SODEX is an extremely important exhibition. In fact, it grows faster than the sector. The reduction in heating-ventilation markets which observed in the last two years has not reflected in the exhibition. We are participating to the exhibition since its first time and we do not have any different idea about participating to the exhibition.'

We see ISK-SODEX as a meeting point rather than product presentation. People can find the information they need about the product from the internet. They do not have the thought as to come to the exhibition and see the products. ISK-SODEX is a kind of sectoral fest which is organized biennially. Its the meeting point of the competitors, partners, suppliers, distributors and services. Actually the visitor profile has changed accordingly. We have built our stand's concept this year according to this thoughts.'

Tunç Korun - CEO - FORM ENDÜSTRİ ÜRÜNLERİ TİC. A.Ş.:



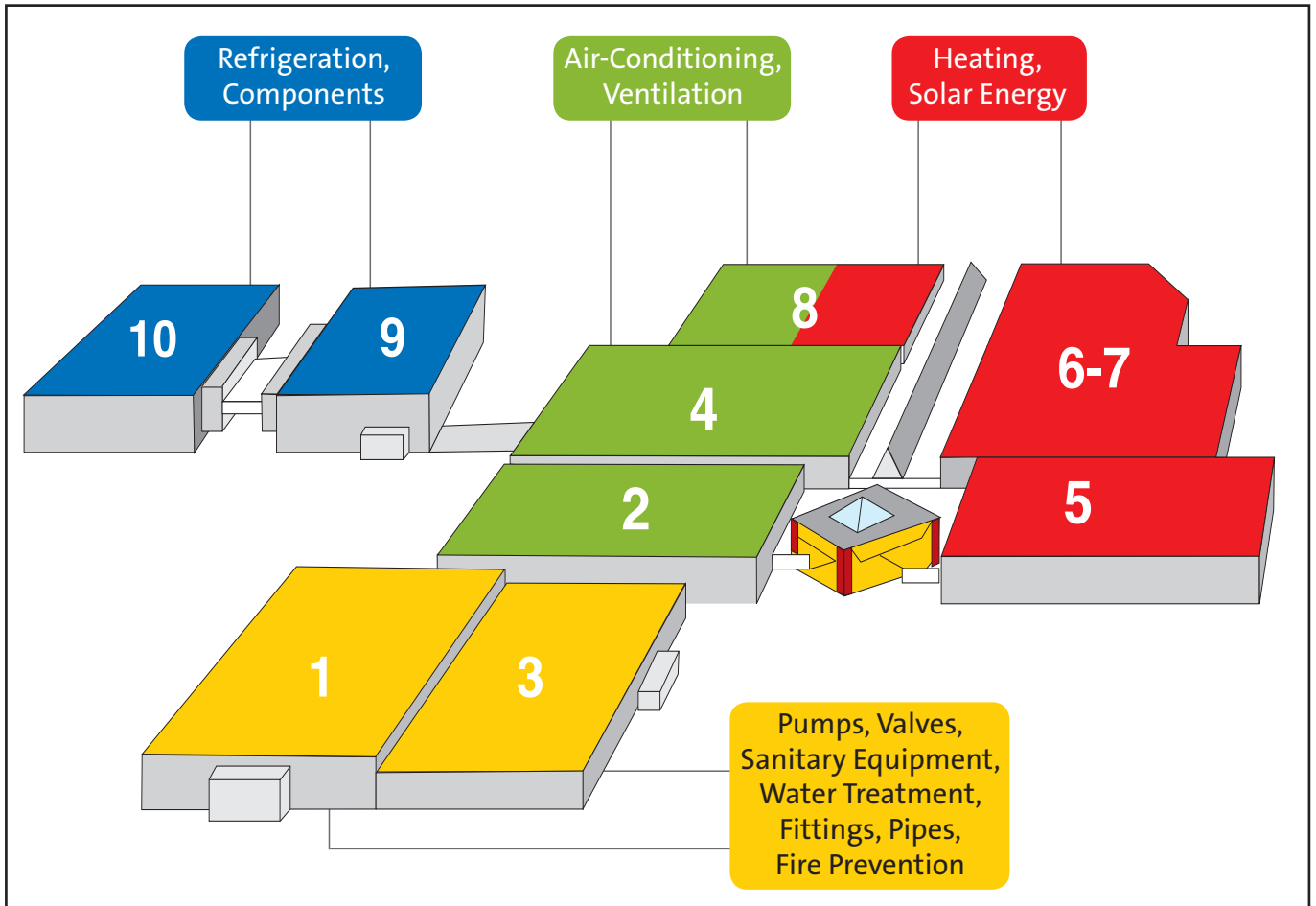
'Air conditioning sector is developing in Turkey depending on this ISK-SODEX Exhibition is also expanding so successfully. As can be seen in this year international exhibitor and visitor numbers are increased, we had met with more professional visitors during the show. We as Form company achieved our goal with meeting current and potential customers during the Sodex show. We will participate ISK-SODEX 2016 exhibition and if possible we would like to enlarge our space in next exhibition.'

Murat UMMAN - Sales Manager - İMEKSAN İZMİR MENFEZ SAN. TİC. VE A.Ş.:



'We observe that ISK-SODEX Exhibition has increased its effectiveness in recent years. We participate many abroad exhibitions such as in UAE, USA, ITALY, RUSSIA, BRAZIL. We know that exhibitions are so important. Here we can see in this exhibition has increased has a leading role in the sector. I would like thank the organizer as well as all other parties who has helped for this great event to take a place.'

Map of Exhibition Grounds



Participation Options

SPACE ONLY

- 1- side open** - 240 Euro / sqm
- 2- sides open** - 255 Euro / sqm
- 3- sides open** - 270 Euro / sqm
- 4- sides open** - 285 Euro / sqm

Cost for space only includes:

- Catalogue entry
- Exhibitor passes
- Rent for the booth area only
- * The prices are subject to 18% V.A.T

OPTION 1



Total cost for a **SHELL SCHEME** booth includes:

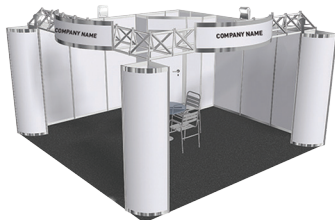
BASIC: 25 Euro / sqm (Shell scheme can be chosen 12 sqm to maximum 50 sqm)

- Stand Construction
- Side and Rear Partitions
- Blue Carpet (Standard)
- Basic Electricity (220 Volt~ 50 Hz)
- Signboard with Company Name
- Illumination with 1 Spot Light / Per 3 sqm
- Catalogue Entry
- Exhibitor Passes
- Dismantling

* Drawing is a sample and it could be changed

* The prices are subject to 18% V.A.T

OPTION 2



Total cost for an **EPHESUS** booth includes:

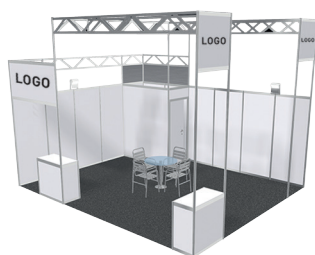
EPHESUS: 55 Euro / sqm (The stand request has to be minimum 16 sqm)

- Stand Construction
- Side and Rear Partitions
- Blue or Gray Carpet
- Basic Electricity (220 Volt~ 50 Hz)
- Signboard with Company Name
- Illumination with 1 Spot Light / Per 3 sqm
- Catalogue Entry
- Exhibitor Passes
- Dismantling
- 1 Lockable Storage
- 1 Table
- 3 Chairs

* Drawing is a sample and it could be changed

* The prices are subject to 18% V.A.T

OPTION 3



Total cost for a **TROY** booth includes:

TROY: 75 Euro / sqm (Electricity connection is charged as per requested kW. The stand request has to be minimum 24 sqm.)

- Stand Construction
- Side and Rear Partitions
- Blue or Gray Carpet
- Basic Electricity (220 Volt~ 50 Hz)
- Signboard with Company Name
- Illumination with 1 Spot Light / Per 3 sqm
- Catalogue Entry
- Exhibitor Passes
- Dismantling
- 1 Lockable Storage
- 1 Table
- 4 Chairs
- 2 Information Desks

* Drawing is a sample and it could be changed

* The prices are subject to 18% V.A.T



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Events Worldwide



Pool Expo
May 4-7, 2016
Istanbul, TURKEY



ClimatAquaTEX
May 11-14, 2016
Krasnoyarsk, Russia



teskon+SODEX
2017
Izmir, TURKEY



SODEX ANKARA
May 2017
Ankara, TURKEY

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Businessmen Association



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Refrigeration
Manufacturers Association



IZODER
Association of Thermal
Insulation, Waterproofing,
Sound Insulation and
Fireproofing Material Producers,
Suppliers and Applicants



Turkish Society of
HVAC &
Sanitary Engineers

Supporter Associations



Boller and Pressure
Vessel Manufacturers
Association



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Refrigeration Industry
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