

Remote International Exhibitor Package



**SEP 8-9, 2021,
DEALER DAYS**

**BUSINESS CONNECT
PROGRAM**

A row of four circular icons: a blue gear, a wood grain texture, a handshake, and a circular saw blade.

**OCT 9-13, 2021
WOODTECH FAIR**

**TUYAP FAIR & CONGRESS
CENTER, İSTANBUL**



**OCT 9-13, 2021
REMOTE EXHIBITOR
DEALER DAYS**

**BUSINESS CONNECT
PROGRAM**



**OCT 14- NOV 31, 2021
ONLINE
NETWORKING**

**BUSINESS CONNECT
PROGRAM**



CENTRAL EURASIA IS WHERE EASTERN EUROPE MEETS CENTRAL & SOUTHWEST ASIA

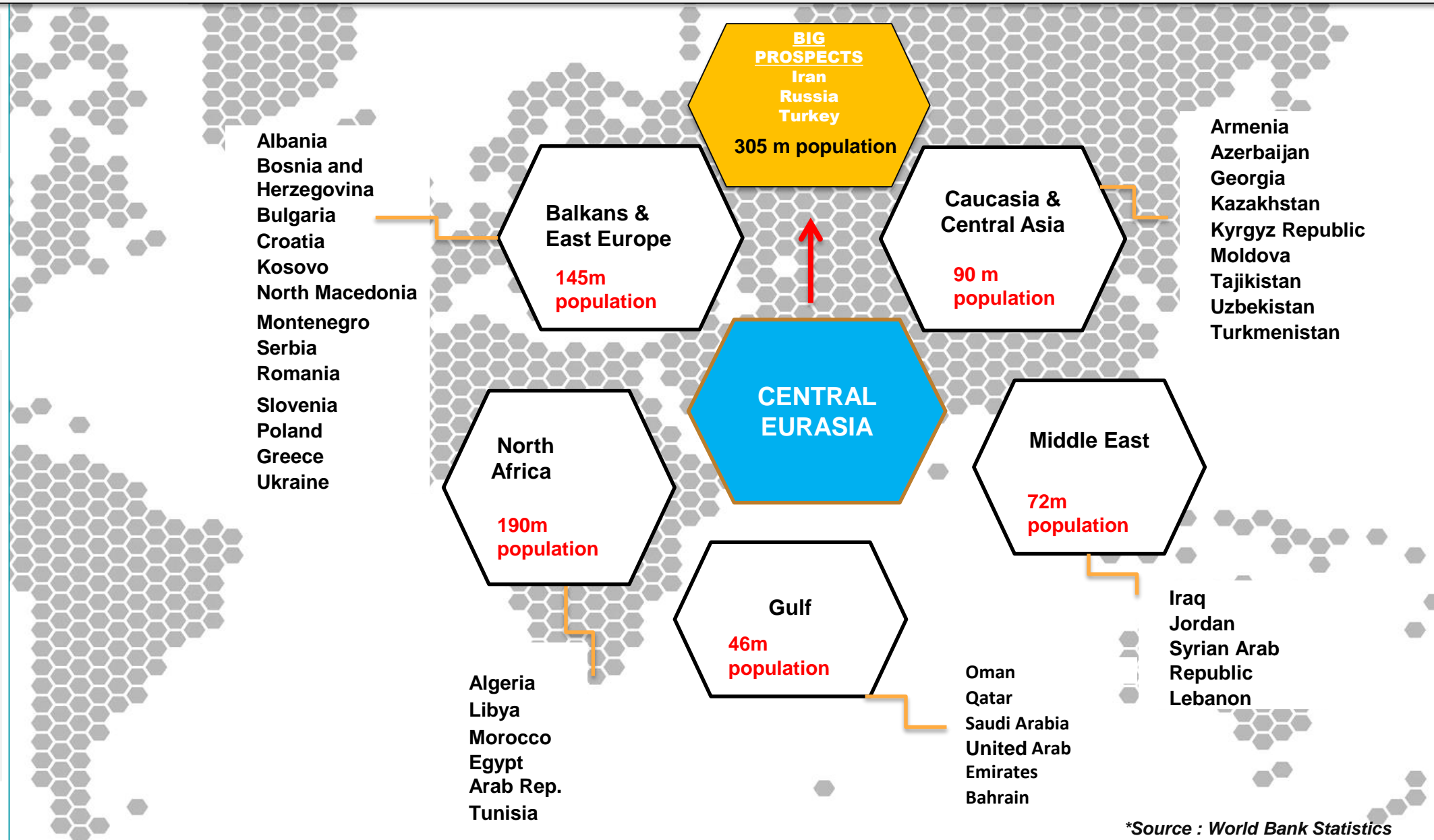
39

countries

28

Countries can travel to Turkey without visa restriction.

Visa-free travel to Turkey is a benefit for the Middle East and Russia, increasing the opportunity for participants in **WOODTECH** to meet visitors from these regions and to find new business.



*Source : World Bank Statistics

Why Turkey?

Turkey is one of the rare countries where fairs are allowed to be held in this region under pandemic circumstances

- Countries in the Balkans, on the Black Sea Coast, the Caucasus, Russia, West and Central Asia, the Middle East and North Africa make up the largest buyer groups to visit WoodTech.
- The countries within the neighboring Eurasia region provide the most important markets for the wood processing sector in Turkey, thanks to their purchasing power, cultural bonds and commercial potential.
- Development needs in the Eurasia area are high, making WOODTECH the key international platform for creating business relationships and opportunities.
- The opportunity of contacting new business partners who have a high demand for forestry products from Turkey and its neighboring region.



Istanbul has a three-hour flight time from most of the region, making it easily accessible and reinforcing the importance of the WoodTech Fair for the whole of Eurasia

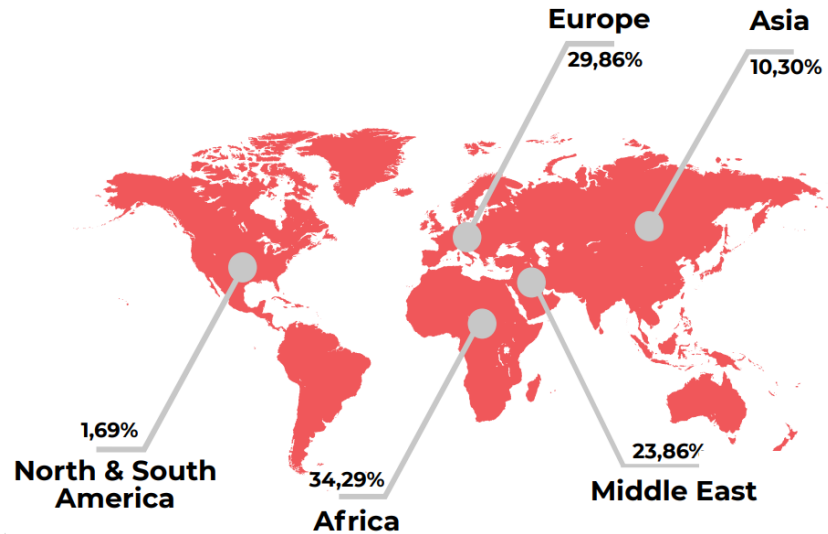
WoodTech 2020 was successfully performed on October 10-14, 2020

WOODTECH
HYBRID+



Visitor Statistics of WoodTech Fair 2020

Visitors by Region



Top 10 Visiting Countries

- Bulgaria
- Kosovo
- Libya
- Russia
- Serbia
- Ukraine
- North Macedonia
- Bosnia and Herzegovina
- Iraq
- Iran

WoodTech is a dominant wood processing machinery event not only in Turkey but also in the neighboring region that attracts visitors.

- Due to travel restrictions and the pandemic circumstances WoodTech 2020 had fewer onsite visitors as expected compared to the 2019 edition.
- Despite the limited international visitors came from 60 countries, exhibitors were quite satisfied with the **quality of international visitors**
- More visitors from both domestic and foreign markets are expected in the 2021 edition as in the 2020 edition. In 2019 ;
 - **11.642** International Visitors
 - **77.637** Professional Visitors in Total

Visitors' Profile

- Company Owner, Partner, General Manager, CEO, Purchase Managers
- Carpenters
- Furniture Manufacturers
- Wood&Forestry Buyers
- Machinery Distributors
- Dealers

Visitor Numbers in 2020

6.382 Total Visitors
5.413 Domestic Visitors
569 International Visitors
60 Visiting Countries

WoodTech Fair- October 9-13, 2021



Why should you participate with Remote Package?

Remote Exhibitor Packages are offered for exhibitors who cannot physically arrive at the show from their country.

- Make the best of our online networking platform at the comfort of your own office and home.
- Attend only the online meetings with people who are solely interested in your products and services in certain time frames to secure the best outcome possible.
- We handle your booth at the live event and your assigned representative in your booth will take care of all your onsite visitors, while you are keeping a close eye on what is going on.
- Find new and reliable clients and business partners in Turkey and its surrounding region without even traveling for the live event.
- We provide a sustainable communication that is not limited with the event dates. You have more than a three month of time to search, find, network, evaluate, and finalize your business process.



Do not miss the opportunity of contacting new business partners who have a high demand for wood processing machinery products from Turkey and its neighboring region.

Remote Exhibitor Package offers a greater show experience with the advantages of digital world

Remote Exhibitor Package

LIVE EVENT

Onsite Exhibitor

- Physical stand at the live event
- Free participation with **Basic+ Package** in Business Connect Program* (Online Event)
- Live meetings with all visitors during event via **interpreter who will**
 - Explain your products and connect the visitors to you online
 - Collect business cards and hand out brochures/samples.
(Exhibitors will send the product/technology information to the interpreter before the start of the live event)
- Dedicated e-mail campaign to VIP buyers and visitors
- Free lead-scanning with mobile app

Online Exhibitor

- Digital stand including online product showcase
 - The digital stand contains company information, company introduction video, products and more.
- Benefits of all Business Connect Program services
 - Send meeting requests
 - Schedule online meetings
 - Have video call
 - Share documents
 - Chat functionality
- Holding your meetings at the comfort of your office
- Online round-table meetings

Basic+ Package is offered to the remote exhibitors as a part of the remote exhibiting plan!

Onsite Visitor

- Face-to-face networking
- Pre-arranged meetings via event web site and online platform
- All mobile app services

Online Visitor

- Access to the digital platform
- View digital stands by products
- View digital stands by field of activity
- Online meetings + chat functionality
- On-demand content post-show

BUSINESS CONNECT PROGRAM



| PACKAGE | BUSINESS CONNECT PROGRAM (ONLINE EVENT) | | REMOTE PACKAGE INFO DESK (LIVE EVENT) | | REMOTE PACKAGE 6 SQM (LIVE EVENT) | |
|---|--|---------------------------|---|--------------------------|---|--------------------------|
| | BASIC+ | PREMIUM | BASIC+ | PREMIUM | BASIC+ | PREMIUM |
| Number of company field of activity shown on digital platforms (field of activity will be chosen from the list of event scope) | 7 | 10 | 7 | 10 | 7 | 10 |
| Choosing your field of activity to be included in the Smart Matchmaking System | 7 | 10 | 7 | 10 | 7 | 10 |
| Number of your products to be displayed on digital platforms | 15 | 30 | 15 | 30 | 15 | 30 |
| Content per showcased product(photo, video, document) | 3 | 10 | 3 | 10 | 3 | 10 |
| Adding a document video about your company | 3 | 5 | 3 | 5 | 3 | 5 |
| Adding a video about your company | 1 | 1 | 1 | 1 | 1 | 1 |
| Adding «Featured Product» | 1 | 3 | 1 | 3 | 1 | 3 |
| Highlighted in the company list in the product category | - | 1 product group | - | 1 product group | - | 1 product group |
| Social media content | 1 | 3 | 1 | 3 | 1 | 3 |
| View the visitor's profile and send a direct message via Business Connect Platform (ONLINE) | Up to 150 message | Up to 300 messages | Upto 150 message | Upto 300 messages | Upto 150 message | Upto 300 messages |
| Company representative contact information on Business Connect Platform (ONLINE) | 3 | 10 | 3 | 10 | 3 | 10 |
| Participation in Business Connect Platform after the physical show (for 3 months)” (ONLINE) | Up to 150 message | Up to 300 messages | Upto 150 message | Upto 300 messages | Upto 150 message | Upto 300 messages |
| Camera | - | - | Shared for 4 desk | Shared for 4 desk | ✓ | ✓ |
| Computer | - | - | Shared 4 desk | Shared for 4 desk | ✓ | ✓ |
| Interpreter (only English) | - | - | Shared for 4 desk | Shared for 4 desk | ✓ | ✓ |
| LCD Scred for booth | - | - | - | - | ✓ | ✓ |
| Info Desk | - | - | ✓ | ✓ | - | - |
| Standard stand (Wall Panels - Stand Fascia - Carpet - 4 spot Lights) *Company posters can be pasted on the wall panels | - | - | - | - | ✓ | ✓ |
| PACKAGE PRICES | 1350 Euro | 1.950 Euro | 2.400 Euro | 3.050 Euro | 3.700 Euro | 4.250 Euro |

MEETINGS :

- The number of messages sent to the visitors varies depending your package option.
- In order initiate video call or chat with the visitors your meeting request messages must be accepted

- VAT will be added to all prices.



WoodTech Fair HYBRID+ ONLINE NETWORKING THROUGH BUSINESS CONNECT

Live event's advantages combine with the opportunities of the digital world!

Through Business Connect Program offered as part of WoodTech Fair Hybrid+ our exhibitors and our no-show visitors can keep in touch with each other virtually and they will still be able to connect, network and do business.

WoodTech Fair Hybrid+ offers online and onsite meetings between exhibitors and visitors through Business Connect Program.

Our exhibitors are only one click away from their potential buyers or business partners thanks to Business Connect Program

International exhibitors who cannot travel to Istanbul, Turkey on the occasion of WoodTech Fair 2021 due to the current travel restrictions can be part of our digital platform

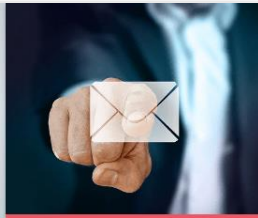


What does Business Connect Program offer?

Business E-Mail Recommendations

Get the most of the event

BUSINESS CONNECT
PROGRAM



E-MAIL RECOMMENDATIONS

We recommended you the visitors of their interest

Online Directory

Visitors can find the detailed list of exhibitors online

BUSINESS CONNECT
PROGRAM



THE EASIEST ACCESS TO THE EXHIBITORS

Visitors have easy access to the list of exhibitors and their products on WoodTech Fair web site and mobile app.

Online Product Showcase

Exhibitors can showcase their products online

BUSINESS CONNECT
PROGRAM



SHOWCASE YOUR PRODUCTS

The details, images, videos of products and any services of exhibitors can search before, during and after the event.

One-to-One Online Meetings

A quality networking experience

BUSINESS CONNECT
PROGRAM



SCHEDULE YOUR ONLINE MEETINGS

Smart match-making allows the most efficient online meetings, bringing exhibitors and visitors together virtually according to their interests.

Online Roundtable Meetings

Ideal solution for group meetings

BUSINESS CONNECT
PROGRAM



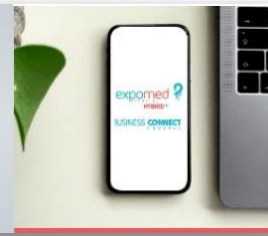
PLAN YOUR GROUP MEETINGS DIGITALLY

Exhibitors stay in contact with visitors and still schedule virtual group meetings.

Mobile Application

All you need to know about the event is in one app

BUSINESS CONNECT
PROGRAM



EVERYTHING ABOUT THE SHOW IS IN YOUR DEVICE

All you need to know about the event is in this application from exhibitor list to your meeting agenda and favorites.

Experience the Event at Your Office

Track the online visitors at the comfort of your own office

BUSINESS CONNECT
PROGRAM



REMOTE ATTENDANCE TRACK ONLINE VISITORS AT YOUR OWN OFFICE

You can now experience the exhibition at the comfort of your own office. Even if you are not in your booth at the live event physically you can still track the online visitors via Business Connect Program



Exhibitors and visitors discover new distributorship opportunities on this digital platform.

- Visitors and exhibitors view their favorite profiles.
- Schedule your onsite meetings prior to event.

You can simply Schedule your meetings online in October 1-8, 2021 for a hustle-free show experience

WoodTech Fair
OCT 9-13, 2021
Tüyap Fair & Congress Center, İstanbul

Online networking with WoodTech Hybrid+
Exhibitors and visitors have 6 weeks from **October 14- November 31, 2021**

- Follow network
- Follow up their meetings
- Catch up their remaining business
- Find new clients and suppliers

virtually on the **Business Connect Program.**



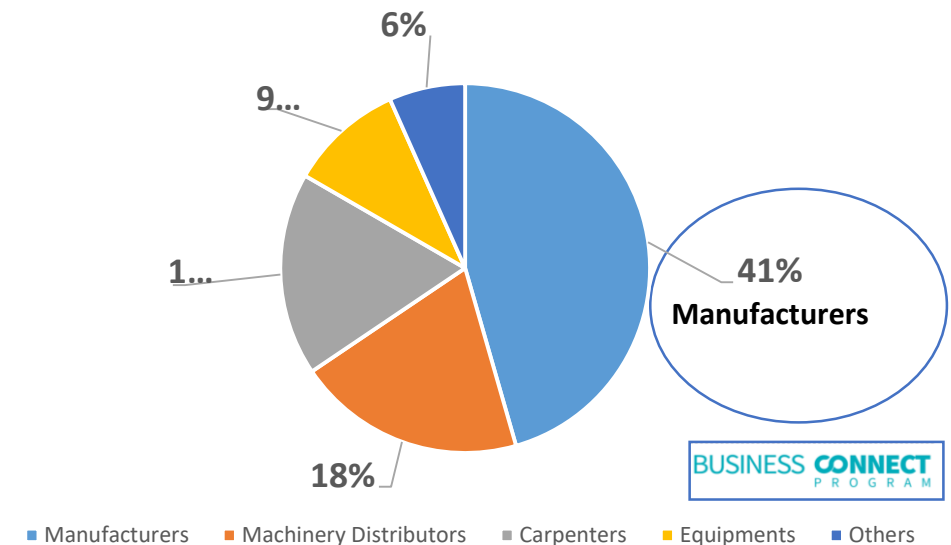
Are you looking for dealers from Turkey and the Eurasian region?

If so, we would like to welcome you to join the Dealer Days that is organized as part of the Business Connect Program during the live event. Even if you are not present at the live event, you still can access the visitor data from Turkey and abroad that are registered as dealer.

What should the exhibitors do?

- In order to find the best matching dealer, **please complete your profile on exhibitor directory accordingly.**
- Then all you have to do is to use your account at the comfort of your own location.
- Go through the dealer data that best fits your needs, and **send meeting request messages** to the visitor's personal inbox (# of sent messages depends on your package option)
- Following your message if your meeting request is accepted by the visitor, then you can start your communication either via chat or video call.
- Dealer requests to you through this platform, as well.
- Pre-arrange your meetings before the virtual event starts. (Business Connect Program)
- Demonstrate your company introduction video and host your potential customers virtually.

Online Visitor Groups



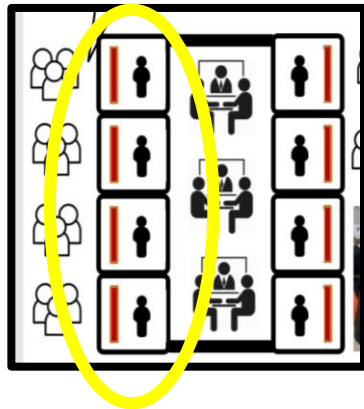
INFO DESK

What does your info desk include?

- **Basic+ Online Package** is included free of charge as a part of this package
- **Extra visibility for exhibitors during live event**
- **Info Desk**
 - Interpreter for 3 days*
 - Camera*
 - Computer*

*Shared for 4 info desk

Premium Package : 3.050 € + VAT
Basic+ Package : 2.400 € + VAT

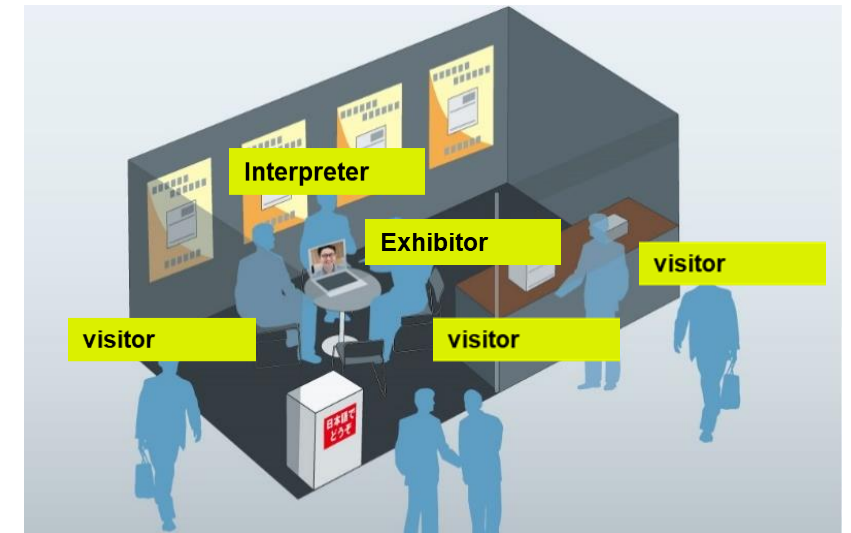


BOOTH - 6 SQM

What does your booth include?

- **Premium Online Package** is included free of charge as a part of this package
- **Extra visibility for Exhibitors during live event**
- **Standard stand (Wall Panels - Stand Fascia - Carpet - 4 spot Lights - 6 sqm)**
 - Dedicated interpreter for 3 days
(Training is offered to the interpreter before the live fair,)
 - Camera
 - Computer
 - Screen for promo video, etc.

Premium Package : 4.250 € + VAT
Basic+ Package : 3.700 € + VAT



- Booth setup with Rental Display System and decoration will be arranged by Show Team
- Exhibitors will send the product/technology information to the interpreter prior to the Show

BUSINESS CONNECT PROGRAM

- Display products on the digital platform & event web site
Content for per product displayed on the platform (photograph, video, document)event web site & digital platform
- Authorized contact information
- Add documents about the company event web site & digital platform
- Add video about the company event web site & digital platform
- Add "Featured Product« event web site & digital platform
- Product group to be included in -Business Connect Program
- Stand out in the list of companies in the product category event web site
- Dedicated social media post for company
- View Profile of Visitors via Business Connect Platform
- Send Meeting Request to the Visitors via Business Connect Platform
- Participation in Matchmaking with onsite /onsite visitors via Business Connect Platform after the three months of the fair

Premium Package : 1.950 € + VAT
Basic+ Package : 1350 € + VAT

MEETINGS :

- The number of messages sent to the visitors varies depending your package option.
- In order initiate video call or chat with the visitors your meeting request messages must be accepted by the visitors.
- Message sending rights will be defined for each online activity according to the package . It will not be transferred to the next event.

In addition to face-to-face networking you can now keep in contact virtually through Business Connect Program

8-9 SEP, 2021

DEALER DAYS

BUSINESS CONNECT PROGRAM



Exhibitors and visitors discover new distributorship opportunities on this digital platform.

OCT 14- NOV 31, 2021

ONLINE NETWORKING



Buyers and suppliers keep in contact with each other 3 more months after the event!

- **Dealer Days will be held simultaneously with the live fair through the online platform**
- **Online networking with WoodTech Fair Hybrid+**
Exhibitors and visitors have 6 weeks from **October 14 to November 31, 2021** to
 - further network
 - follow up their meetings
 - catch up their remaining business
 - find new clients and suppliers

It is offered to the remote package exhibitors. Participation in the program is included free of charge as a part of the remote exhibiting plan!

Online Networking Event

OCT 14- NOV 31, 2021
ONLINE NETWORKING

Online Networking Event will be held after the live event during 6 weeks in digital platform.

- You can use your profile prepared for Distributor Days online event at Online Networking Event.
- As Distributor Days, go through the online visitors data and send meeting requests to the ones that best fits your needs.
- Online visitors who are interested in your products are able to send you meeting requests through this platform, as well.
- During 6 weeks, you can contact online visitors and arrange your online meetings at the comfort of your own office or home.





Thank you!

Contact us for your questions!

Address

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