

Good Mopingo

SLEEP PRODUCT BUYERS WILL WAKE UP IN ISTANBUL ON OCTOBER 19, 2017!

19-22 OCTOBER 2017 ISTANBUL EXPO CENTER - TURKEY

Good Moprings

Sleep product buyers will wake up in Istanbul on October 19, 2017!

Order your place to offer your products to them. Don't leave your competitors alone... Help us to generate product variety to please those buyers...

This way, everybody will be happy. You, too! We ensure you that you will be happy.

Istanbul's show is really very well organized... Let's get the benefits together

Enjoy Istanbul, enjoy the show, enjoy the lucrative business.



As the first and the only fair in its field in Turkey, SLEEP WELL EXPO is a show bringing mattress main industry, sub-industry, machinery and components industry professionals together. The fair is an excellent platform to launch and to see the latest technologies, innovative products and latest collections. To be held on October 19-22, 2017, the fair was introduced in 2014 and the premiere edition was welcomed very well by the industry.

1st edition hosted 51 domestic and 8 foreign exhibitors totaling 59 exhibitors and welcomed 5,171 professionals.

2nd edition hosted 79 domestic and 22 foreign exhibitors totaling 101 exhibitors and welcomed1538 visitors representing almost 100% growth in only its second edition.

It will open this year for the fourth time as the only sleep products specialty fair, 19-22 October 2017.

The show brings all professionals of the sleep products industry together and visitors come from all parts of the world especially from the neighboring countries. The fair attracted especially the interest of those world brands who want to sell to the Turkish market, and those who want to invest in and penetrate into Turkish market. The CEOs of the world mattress industry, top officials, purchasing managers, manufacturers, consumers, domestic and foreign representatives and dealers all attend the fair. The Sleep Well Expo Show embraces and brings all collaborators of the sector together. It is a real trade platform for all branches including the main industry, the supply industry, machinery and equipment industrialists.

Turkey is en emerging and stabile market with its fast growing population, advantageous location and developing economy. The mattress industry, mattress machinery and equipment are among the fastest growing sectors in Turkey. The developments experienced in the sector and the innovations, the collaboration among industrialists are the important factors motivating the improvement of the mattress and bedding industry in Turkey. All these positive developments urged a fair in the industry and that's how SLEEP WELL EXPO" show was born. It is held at the opposite side of Istanbul's most famous international airport, Ataturk International Airport from where you can get the exhibition grounds in a few minutes. It is almost very clear that the fair will be one of the strongest fairs in the bedding industry worldwide in the very near future.



Innovation, Technology and Design cooperation in the mattress industry...

Innovation

From putons to wool mattresses, from foam mattresses to the contemporary mattresses of today... All innovative products. Wo could say that the mattresses have come to the end of the most modern changes but every day new innovative components are discovered. The sector follows up all these novelties at SLEEP WELL EXPO Istanbul



Technology

The need for serial production with the way of technology increases as much as mattress production and demand increase. All kinds of high technology mattress production machines are showcased in SLEEP WELL EXPO. The most exclusive and innovative mattresses with special designs are produced with these high technology machines.



Design

Design is one of the most important marketing values of our age. A new product can get value with design no matter how quality it is. A quilting machine of which capacity is increased with a new design can provide faster production, and a new mattress enriched with a breathing capsule leading the way for a better ventilation with a new design can sell more. You find all new machines, components, sleep products and mattresses at SLEEP WELL EXPO.



Promotion of the Fair

SLEEP WELL and SLEEP TECH magazines are the main media sponsors of SLEEP WELL EXPO 2017. In addition to advertisements, news and promotions, free invitations are sent to all readers. Apart from these, the sectorial publications, daily newspapers, webpages, TV and radios are other promotion media. Also the number of visitor is aimed to boost by cooperating with all chambers, foundations and associations. The media, which we collaborated with, and we are planning to are listed below:

Everything C25 CELL POCKET about mattress is in this show!





Tv Channels: TGRT Haber, NTV, Haberturk, CNN Turk, Bloomberg TV

Newspapers: Hürriyet, Habertürk, Sabah, Dünya, Posta, Milliyet, Vatan, Türkiye, Akşam, Bugün, Yeni Asya, Güneş, Yeniçağ, Öncevatan, Karşı, Milli Gazete, Milat Gazetesi

Radios: NTV, CNN Turk, Radyo Eksen, Habertürk, Bizim Radyo, Radyo Fon, Şahin Radyo, TGRT Fm

News Agencies: IHA

Magazines: Home Textile Exports, Decor, Curtain Systems & Accessories, Contract Business, Yapi Malzeme, Medikal Teknik, Tekstil Teknik, Konfeksiyon Teknik, Hotel Restaurant.

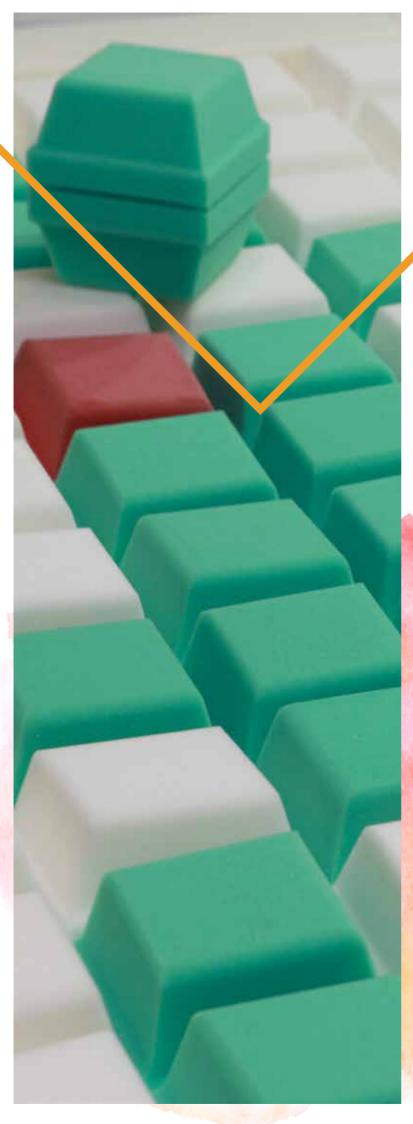
Webpages: hurriyet.com.tr, milliyet.com.tr, cnnturk.com.tr, haberturk.com.tr, sabah.com.tr, ensonhaber.com.tr, tg.com.tr, hometextile.com. tr, sleepwellmagazine.com, sleeptechmagazine.com, decor-mag.com, img.com.tr, yapimalzeme.com.tr, medikalteknik.com.tr











Exhibitor Profile

SLEEP WELL

Innerspring mattresses, visco mattresses, latex mattresses, adjustable mattresses, sleeping systems, roll mattresses, bedstead systems, visco pillows, medical pillows, cribs and kids' beds, mattress-protecting alezes, movable beds, customized beds, round mattresses, organic mattresses, intelligent mattresses, bases, metal bedsteads, headboards and trade press...

SLEEP TECH

Quilting yarns, mattress ticking fabric yarns, mattress cords, knitted mattress ticking fabrics, woven mattress ticking fabric, mattress tapes, handles, base fabrics, base feet, moving mechanisms, base skeleton, nonwoven fabrics, finishing, mattress hotmelt glue, springs, spring wire products, foam, visco, latex, gel technologies, bedstead and mattress zippers, mattress cases, stuffing materials, felts, bedding accessories, mattress lines, quilting machinery, mattress packaging machinery, type edge machinery, sewing machinery, spring coiling machinery, finishing preparation and mixing machinery, nonwoven finishing preparation machinery, finishing recycling machinery, pillow press machinery, mattress border machinery automatic glue line, automatic mattress case zipper sewing machinery, testing laboratories, new technologies, mattress labels and trade press.



Exhibitor Profile

- Mattress manufacturers
- Pillow manufacturers
- Sleep product manufacturers
- Sleep product exporters
- Sleep product sellers
- Mattress exporters
- Mattress importers
- Mattress material importers
- Home textile producers
- Quilt producers
- Material suppliers
- Distributors
- Dealers
- Retail store purchasing officials
- Department store purchasing officials
- Furniture sellers
- Designers
- Hotel purchasing managers
- Interior designers
- Trade chamber and sector company officials

Breakdownby days		
1 st Day	1,207	
2 nd Day	1,284	
3 rd Day	882	
4 th Day	813	
Total	4,186	

Breakdown of visitors by regions		
Middle East Countries	254	
European Countries	212	
Afrika Ülkeleri	213	
Russia and Turkic Republics	217	
Others	208	
Number of foreign visitors	1,104	
Number of domestic visitors	3,082	
Total	4,186	

Breakdown of exhibitors		
Domestic Exhibitors	52	
Foreign Exhibitors	13	
Total	65	



visitors



Number of domestic Number of foreign visitors



Middle East Countries



European Countries



Countries



Russia and Turkic Republics



Others





Should You Participate in the Fair

er industry, machinery and equipment, visit the fair by coming from both Turkey and surrounding countries in order to boost their production efficiency and competition.

Opportunities to negotiate with the top level managers!

Mostly as the top-level managers and company owners, the professional visitors come to Sleep Well Expo Fair to contract business agreements. Majority of the fair visitors consists of top-level officials, general managers, assistant general managers, purchasing and finance managers of producer firms that want to get information about the new technologies, products and services.

Enlarge your connecting network for more business agreements!

You have the chance to meet with the sector officials who come from the Middle Eastern countries, European countries, China, the USA, Russia and Turkic Republics and many surrounding countries. Sleep Well Expo Fair constitutes an excellent platform between exhibitors to set new business connections as well as letting exhibitors meet with target audience of visi-



The vision of increasing capacity, building up brand images and plans to penetrating into new markets of exhibitors supported the success of the show considerably.

Notes from Sleep Well **Expo 2016**

- * The 2016 edition of the show was realized in the 9th and 10th halls of Istanbul Expo Center.
- * During the preparation period, a lot of researches were conducted and 150,000 invitations were sent to sector professionals.
- * Thanks to its effective promotion the show attracted a great number of visitor profile and hosted a lot of different sectors.
- * Sleepwell Expo news, advertorials and advertisements were published in many national and international TVs, radios, newspapers, magazines and web portals before and during the show.
- * Held for the third time last year, the show hosted 52 domestic and 13 foreign exhibitors totaling 65 companies.
- * With the support of Ministry of Economy, buyer delegation organizations were realized.
- * Athens Chamber of Commerce delegation visited the show.









You are invited

Sleep Well Expo Fair is an organization where all professionals who serve to the mattress sector will meet. The successes of the fair, new products, application examples and sharing of information will be exhibited at Sleep Well Expo. We invite you to the enthusiastic and colorful world of Sleep Well Expo Fair. You can download e-ticket from our webpage for free.

Fair Catalogue

The fair participant firms introductory information in the booklet to be prepared and offered to interest of visitors. This catalogue will be a guide of the entire sector up until next Sleep Well Expo Fair.

Events

Various seminars and events that exhibitors and visitors will get information about new products, developments and applications, will be organized. All announcements related to this issue will be made on the web page of the fair: www.sleepwellexpo.com

Ready stand

Packet Stand Price inclusives

- Empty space
- Octonorm lateral panels
- · Ruş
- Electricity connection
- 220V triple socket and cable, 100 watt lighting for every 3 sq meters
- Registration fee
- Firm information script on frontal
- Firm and product information in Turkish and English in the fair catalogue
- Security services
- General corridor cleaning
- Invitations and fair entrance tickets

Everything about mattess is in this Show





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