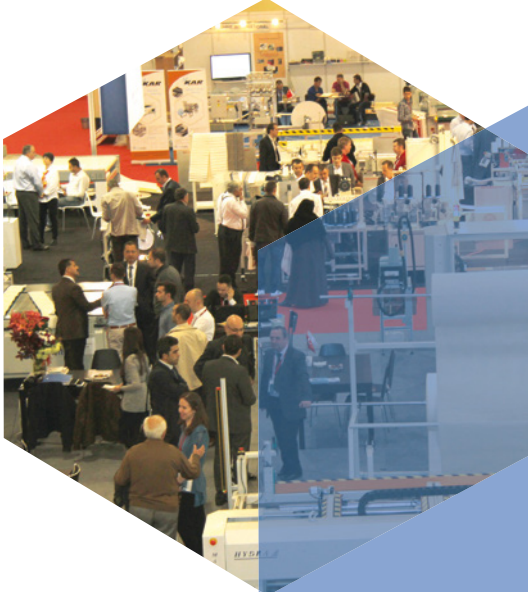


The Sleep Sector

Wakes up in Istanbul

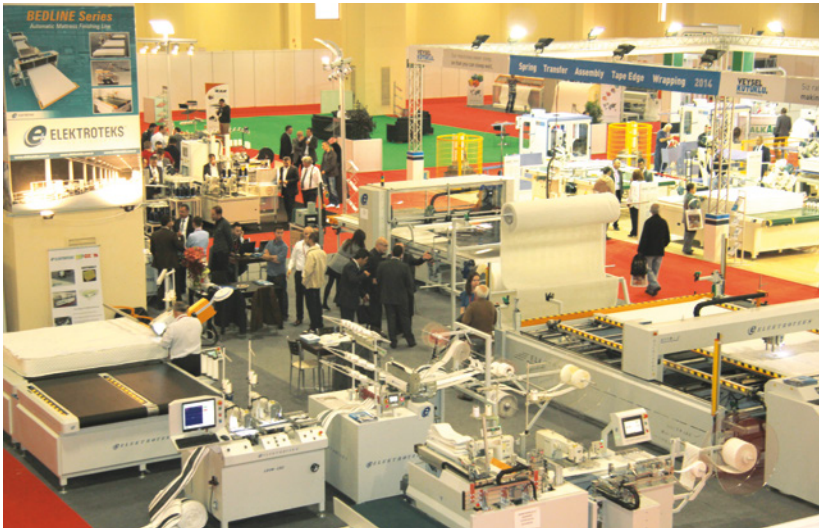
for the 2nd time!




SLEEPwell
YATAK VE TEKNOLOJİLERİ FUARI **expo**
2015



22-25 October 2015
www.sleepwellexpo.com



About the Show

As the first and the only fair in its field in Turkey, SLEEPWELL 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 22-25, 2015, the fair was introduced in 2014 and the premiere edition was welcomed very well by the industry. 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 Sleepwell 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.

As the only specialty fair in its field in Turkey, Sleepwell Expo has been an ideal venue for the whole industry in its 2014 premiere edition with the participation of 67 exhibitors of which 8 were foreigners and 5,171 visitors.

Turkey is an emerging and stable 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 SLEEPWELL 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.

About the Fair:

The fair covers all related-industries of the mattress industry such as:

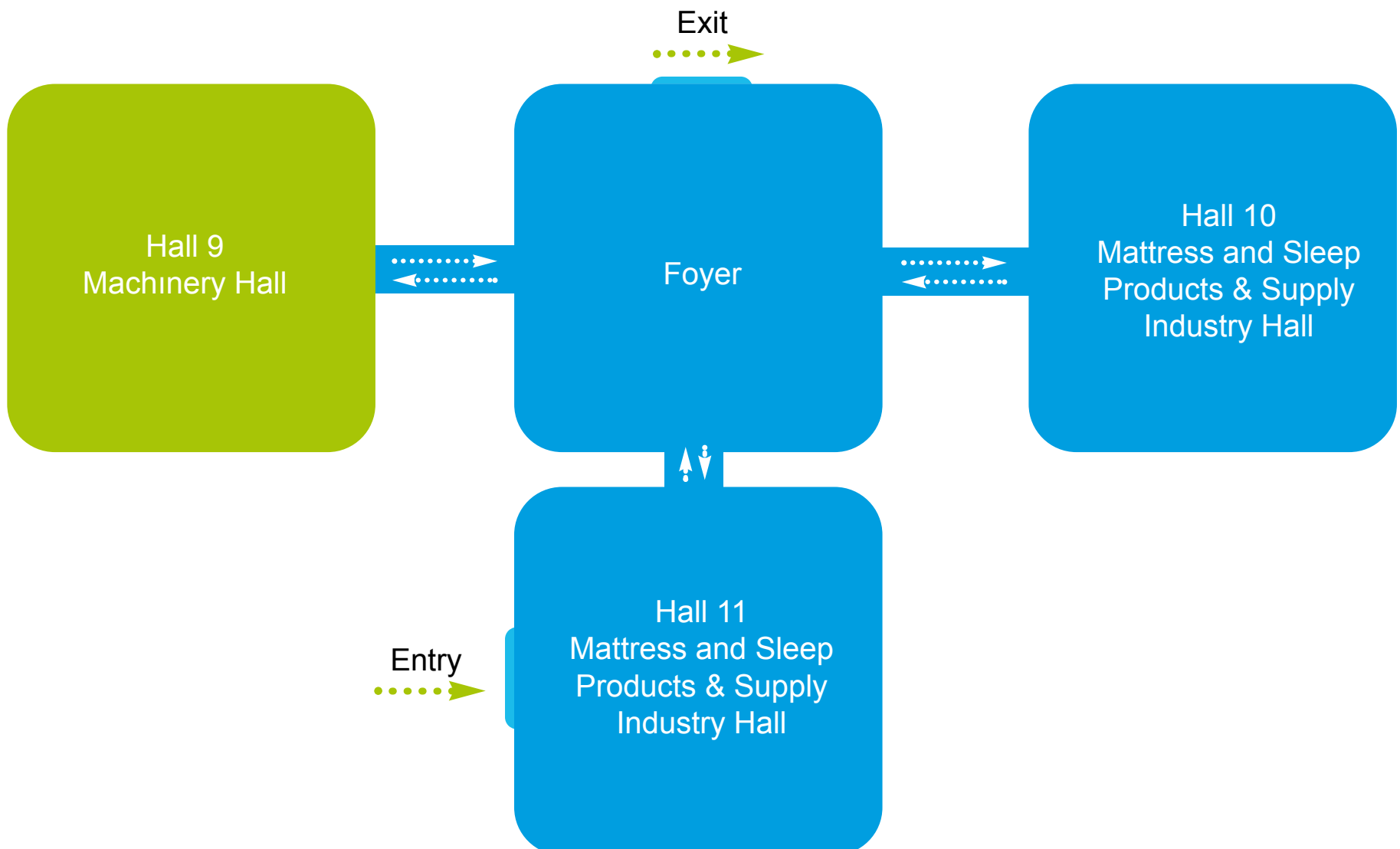
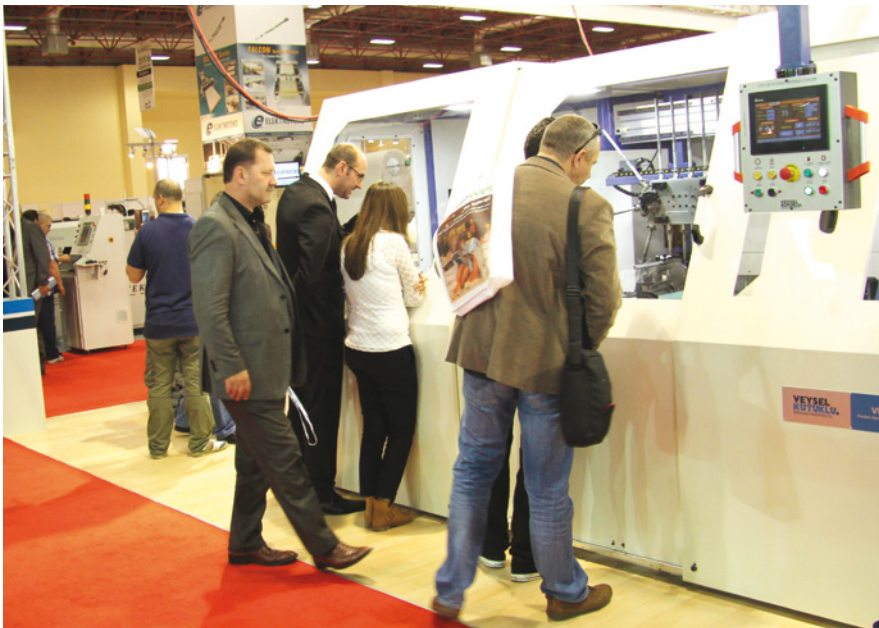
- Mattress production lines
- Quilting machinery
- Mattress packaging machinery
- Type edge machinery
- Sewing machinery
- Spring coiling machinery
- Testing laboratories
- New technologies



Machinery Hall

- Mattress production lines
- Quilting machinery
- Mattress packaging machinery
- Type edge machinery
- Sewing machinery
- Spring coiling machinery
- Testing laboratories
- New technologies

Hall 9





Mattress and Sleep Products & Supply Industry Hall

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

Hall 10-11

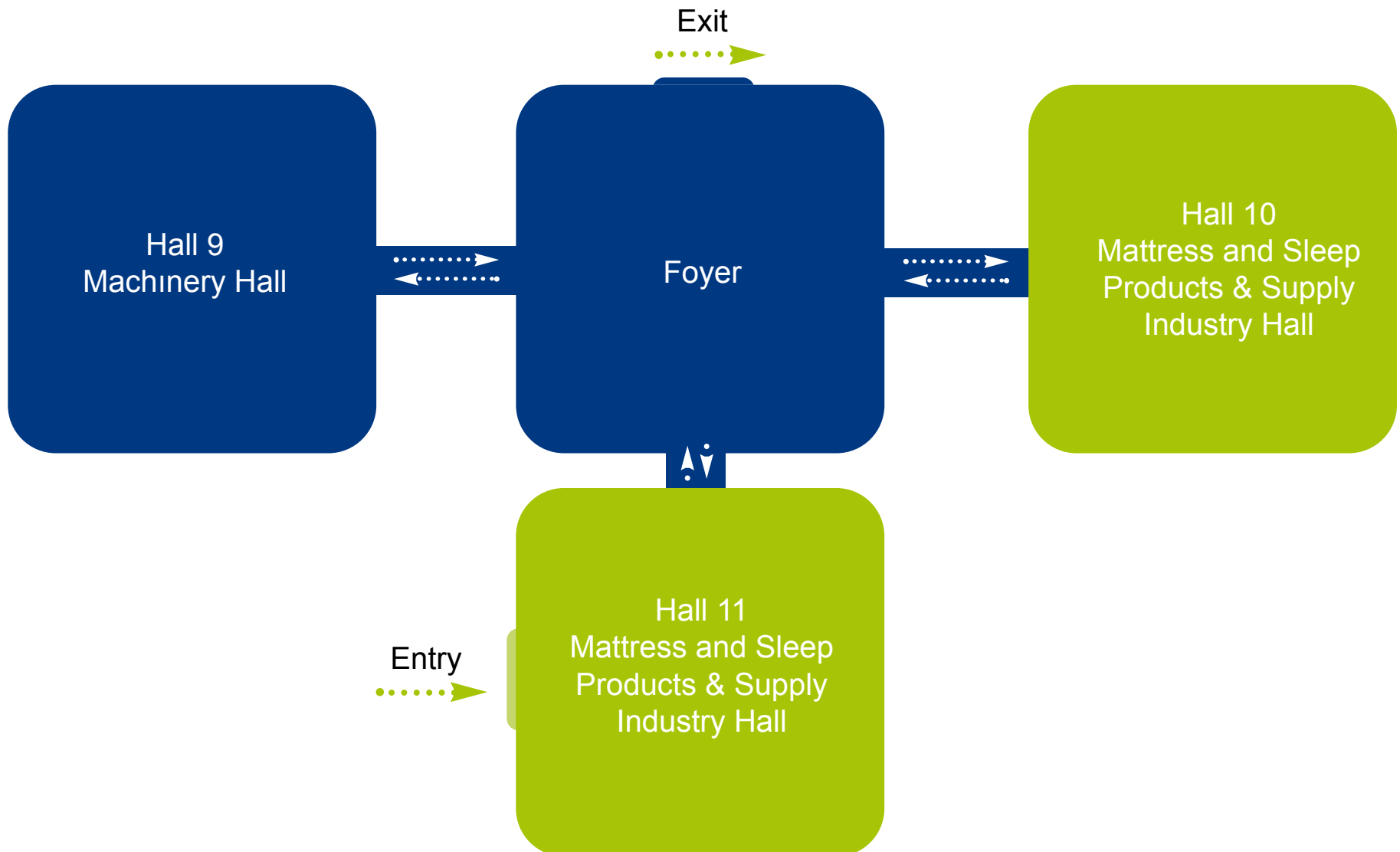




Mattress and Sleep Products & Supply Industry Hall

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 zippers, etc.

Hall 10-11





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.



Visitor 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

Sleepwell Expo 2014 facts and figures



Breakdown by days

1 st day	:1.036
2 nd day	:1.083
3 rd day	:1.568
4 th day	:1.484

Total :5.171

Breakdown of visitors by regions

Middle East Countries	: 277
European Countries	: 281
Russia and Turkic Republics	: 271
African Countries	: 253
Others	: 83
Number of foreign visitors	: 1.165
Number of domestic visitors	: 4.006

Total : 5.171

Breakdown of exhibitors

Foreign exhibitors	: 59
Domestic exhibitors	: 8

Total : 67



Why should you participate in the fair?

The truest venue for the sector!

The firms, which deal with mattress main and supplier 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 Sleepwell 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.

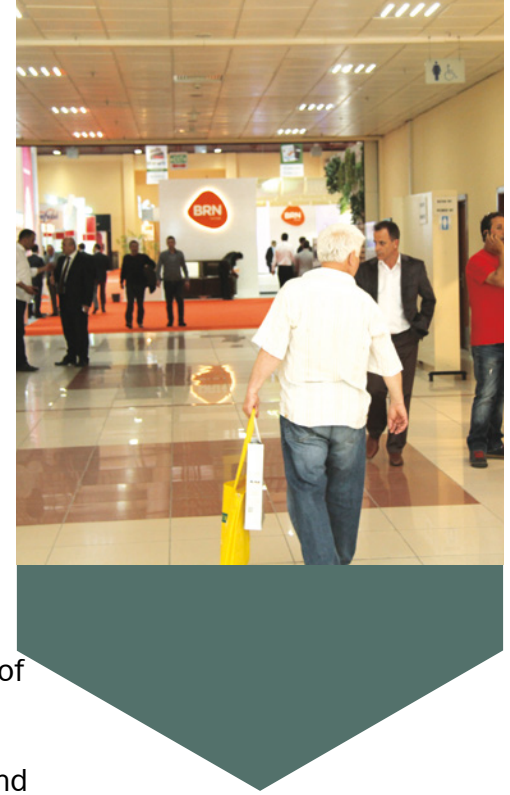
Enlarge your connecting network for more business agreements!

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. Sleepwell Expo Fair constitutes an excellent platform between exhibitors to set new business connections as well as letting exhibitors meet with target audience of visitors.

Notes from Sleepwell Expo 2014

The premiere edition of the show considerably helped the exhibitors to increase their qualities, build up their brands and meeting with new markets.

- Sleepwell Expo2014 – Mattress and Sleep Products Fair was held at the Halls 9 and 10 of Istanbul Expo Center.
- During preparation of the fair, lots of researches were conducted related to the sector, and 150 thousand invitations were sent out to the related circles.
- Thanks to the effective promotion, the fair achieved a very wide visitor profile and hosted many sector officials.
- The success story of Sleepwell Expo event was covered by many national and local TV stations, radios, newspapers, magazines, net portals and sectorial publications as news coverage and advertisements before and during and after the show.





Ready stand

Packet Stand Price inclusives

- Empty space
- Octonorm lateral panels
- Rug
- 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

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 Sleepwell 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

You are invited

Sleepwell 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 Sleepwell Expo. We invite you to the enthusiastic and colorful world of Sleepwell Expo Fair. You can download e-ticket from our webpage for free.

Promotion of the fair

SLEEP WELL and SLEEP TECH magazines are the main media sponsors of the fair. In addition to advertisement, news and promotions, also aim to expand the number of visitors by informing about the fair, exhibitors and products and prepare visitors for the fair. Free invitations are sent to protocol readers, subscribers and to all readers. Apart from these, the sectorial publications, which will be set, are daily newspapers, TV and radios are other promotion courses. In addition to TGRT News, IHA, Daily Türkiye and TGRT FM; also Home Textile, Exports, Décor, Perde ve Perde Aksesuarları, Contract Textile International in the scope of Istmag Magazine Newspaper Publications provide a huge support to the fair. Also the number of visitor is aimed to boost cooperating with all chambers, foundations and associations related with our fair's topic predominantly give place to promotion. Invitations are sent to participants by marketing activities managed by face to face. Apart from all these, through media work our news and ads take place in almost all TVs, radios, newspaper, magazine and internet pages pre and post-show in a successful way. The media which we collaborated with and planning to are listed below:

Tv Channels: TGRT Haber, Ntv, Haberturk, Cnn Turk, Cnbc-e, Bloomberg Tv

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

Radios: Ntv, Cnn Turk, Radyo Eksen, Habertürk, Bizim Radyo, Radyo Fon, Kanaltürk Fm, Şahin Radyo, Tgrt Fm

News Agencies: IHA

Internet Pages: hurriyet.com.tr, milliyet.com.tr, cnnturk.com.tr, haberturk.com.tr, sabah.com.tr, ensonhaber.com.tr, tg.com.tr

Main Media Sponsors

SLEEPWELL and Sleep Tech magazines are the main media sponsor of the fair. The magazines in English have an effective distribution channel. SLEEPWELL and Sleep Tech Magazines, which offer a great benefit to its customers with successful coverage and wide distribution portfolios, bring together mattress producers, final users, consumers and purchasing officials. Both of magazines offer solution partnership to the sector by being circulated in the home and abroad.



Testimonials

Önder Honi
 Vice General Manager Boyteks

We follow up the textile trends closely. We made it a mission for us to raise the standards in the products we produce and heighten the living standards. For instance, "Triple Fresh" mattress fabric which purifies the air of the place, "Biorytmic Sleep" which regulates the rhythm of the body, and "Proactive" mattress fabrics interest great interest. In addition, we have developed Biorytmic by getting inspired from acupuncture and the minerals used in stone therapies. We export the bigger share of our exports mainly to America, the UK, Italy and Poland and to countries in different continents. Last year, we realized exports to 83 different points of the world from Mauritius Republic to Peru, from Japan to Chili. It is a big advantage to display the innovations in Turkey and the production range in our country through the first edition of such a specialty fair. It is for sure will bring a different perspective to the sector.



Berna İter
 General Manager BRN

We currently export more than 60 countries in 5 continents from Australia to America. And we are also strong in Middle East and West Africa. Our production plant is one of the highest end technology factories operating in Turkey at the moment. With this power we are aiming to be one of the 5 biggest companies in Europe.

FERIDUN TOSUN
 Sales And Mark. Man. Boyceilk

As the first of its kind in Turkey, Sleep Well Expo is a fair dedicated only to the mattress industry. Its being the premier edition heightens our expectations from it. We hope that there will be a grate number of exhibitors from different parts of the world and there will be a satisfying visitor inflow to the venue.



Ergin Umit
 Proprietor Umit Machinery

There was a considerable interest in the fair. It arose great interest. The Turkish mattress industry has been developing every day and the production capacity has been increasing. We were independent to foreign markets before. We have come to a situation to be self-sufficient and to export in last 15-20 years. I believe Sleepwell Expo has been a place where the sector professionals came together. It was the first edition but still it was successful. I congratulate all people who contributed to this success.



Alexander Bolliu
 Ceo Of Latexco

It was awesome to be here. We welcomed visitors from Azerbaijan, Egypt, Greece and Iran in addition to Turkish visitors. We want to be here in the future editions of this show.



Oğuz Özoğuz
 SPM General Manager

We produce mattresses, pillows and cushions and export these products to Germany, Pakistan, Romania, South Africa, Denmark, The Netherlands, Saudi Arabia and Malaysia. We produce mainly mattresses for patients and for those who have to stay lying for a long time. We are aiming at furnishing the visitors and professional buyer with important information about these types of mattresses.

Ferhan Demiray
 Anatolian Regional Representative, Mekan Yatak

We wouldn't expect too much for it was the first fair in the sector; however, we were not fully satisfied. We, of course, hope that it will be better in the next edition. When we see it we will exhibit again.

Ali Emre Olmeztoprak,
 Export Manager Form Sunger

We produce Pu foam, memory foam (viscoelastic), HR foam and memory foam pillows. We mainly export to neighboring countries. There are 27 countries buying our products in Middle East, Balkans and Turkic Republics. We expect that visitors will come from the countries of our region, as this is the first edition.



Onur Kırayoglu
 Marketing Coordinator Kırayteks

We produce knitted and woven mattress ticking fabrics since 1975, curtaining fabric mostly for roller blinds, sun protection fabrics, technical textile industrial fabrics. Our export markets are Russia, England, Germany, The Netherlands, Bulgaria, Poland, Serbia, Morocco, Tunis, Lebanon, Cyprus, Greece, Azerbaijan, Spain, Italy, Canada and Australia.



Mustafa Çetinbulut
 Member Of The Board, Mitsan

Our expectations were not very high. There were hesitations of being first. We had some problems for the dates of the fair were close to some other fairs. But fortunately we enjoyed a good fair. It has been a show beyond our expectations. I can say that it pleased the material suppliers more. We believe that it will be a better show next time with a better promotion.



Erhan Karakaşlar
 General Manager, Gız Group

We were pleased that the promotion of this fair was done properly. We never expected that many foreign visitors. There was a good participation from domestic market as well. Domestic visitors came from almost all parts of the country. Foreign visitors especially came from neighboring countries and Eastern block countries. In brief, it was a good fair and we were fully satisfied.





Aynur Erman
General Manager, Ersan

We produce metal bedsteads, upholstered bedsteads, adjustable frames, mattresses, toppers, bed bases and box springs, folding beds, bunk beds, nightstands and adjustable bedsteads.
Expectations From Sleep Well Expo: We don't have very big expectations since this is the premiere edition of the show.

Adnan Türker
Domestic Marketing Manager

Ozen Iplik Company produces yarns such as 100% Polyester: Cut Filament Poly-Poly, Poly – Cotton, Continuous Filaments Texturized, 100% Nylon: Continuous Filaments, Technical Textile Yarns, Nonflammable Waterproof Yarns, Industrial Yarns , Braided Yarns and Yarns for Weaving Shuttle We export to 32 countries worldwide. We participate in this fair to maintain our current position in the sector and to meet with new customers.

Ahmet Akay
General Manager Akev Tekstil

We produce quilts, pillows, bed sheets, quilt case sets, alezes, multi-purpose bedcovers, towels, blankets, home textile products, variety of fabrics, poly cotton and microfiber. We export to Germany, Hungary, Libya, Tunis, Algeria, Israel, South America, Iraq and the UK. We are hoping to welcome international visitors and establish good relations with them to introduce our competitive products.

Ahmet Enver
Export Manager, Siteks:

We have been participating in international fairs since 1997. The fairs are more solid and successful organizations in paying off and feedbacks. For we observe that domestic fairs are also developing, we take part in this fair. We are also shipping to Argentina and Brazil in Latin America, to most of Russia and former Eastern Block countries; India, Sri Lanka, Indonesia and Malaysia in India.

Akın Bebek, General Manager
Feryal Fermuar

This is the premiere edition of the fair. It is very important for us, the producers and for fair organizers. I believe

that Turkey will be the leader country because of this event. The organizers should do their best to host as many exhibitors as possible from Turkey and abroad. The booths shouldn't be empty or unattended. These types of stands are not considered well by the exhibitors and they pose a negative sight.

Aytug Aydın
General Manager Leoteks

We produce Leofil, high-resistant polyester sewing yarn; Leovis, viscose rayon embroidery yarn; Leotex, polyester texturized sewing yarn; Leospun, cut fiber polyester sewing yarn; Leocore, medullary polyester sewing yarn; Leosoft, polyester embroidery yarn; Leosim, polyester-viscose metallic embroidery yarn; Leotech, technical yarns Leolmp, polyester yarn melting at low heat. We export these products to Middle Eastern and European countries, Russia, Ukraine, USA, China and Australia.

Can Kıvanç Akyol
Foreign Trade And Marketing Manager, Adimteks

Adimteks manufactures liquid proof alezes, quilt protectors, pillow protectors, sleep pads, quilts, pillows, patient bed pads and children bedding products. The company exports to Ukraine, France, England, Germany and Middle Eastern countries. Better positioning our company in the sector, increase familiarization of Adimteks, to contribute to our challenge of being one of the first companies in the aleze business and to develop our exports.

Cansu Coşkun
Punteks Import&Export Manager

We have trade relations with over 30 countries mainly in Europe. SLEEPWELL Expo is a fair dedicated only to mattress and sleep products. This will

Yavuz Baloğlu
Export Manager, Tempo Yatak

Our product range includes natural mattress groups, variety of spring mattresses, hotel and hospital beds and medical mattresses. We export our products to Algeria, Romania, Iraq and Georgia. We take part in this fair to promote and market our products in our country as well as in international markets.



Birkan Karapınar
Proprietor, Namlı Tekstil

We produce knitting and weaving mattress ticking fabrics at desired color, design and construction. Our export markets are Europe, C.I.S. and Middle Eastern countries. We will come together with the representatives of the sector at this fair and see where the trend is going. We hope that we support and reinforce the place of our company in the sector through the first edition of the show.



offer maximum benefit for exhibitors as well as visitors. We hope that it will be a must-attend fair and it will make its presence felt in coming years and fill the gap in Turkey at this field.

Ekrem Akcadirci
Sales Coordinator, Sefox

Sleep Well Expo was better than we expected. That meant that such a fair is more efficient than the fairs with a big variety product portfolio. The fair was good for us. We had serious customers especially from foreign countries. We were pleased with the visitors coming from Arabic and European countries. In general, we experienced an excellent fair.

Fırat Akıncı
Sales Representative, Nerteks

We have been producing the yarn requirements of the sector at our own plans for many years. We have target markets as every company does. The prospective visitors of this show will be coming from our prospective markets. By taking part in this fair we planned to promote our products better and to expand our markets. I wish it becomes a lucrative show for everybody.

Halil Cırpan Foreign Trade Manager
Balkan Machinery

We have experienced a better show than we expected. We are pretty sure that this will be a better fair in coming years with better promotional campaigns and organizations. Domestic market knows us anyways. Foreign custo-

mers were important for us. We made various connections and discussions. For that reason, we are satisfied.

Orhan Guler
General Manager Elektroteks

EleWe trust that Sleep Well Expo will be successful. I believe that this initiation has filled an important gap. This will be an important event for East Europe, Middle East and Russia set aside Turkey. I hope that this will be very long lasting. We wish success for all exhibitors and visitors.

Yeliz Hacıoğlu
Sales Representative, Palmfleks

We are planning to promote latex mattresses and latex pillows efficiently in Turkey where the importance of these revolutionary products are not known well yet. We will publicize the advantages of latex about quality and healthy sleep over spring mattresses and visco mattresses. We hope to increase the number of our dealers and offer healthy and quality sleep to more people through the visitors to come from domestic and international markets.

Zafer Tazim
Turkey Representative, Simalfa

We, as exhibitors, were happy with visitors. More importantly, this kind of a fair is needed. Reaching the right target we pinpointed. We had foreign visitors coming from Arab countries and Balkans. We were satisfied with this. We expect to get new contacts in the mattress industry and hope we can support our growth in the Turkish market.

Testimonials



About us

Owning a true business strategy and plan, our company will be one of the companies which maintain its growth in the area of fair organization and publishing trade press by quickly growing and developing. Managing its activities entitled VOLI FAIR SERVICES Inc., our company is a closely known company due to offering professional solutions to businesses. Managing its activities in two main branches as ISTMAG MAGAZINE and VOLI FAIR ORGANIZATION, our Group is known closely by businesses. As Istmag Magazine publishing sectorial and topical publications our company features as the most rooted sectorial publisher of Turkey. Our companies which offer projects as nonstop to businesses, continue on its way increasingly its works and successes

Voli

Fuar Hizmetleri A.Ş.

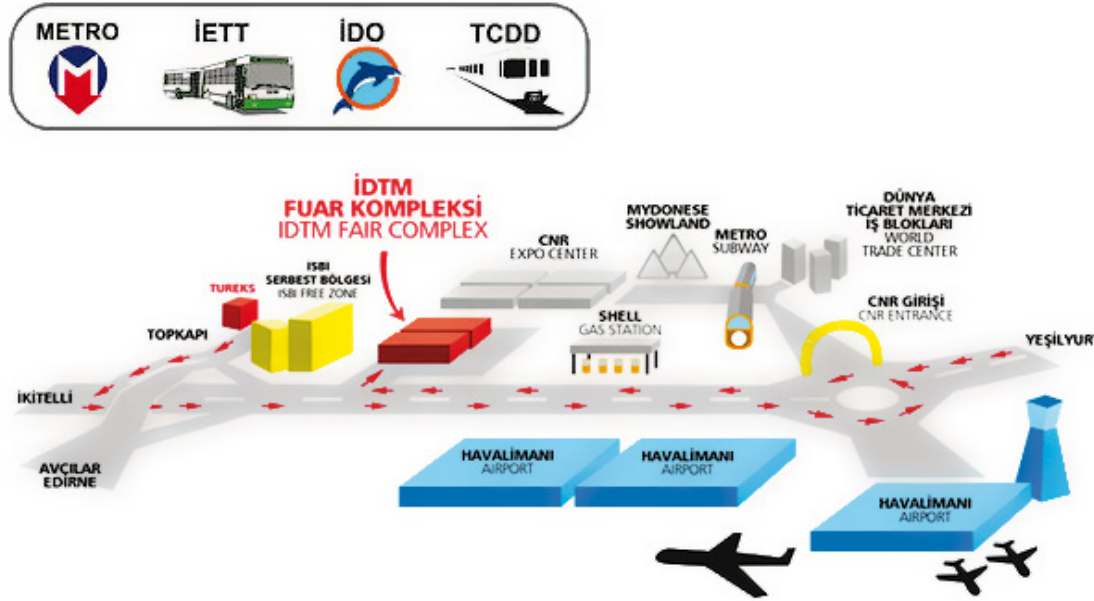
Masthead

Name of fair	: SLEEP WELL EXPO
Official	: Sleep Well Expo -Mattress main industry, supplier industry, machinery and equipment fair
Fair Venue	: Istanbul Expo Center, Atatürk Havalimanı karşısı 34197 Yeşilköy/ İstanbul
Dates of Fair	: 22 nd – 25 th October 2015, Thursday, Sunday
Visiting Hours	: 10:00 a.m. - 18:00 p.m.
Entrance Fee	: SOnly professional visitors are accepted and visitors who do not invitations, free entrance is provided by being registered via their business card. Apart from these, visitors' entrance fee is TL20.
Fair Catalogue	: TL 20
Fair Frequency	: Annual
Organizer	: VOLİ FUAR HİZMETLERİ A.Ş. Evren Mah. Gülbahar Cad. No: 1 K: 4 Güneşli - Bağcılar / İstanbul
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Faks	: +90 212 604 50 51
E-mail	: info@voli.com.tr
Web	: www.voli.com.tr www.sleepwellexpo.com

Istanbul Expo Center

In its first edition, hosting Sleepwell Expo Fair at its Halls 9 and 10, Istanbul Expo Center is located in the nearby of Istanbul Ataturk International Airport. With both its infrastructure and transport and technical features, it is the most suitable venue to hold Sleepwell Expo. The Expo Center contributed greatly in achievement of the fair with its fairground of 12 thousand sq meters, foyer and technical opportunities.

Its proximity to the metro stop and airport and settling close to the intersection of both E-5 and TEM highways played a good role in reaching the fairground easily in terms of visitors. The service buses which shuttled between the metro and exhibition area provided an important advantage to the visitors.





SLEEPwell
YATAK VE TEKNOLOJİLERİ FUARI **expo**
— 22 - 25 October 2015 —

Voli
Fuar Hizmetleri A.Ş.

www.sleepwellexpo.com

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*BU FUAR 5174 SAYILI KANUN GEREĞİNCE TOBB (TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ) İZİNİ İLE DÜZENLENMEKTEDİR.