

23th



“smart exhibitions”

2019

EXHIBITION CLOSING REPORT



**HAVING RECEIVED
POSITIVE FEEDBACK
FROM ALL
EXHIBITORS AND
VISITORS, ISAF'S
EXHIBITOR
SATISFACTION RATE
WAS OVER 95%.**



ISAF, the giant gathering of Security, Information Security, IT Security, Smart Buildings, Safety&Health and Fire sectors, broke its own record with its growth in 2019 and showed its difference once again.

ISAF brought together the whole sector and business professionals from all segments of the sector for the 23rd time on 17-20 October.

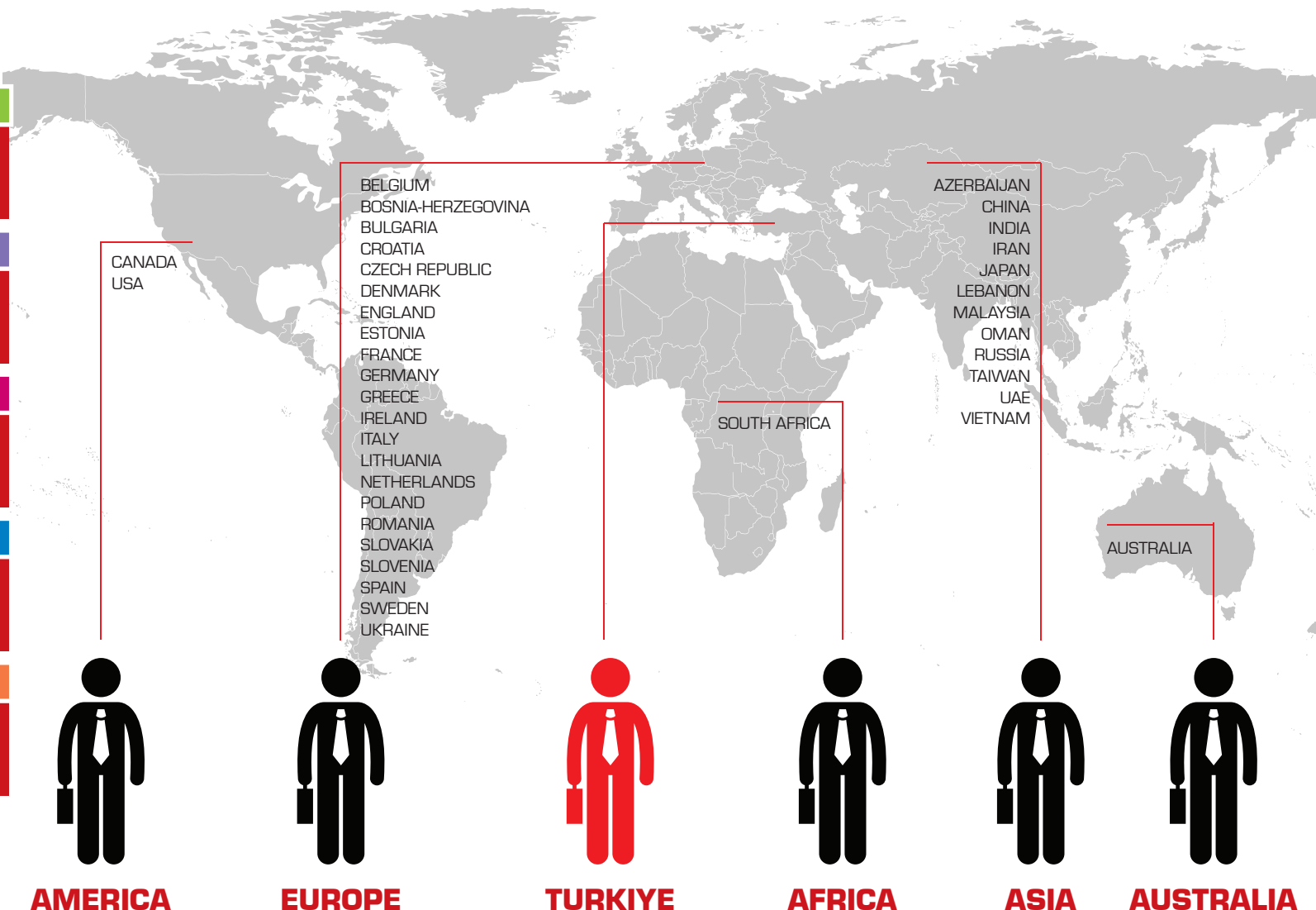
Over
20.000 sqm
229 Booths

39 Countries
Over **660**
Exhibitors

69 Countries
18.320
Visitors

EXHIBITORS FROM 6 CONTINENTS & 39 COUNTRIES

In 138 Boots 351 Companies' Products	SECURITY
In 52 Boots 73 Companies' Products	IT SECURITY
In 56 Boots 97 Companies' Products	SMART HOME
In 46 Boots 67 Companies' Products	SAFETY & HEALTH
In 55 Boots 72 Companies' Products	FIRE & RESCUE



VISITORS HOSTED

160
Local Visitors

During the ISAF Exhibition, which was held for the 23rd time this year, the activities for visitors have been greatly expanded compared to previous years.

Many high-level of representatives from both public institutions and private sector organizations were hosted by Marmara Tanıtım Fuarçılık during the ISAF Exhibition where 18.320 people in total visited. Many important names from the public institutions especially from the General Command of Gendarmerie and General Directorate of Security added value to the Exhibition.

460
International
Visitors

The number of visitors who were hosted in ISAF 2019 increased. 160 local, 460 foreign were hosted.



BREAKDOWN OF VISITORS BY SECTOR

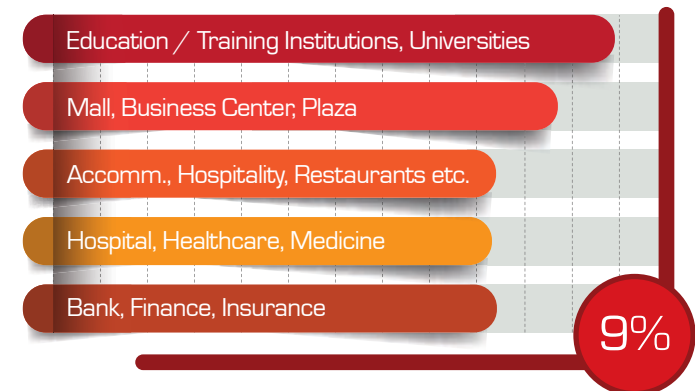
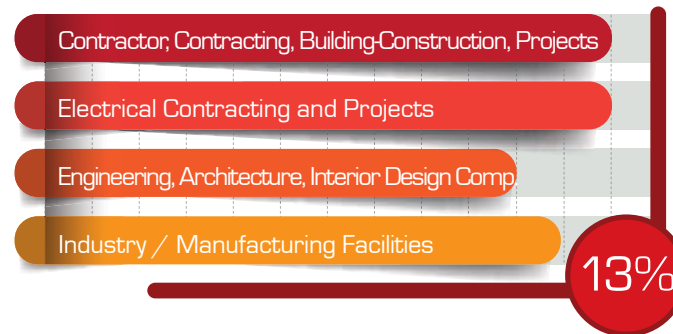
ISAF experienced a 14% of growth in the number of visitors in 2019 compared to previous years. But even more important than this digital growth is the increase in the number of end users.

The number of end users increased in 2019, while the majority of visitors were the sectoral firms in the previous years.

QUALITY VISITORS
CONSISTING OF
SECTOR PROFESSIONALS
OVER 90%

18.320
Visitors

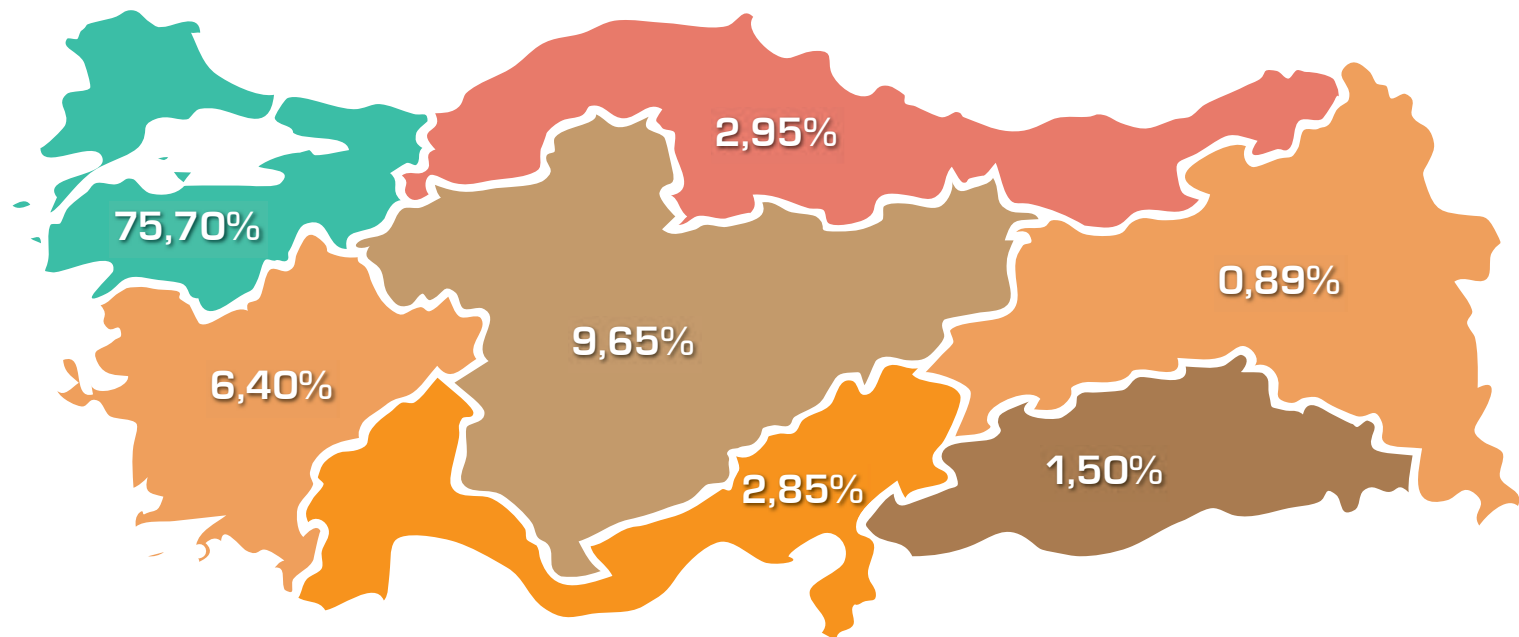
OVER
95% VISITOR
SATISFACTION



VISITORS FROM ACROSS THE COUNTRY

ISAF hosted 18,320 visitors in 2019. Visitors, who came to visit the Exhibition from across the country, found the opportunity to explore the latest technology products, while establishing new business contacts

73 Cities
17.255
Local Visitors

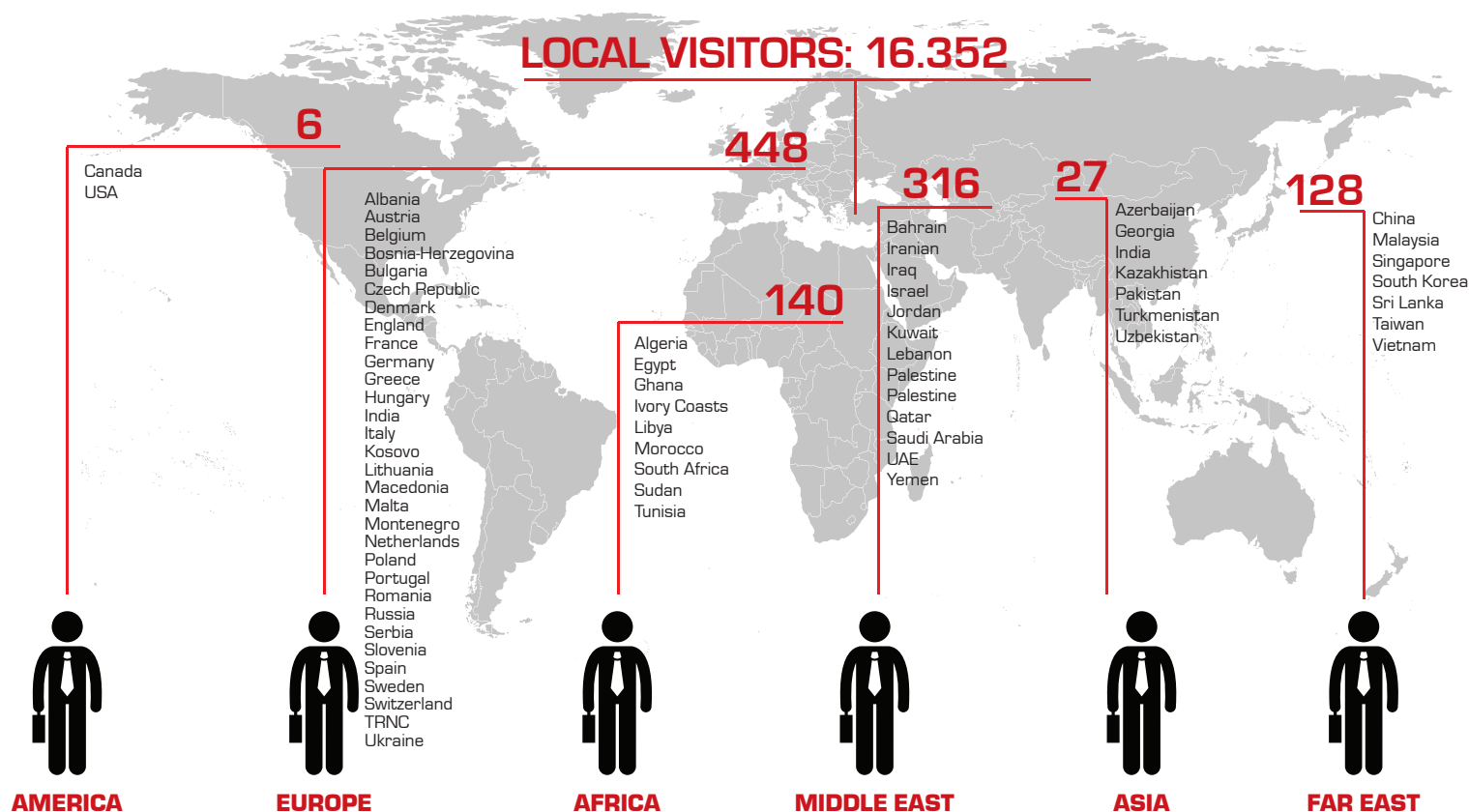


1,065 INTERNATIONAL VISITORS FROM 69 COUNTRIES

ISAF Exhibition, which has reached to every corner of the world in the sectors it covers, hosted more countries and more foreign visitors in 2019 as well.

1065
International
Visitors

69
Countries





FOREIGN HOSTED BUYERS

Growing Business Volume...
New Partnerships...

14 COUNTRIES
460 VISITORS

The organization of Foreign Purchasing Delegations, which has become a tradition at ISAF, continued in 2019 as well.

Visitors from 460 different companies/institutions, whose transportation and accommodation were provided by the exhibition organization, made important business meetings during the ISAF.

With the organization of foreign purchasing delegations, our participants found the opportunity to meet the potential customers from all over the World while their business volumes were expanded.

Algeria

Bosnia-Herzegovina

Bulgaria

Georgia

Greece

Iran

Iraq

Jordan

Kosovo

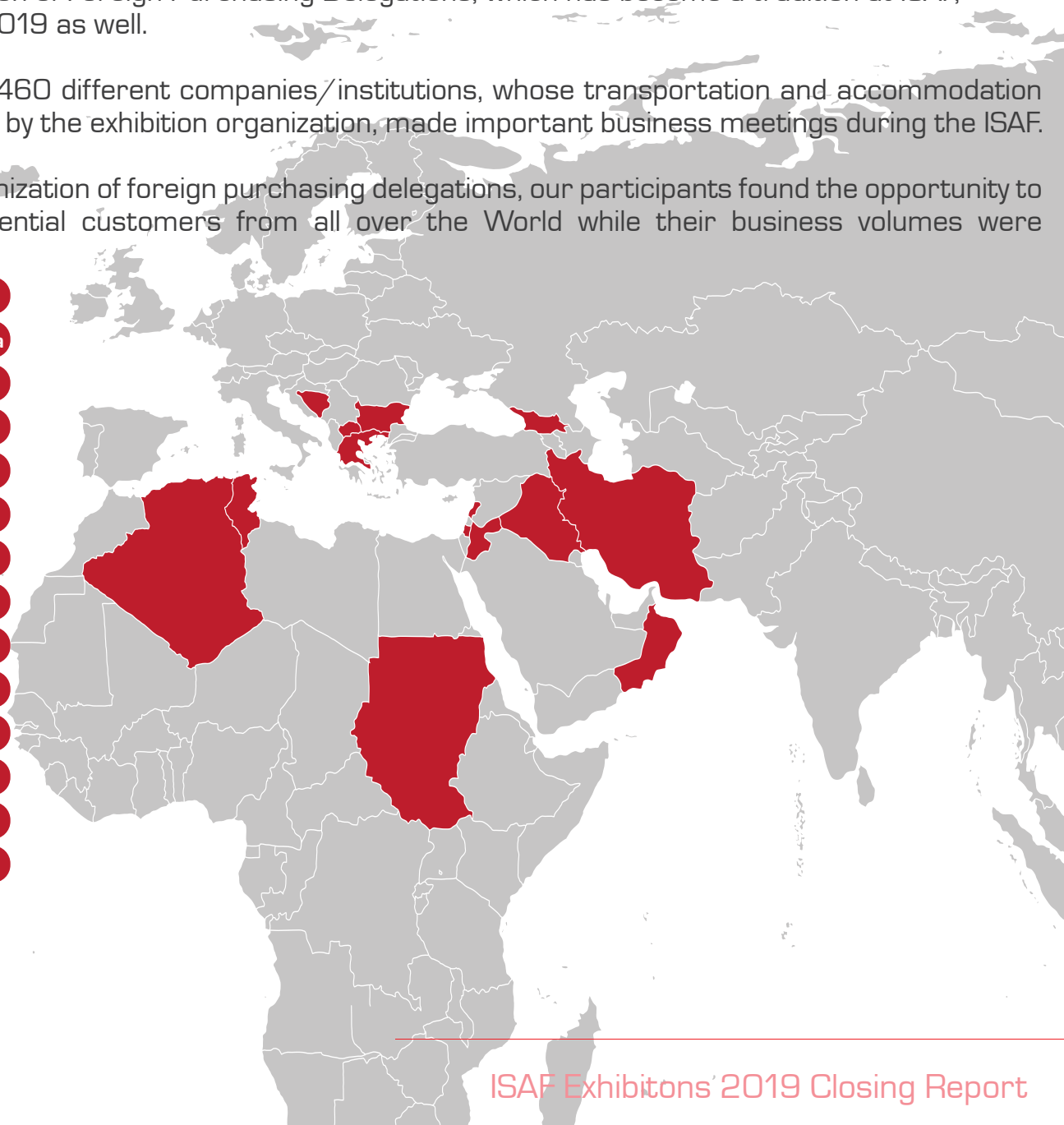
Lebanon

Oman

Palestine

Sudan

Tunisia



As a result of our 23 years of experience and the suggestions of the agencies we cooperate with, the most followed radio and television channels of the sector were identified and ISAF's advertisements were published all day for two weeks.

TV ADS



RADIO ADS



PRINTED ADVERTISEMENTS

ISAF's advertisements have been published throughout the year in the most widely read printed publications in Turkey and the World, and tens of thousands of people, including magazine subscribers were reached.

Local Publications:

Akıllı Binam Magazine, Elektrik Dünyası Magazine, Enerji ve Tesisat Magazine, Hizmetix Magazine, İSG Gündem Magazine, Packworld Magazine, Pompa ve Vana Magazine, Radüs Magazine, Sektörüm Magazine, Türkiye ARFF Magazine, Yangın Güvenlik Magazine, Yeni Organize Magazine

International Publications:

A&S Adria, Cyber Defense Magazine, Securex Caspian, International Police Expo, Ofsec, Secsolution Magazine, Secure Caspia

OTHER ADVERTISING EFFORTS

Thanks to the collaborations with NGOs and public institutions, the publications, that covered by ISAF, was provided ISAF to reach people from all strata.

INSTITUTION

REPUBLIC OF TURKEY MINISTRY OF FAMILY, LABOR AND SOCIAL SERVICES
REGIONAL DIRECTORATE OF FORESTRY
AFAD (DISASTER AND EMERGENCY MANAGEMENT PRESIDENCY)
ISTANBUL FIRE DEPARTMENT
IZMIR FIRE DEPARTMENT

NGO

ARFF - AIRCRAFT RESCUE AND FIRE FIGHTING ASSOCIATION OF TURKEY
ASTADER - ASSOCIATION OF ASBESTOS AND HAZARDOUS WASTES
BEŞİKTAŞ ENVIRONMENT AND URBAN SEARCH AND RESCUE ASSOCIATION
BILRAD - INFORMATION AND COMMUNICATION RADIO AMATEURS ASSOCIATION
CYBER SECURITY ORGANIZATION ASSOCIATION
FPPA - FIRE PREVENTION AND PROTECTION ASSOCIATION
IGEME - EXPORT PROMOTION CENTER OF TURKEY
INFORMATION TECHNOLOGIES AND CYBER SECURITY ASSOCIATION
ISAG - OCCUPATIONAL HEALTH AND SAFETY PROFESSIONALS ASSOCIATION
ISGAM - OCCUPATIONAL HEALTH AND SAFETY EDUCATION AND RESEARCH ASSOCIATION
ISGDER - OCCUPATIONAL SAFETY EXPERTS ASSOCIATION
NESAR - NATIONAL EMERGENCY SEARCH AND RESCUE ASSOCIATION
NETWORK ADMINISTRATORS ASSOCIATION
TUBIDER - INFORMATION INDUSTRY ASSOCIATION
TUBIFED - FEDERATION OF INFORMATION INDUSTRY ASSOCIATIONS
TIGUDER - ALL OCCUPATIONAL SAFETY EXPERTS ASSOCIATION
TMMOB CHAMBER OF CHEMICAL ENGINEERS - KOCAELI BRANCH
TMMOB CHAMBER OF MECHANICAL ENGINEERS
MINERS ASSOCIATION OF TURKEY
TUYAK - TURKEY FIRE PROTECTION AND EDUCATION FOUNDATION
TUYANDER - ALL FIRE EXTINGUISHING SYSTEMS RESEARCH AND DEVELOPMENT ASSOCIATION
USGF - INTERNATIONAL FEDERATION OF CYBER SECURITY
UKSAR - NATIONAL DISCOVERY SEARCH AND RESCUE ASSOCIATION

PUBLICATION

AKILLI BINAM MAGAZINE
DIŞ TICARET NET
ELEKTRİK DÜNYASI MAGAZINE
ELEKTRİK HABER.COM
ENERJİ NEWSPAPER.İST
ENERJİ VE TESİSAT MAGAZINE
GÜVENLİK TEKNOLOJİLER.NET
GÜVENLİK YÖNETİMİ MAGAZINE
HİZMETİX MAGAZINE
INSAATNOKTASI.COM
İSG GÜNDEM MAGAZINE
KONTROLKALEMİ.COM
PACKWORLD MAGAZINE
POMPA VE VANA SİTEMLERİ MAGAZINE
RADÜS MAGAZINE
RÜZGAR ENERJİSİ MAGAZINE
SEKTÖRÜM MAGAZINE
YANGIN GÜVENLİK MAGAZINE
YENİ ORGANİZE MAGAZINE

FOREIGN EXHIBITION

A&S ADRIA
INTERNATIONAL POLICE EXPO
ITECA/ SECURIKA CASPIAN
MUSCAT EXPO/OFSEC 2019
SECUREX CASPIAN

FOREIGN PUBLICATION

CYBER DEFENSE MAGAZINE
ETHOS MEDIA GROUP
GROTECK/ALL-OVER-IP
GROTECK/INFO SECURITY RUSSIA
GROTECK/TB FORUM
HAPTIC
NOTTING HILL MEDIA/SOURCESECURITY.COM
NOTTING HILL MEDIA/THEBIGREDGUIDE.COM
S NEWS ONLINE/SEC SOLUTION MAGAZINE

SUPPORTERS & SPONSORS

As in every year, important companies of the sector took part in ISAF both as an exhibitor and as a sponsor in 2019 as well.

PLATINUM Sponsors



GOLD Sponsors



We would like to thank the Union of Chambers and Commodity Exchanges of Turkey (TOBB), which is the roof of exhibition industry in Turkey, and the management of Istanbul Expo Center, where the exhibition was organized, as well as Small and Medium Enterprises Development Organization of Turkey (KOSGEB) for their support to our exhibition participants, and the Ministry of Family, Labor and Social Services for their support to the exhibition.

Supported by



SEE YOU IN 2020



OCTOBER 08th-11th, 2020