



ISAF

international

CLOSING REPORT 2024

9-12 October 2024

Istanbul Expo Center (İFM)



MARMARA
TANITIM FUARCILIK



ISAF: Meeting Point of Security and Technology

ISAF International Exhibition that opened its gates for the 28th time once again brought all segments of the security industry together, achieving a major success. A total of 432 companies (including 264 domestic and 168 foreign) exhibited with 588 brands to cast light on the industry's future.

ISAF Exhibition hosted 21,215 domestic and 2,415 foreign visitors and once again proved it is the only exhibition in the industry. It consolidated its foreign significance with this participation.

ISAF International Exhibition, brought together manufacturers, distributors, intermediate sellers, large buyers, public institutions, dealers and many professionals from the sector in a four-day period.

At the MOBISAD-IMEX Exhibition, held on the same date as the ISAF International Exhibition, 45 local companies, 68 foreign companies and a total of 244 brands exhibited their products in three different halls. A total of 38,600 people who visited both fairs closely examined the latest developments in the industry.

Deputy Minister of Transport and Infrastructure Dr. Ömer Fatih Sayan, Chairman of Information and Communication Technologies Authority Mr. Ömer Abdullah Karagözoğlu and Director General of Communication Ms. Aysel Kandemir participated in protocol ceremony of our simultaneous exhibitions and made important speeches about the industry. Subsequently, Vice President Mr. Cevdet Yılmaz, Istanbul Governor Mr. Davut Gül visited the exhibition and came together with representatives of the industry.

We would like to thank all exhibitors, visitors, and supporters that participated in this important activity. We will continue to work to achieve even bigger successes in the coming years.

We hope to see you in bigger events,

Respectfully,
Marmara Fair Organization

MANUFACTURER COMPANIES FROM 27 COUNTRIES EXHIBITED THEIR NEWEST PRODUCTS AND TECHNOLOGIES IN ISAF 2024



25.000
sqm



588
Brands



264
Domestic
Exhibitors



168
Foreign
Exhibitors

Total number of visitors of MOBİSAD-IMEX and ISAF Exhibitions 38.600

EXHIBITING COUNTRIES

USA, GERMANY, AUSTRIA, UNITED KINGDOM, BRAZIL, BULGARIA, CZECH REPUBLIC, CHINA, FINLANDIA, THE PHILIPPINES, FRANCE, SOUTH KOREA, NETHERLANDS, ENGLAND, IRAN, IRELAND, SPAIN, SWITZERLAND, ITALY, JAPAN, CANADA, KAZAKHSTAN, LETONIA, LITHUANIA, POLAND, RUSSIA, SAUDI ARABIA, TAIWAN, OMAN, UKRAINE

BUYERS, B2B AND B2C VISITORS FROM 57 COUNTRIES VISITED ISAF IN 2024



57
Countries



2.415
Foreign Visitors



21.215
Domestic Visitors

VISITING COUNTRIES

USA, AFGHANISTAN, GERMANY, ALBANIA, AUSTRIA, AZERBAIJAN, UAE, BELORUSSIA, BOSNIA HERCEGOVINA, BULGARIA, ALGERIA, CHINA, DENMARK, MOROCCO, THE IVORY COAST, FRANCE, SOUTH KOREA, GEORGIA, NETHERLANDS, IRAQ, SPAIN, ENGLAND, IRAN, ITALY, JAPAN, CANADA, QATAR, KAZAKHSTAN, CYPRUS, COLUMBIA, KUWAIT, LETONIA, LIBYA, LEBANON, HUNGARY, NORTH MACEDONIA, EGYPT, MONGOLIA, MOLDOVA, NIGERIA, UZBEKISTAN, POLAND, ROMANIA, RUSSIA, SERBIA, SINGAPUR, SOMALIA, SUDAN, SAUDI ARABIA, CHILE, TAIWAN, TUNISIA

Visitor Profile and Rates of Distribution According to Industries

68%

- Security, Defense
- Telecommunication
- Informatics/IT
- Consumer Electronics, Mobile Devices
- Electrics, Electronics, Automation
- Fire, OSH

12%

- Public Institutions and Organizations
- Turkish Armed Forces, Police, Gendarmerie
- Municipality, Municipal Company
- Governorate, District Governorate
- Embassy, Consulate, Attache's Office

12%

- Industry/Production Facility
- Engineering Company
- Architecture, Interior Architecture Company
- Consultancy Companies, Investors
- Constructor, Contract, Building-Construction, Project
- Electricity Contract and Project Company

8%

- Bank, Finance, Insurance
- Shopping Mall, Business Center Administration
- Plaza Administration and Management
- Accommodation, Hospitality, Restaurant, etc.
- Hospital, Health Enterprises, Pharmaceuticals
- Education/Learning Institution, University

PROFESSION	RATIO	PROFESSION	RATIO
Company Owner/Partner	44.38%	Sales, Marketing Official/Supervisor	6.51%
Chairman/Member of Board	2.45%	Academic/Educator	1.59%
Senior Manager/General Manager	10.88%	Self-employed/Freelancer	1.77%
Head of Department / Executive	9.87%	Press, Publication	0.87%
IT Officer / Official	4.03%	Student	3.86%
Security/Defense/Fire Official	3.26%	Other/Undefined	5.30%
Procurement Official/Supervisor	5.23%		



How Did We Promote the Exhibition

- **Global Access:** We reached potential visitors with inclusive social media advertisement campaigns in 34 countries.
- **International Buyer Delegations:** We cooperated with 3 different international buyer delegations and hosted special buyer guests at our exhibition
- **Accommodation:** We provided free accommodation to 200+ foreign buyers and over 100 public institution officials.

Intensive Promotion Activities

- **Personalized Communication:** We reached 45,000 people specially by phone, informed about our exhibition, and sent e-invitation.
- **Accessing Broad Masses:** We sent more than 10 million e-mails during the year to introduce our exhibition to broad masses and give detailed information about our exhibition.
- **Field Works:** We visited public institutions and conducted one to one discussions with senior managers, ensuring their participation in our exhibition.
- **International Exhibitions:** We participated in 8 exhibitions organized abroad to introduce our exhibition and meet with potential visitors.
- **Industry Cooperation:** We cooperated with industry associations and invited members to our exhibition.
- **Visual Promotion:** We reached broad masses with billboard ads to promote our exhibition.
- **Digital Marketing:** We conducted an intense promotion activity on social media platforms and interacted with our target audience. With LinkedIn Ads, Google Ads, Instagram Domestic and Foreign Ads, Facebook Domestic and Foreign Ads we continued our activities to increase interaction before and after the exhibition all year long.

We would like to thank all our Sponsors and Institutions that supported our exhibition...



Platinum Sponsors



Supporting Institutions



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