



Digital Print



Textile Print



Sign Technology



Visual Communication



Led & Led Screen



Industrial Print



3D Print

SIGN ISTANBUL 2016 POST SHOW REPORT

SIGN Istanbul, The 18th International Advertising Industry and Digital Printing Technologies Trade Fair was organized from September 29 - 2 October 2016 and attracted a record number of visitors and so confirmed its status as this industry's biggest and most important trade fair in Eurasia.

The International SIGN Istanbul 2016 occupied three large halls of the TÜYAP Exhibition and Convention Center Istanbul and welcomed **357** supplier companies from **31** countries who exhibited their latest products and services. Visitors to SIGN Istanbul 2016 had an unrivalled opportunity to view and compare the most innovative technologies, products and services related to digital printing, textile printing, sign technology, visual communication, LED & LED displays, documentation, promotion, industrial and 3D printing. Trade professionals also had the opportunity to attend conferences at the 3D Printshow İstanbul special section, and at the SIGN Istanbul Workshop which is organized each year to demonstrate the way to change knowledge into money.

The fair was visited by **21,869** trade buyers and specifiers from **62** countries of which **2,811** were international visitors accounting for **12.8%** of the total attendance. Covering a gross area of 30,000 sqm, **14%** of visitors spent 2 or more days in the fair.

According to our exhibitor surveys **68%** of the exhibitors stated that their participation at SIGN Istanbul 2016 was excellent or good; **80%** declared that the fair was very useful for them and **45%** have already made their stand reservations for SIGN Istanbul 2017, confirming the fair's success in generating new business opportunities.

EXHIBITOR OPINIONS

GENERAL IMPRESSIONS EXHIBITORS

EXCELLENT & GOOD

SATISFIED

WAS THE SHOW PRODUCTIVE ?

YES

NO

Organization



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DECISION FOR 2017



61% of these professional trade buyers and specifiers were from industrial/commercial advertising producers and digital print centers and **7%** total were textile professionals.



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Our visitor surveys showed that **16%** decided to purchase products during the fair and **19%** conducted negotiations with new suppliers for alternative products. **74%** of our visitors confirmed their impressions of the fair were excellent or good and **82%** declared that the fair met their expectations.

VISITOR OPINIONS

GENERAL IMPRESSIONS OF THE VISITORS



PURPOSE OF VISITING THE FAIR



DID YOU MEET YOUR EXPECTATIONS AT THE FAIR ?



EXHIBITOR PROFILE



HAVE YOU BEEN TO SIGN ISTANBUL BEFORE ?



Thanks to the comprehensive marketing campaigns SIGN Istanbul 2016 attracted **2,811** sector professionals from **61** countries other than Turkey. **46%** of these visitors came from Middle East, a big increase over previous years, and **30%** from the Balkans and CIS States.

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The countries from where most visitors originated were Turkey, Iran, Bulgaria, Tunisia, Kosovo, Greece, Iraq, Saudi Arabia, Albania and Lebanon.

SIGN Istanbul 2016 reached all over Turkey and Eurasia region through its intensive and focused marketing campaign which included the most influential local and international magazines in the sector, national radio stations, TV news channels with high rating rates in prime time and off prime time, digital marketing campaigns including extensive use of social media, and google adwords being used. In addition to the email blasts to SIGN Istanbul's sector leading databases, there was collaboration with local and international magazines, SMS reminders and one-to-one telephone marketing to visitors from previous years. Additional activity in the Middle East, CIS, Balkans and Europe were also used. The success of the campaign can be measured by SIGN Istanbul 2016 hosting a record number of visitors in its 18 year history and confirmed it to be Eurasia's biggest trade event in its sector.

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• TV



Bloomberg



• Radio



Bloomberg



HABERTURK
Radyo 90.4



• Trade Magazine



ASIA SIGN

Gayrimenkul
TÜRKİYE

MATBAHA
TEKNİK



pressgraph

PrintWeek

ПОЛИ
ГРАФІЯ ProPACK

SignGraphic

tekstil & teknik

tekstil

Tekstil Trend

4-8 OCTOBER

SIGN ISTANBUL 2017

The 19th INTERNATIONAL ADVERTISING INDUSTRY AND
DIGITAL PRINTING TECHNOLOGIES TRADE FAIR

Hope to meet with you again next year at Eurasia's biggest event!

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