



# SLEEPwell expo

MATTRESS SUPPLY INDUSTRY & TECHNOLOGIES FAIR

## The sleep sector never sleeps!

» Mattress industry professionals will wake up in Istanbul on September 25, 2019!

## 25 - 28 September 2019

9-10. Hall | Visiting Hours: 9:30 - 18:30

**Voli**  
Fuar Hizmetleri A.Ş.

[www.sleepwellexpo.com](http://www.sleepwellexpo.com)

**Turkey**  
Discover the potential



**KOSGEB**  
Küçük ve Orta Ölçekli İşletmelerin Geliştirilmesi

**UIB**  
Ulusal İnnovasyon Birlikleri

**TURKISH AIRLINES**  
A STAR ALLIANCE MEMBER

**SLEEPwell**  
SLEEPING TECHNOLOGIES FAIR

**SLEEP Tech**  
SLEEPING TECHNOLOGIES FAIR

"THIS FAIR IS ORGANIZED WITH THE AUDIT OF TOBB IN ACCORDANCE WITH THE LAW NO.5174"

Welcome to Istanbul,  
the legendary city of the world for  
business and pleasure...

# THE SLEEP SECTOR NEVER SLEEPS





**Sleep product manufacturing material  
and new technology buyers will wake up  
in Istanbul on September 25, 2019!  
Good morning everybody!**

Order your place to offer your products  
to them. Do not leave your competitors  
alone... Help us to offer more product  
variety to please those buyers...

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

Reinforced with the synergy of Home&Tex  
by coinciding the dates and venue,  
Istanbul's Sleep Well Expo show is really  
very well organized this year.

**Let's reap the fruits together!**

Enjoy Istanbul in September, the best time  
to see countless historical and touristic  
values, enjoy the show, enjoy the lucrative  
business...

**The 6<sup>th</sup> INTERNATIONAL SLEEP WELL EXPO**  
will generate a great sum of trade this  
year!

**Be part of it!**

# THE PERFECT VENUE IS WAITING FOR YOU

---

**SLEEP WELL EXPO**  
is one of the  
world's leading  
sleep product  
manufacturing  
industry  
platforms.

Held annually in Istanbul, a major city of the world, Sleep Well Expo brings together the world's leading sleep product suppliers and specialists in research and development, production and marketing to showcase the most diverse range of new and innovative materials, components, technologies and services of the sleep products industry.

Join us at Sleep  
Well Expo 2019 in  
Istanbul and position  
your business at the  
forefront of the sleep  
products industry!





# ABOUT THE SHOW

As the first and the only sleep products and technologies fair in Turkey, 6<sup>th</sup> *INTERNATIONAL SLEEP WELL EXPO* 2019 is a show bringing sub-industry, machinery and components of the sleep products 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 25-28 September 2019, the fair was introduced in 2014 and the premiere edition was very welcomed by the industry.

- » The 1<sup>st</sup> edition hosted 51 domestic and 8 foreign exhibitors totaling 59 exhibitors who welcomed 5,171 professionals.
- » The 2<sup>nd</sup> edition hosted 79 domestic and 22 foreign exhibitors totaling 101 exhibitors who welcomed 5,538 visitors representing almost 100% growth in only its second edition.
- » The 3<sup>rd</sup> edition hosted 60 domestic and 11 foreign exhibitors totaling 71 exhibitors who welcomed 4030 professional visitors.
- » The 4<sup>th</sup> edition hosted 74 Turkish and 13 foreign exhibitors totaling 87 exhibitors who welcomed 4,652 professional visitors.

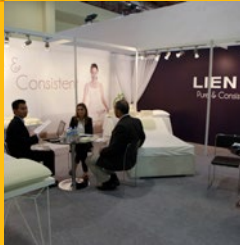
- » The 5<sup>th</sup> edition hosted 81 Turkish and 10 foreign exhibitors totaling 91 exhibitors who welcomed 4,878 industry professional visitors.

The show will open in 2019 for the sixth time as the only sleep products and technologies specialty fair on better dates, 25-28 September 2019 to coincide with Home&Tex, which will be held in the same complex. 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 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 *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 IN THE SLEEP PRODUCTS INDUSTRY...



## Innovation

From mattress ticking fabrics to springs, from felts, organic stuffs, and bands to different kinds of foams, all new materials and technologies used in the mattress, quilt and pillow manufacturing are displayed in this show and the sector follows up all these novelties at INTERNATIONAL 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 INTERNATIONAL SLEEP WELL EXPO.







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



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



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



News Agencies: İHA



Magazines: Sleep Well, Sleep Tech, HTE, Decor, Contract Business, Yapı Malzeme, Medikal Teknik, Tekstil Teknik, Konfeksiyon Teknik, Hotel Restaurant.



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

# PROMOTION OF THE FAIR

SLEEP WELL and SLEEP TECH magazines are the main media sponsors of SLEEP WELL EXPO 2018. 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:

Attending to all events related to the industry our organization has been undertaking below activities:

- » We cooperate with all related chambers, foundations and associations
- » We promote the show at organized industrial zones
- » We make face-to-face marketing activities
- » Invitation card distribution addressing to target audience of exhibitors is organized
- » Invitation cards are sent to all prospective buyers
- » Teaser mailing activities are done periodically

# EXHIBITOR PROFILE



**Everything  
about mattress  
and mattress  
manufacturing  
is in this show!**



## **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

# 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 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 visitors.





  
**SLEEPwell**  
MATTRESS SUPPLY INDUSTRY & TECHNOLOGIES FAIR expo

**25 - 28**  
**September**  
**2019**

# NOTES FROM INTERNATIONAL SLEEP WELL EXPO 2018

- ▶ The 2018 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 invitation cards 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.
- ▶ Sleep Well 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 81 domestic and 10 foreign exhibitors totaling 91 companies. 4,878 professional visitors attended the show.
- ▶ With the support of Ministry of Economy, buyer delegation organizations were realized.





# YOU ARE INVITED

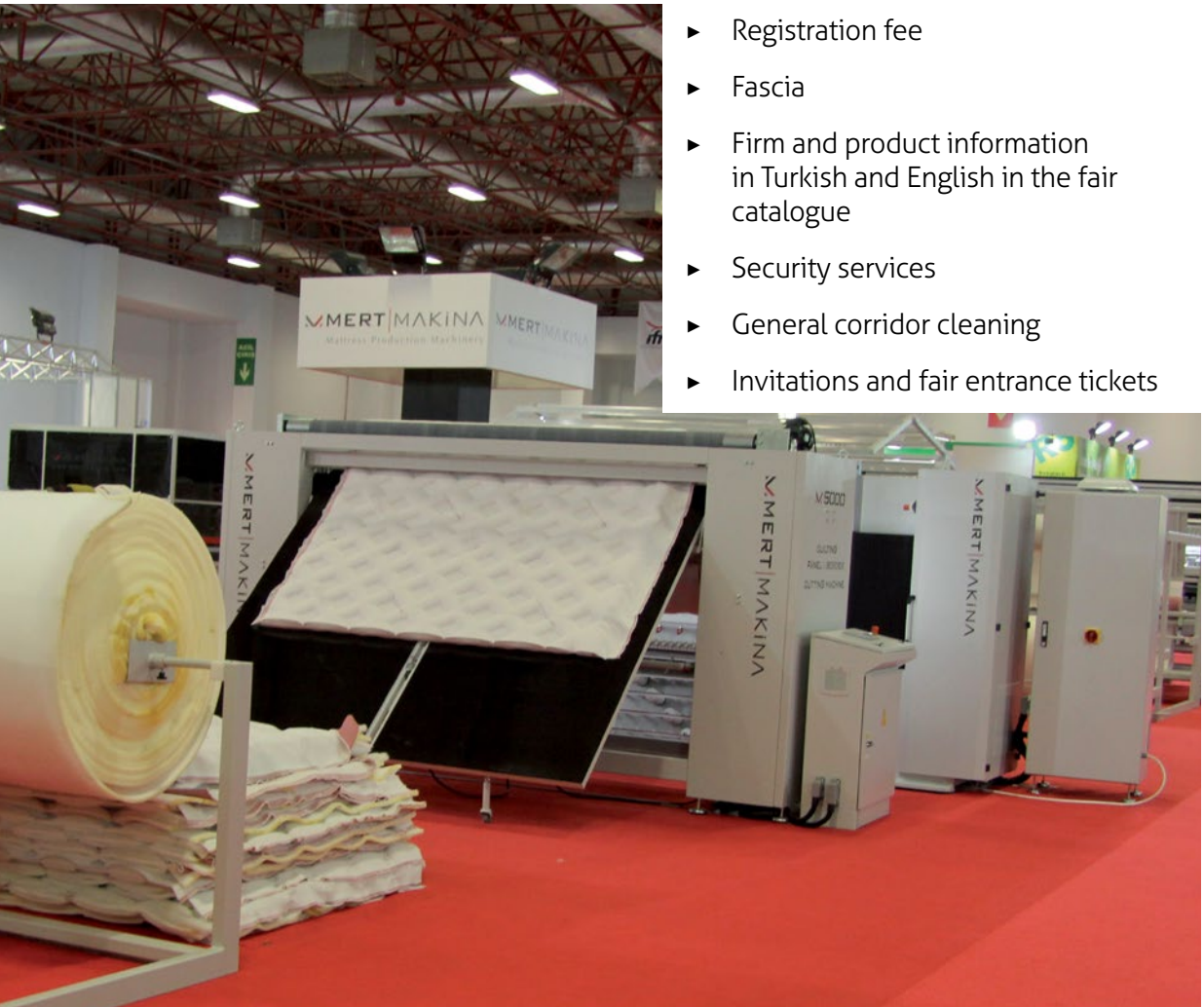
International Sleep Well Expo Fair is an organization where all professionals who serve to the mattress sector will meet. The successes of the fair, new products, application examples and sharing of information will be exhibited at International Sleep Well Expo. We invite you to the enthusiastic and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

## 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](http://www.sleepwellexpo.com)

## Ready Stand

- ▶ Packet Stand Price inclusives
- ▶ Empty space
- ▶ Autonomous lateral panels
- ▶ Rug
- ▶ Electricity connection
- ▶ 220V triple socket and cable, 100 watt lighting for every 3 square meters
- ▶ Registration fee
- ▶ Fascia
- ▶ Firm and product information in Turkish and English in the fair catalogue
- ▶ Security services
- ▶ General corridor cleaning
- ▶ Invitations and fair entrance tickets





# The sleep sector never sleeps!

## PLEASE CONTACT:

MEHMET SOZTUTAN  
mehmet.soztutan@voli.com.tr

Tel: +90.212.604 5050  
Fax: +90.212.604 5051  
GSM: +90.532.313 2211



## VOLI FAIR SERVICES

Güneşli, Evren Mah. Bahar Sok.  
Polat İş Merkezi B-Blok No: 3 Kat: 3  
34212 Bağcılar-Istanbul-TURKEY

## LEARN MORE

Explore your  
opportunities  
at Sleep Well Expo  
2019

