

SPORTS & BEYOND

11 - 14 JANUARY
2024



WORLD '24 SPORTS

I S T A N B U L

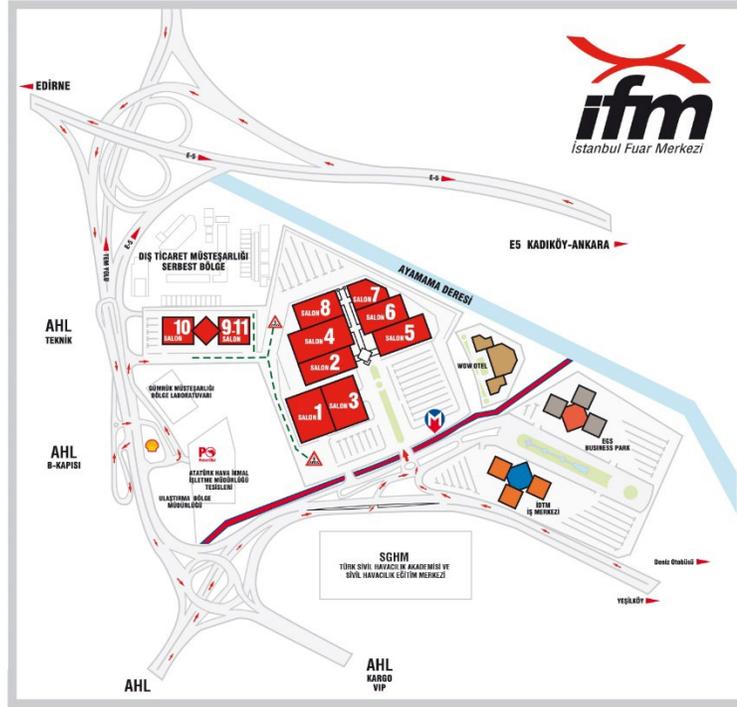


FUAR KÜNYESİ

DATE	11-14 JANUARY 2024
VENUE	İSTANBUL FAIR CENTER - YEŞİLKÖY
LOCATION	İstanbul, TÜRKİYE
VISITING HOURS	10:00 - 18:00
ORGANIZER	TAM FUARCILIK ve Organizasyon INC.



EXHIBITION AREA + LAYOUT



WHY WORLD SPORTS ISTANBUL

- The most favourable location for Europe, America, Gulf Countries, Russia, CIS, Middle East and Africa, B2B and B2C meeting grabbing the attention with its wide product profile of sports and all related sectors
- Opportunity for interaction with domestic and international audience of 5 billion in Istanbul, located in an important strategic position with a 3-hour flight distance to the world's important markets, and the chance to meet with important buyers and establish collaborations
- To showcase global quality and design in the production of fitness equipment and accessories, sports food, sports textiles and wellness products on the trade platform where international decision makers take place
- To introduce your trending products and technologies that bring the latest innovations and designs to the forefront directly to the target audience,
- To strengthen the corporate prestige and brand image during the exhibition featuring the sector giants
- Conduct market research and customer analysis; Expand your customer network.
- To be together with national and international associations, unions, federations, NGOs, universities and designers operating in the sector
- Get insight about the latest trends of competitors and the market.

Neden İstanbul?

- To reach tens of thousands of sector professionals in Istanbul being the meeting point of Europe, the Middle East and the Arabian Peninsula, Russia and the Caucasus and Africa;
- To meet with different and diverse buyers who cannot be met at other international fairs in the world due to visa obtaining challenges and other accessibility obstacles
- To hold a colorful and high-participation meeting in the Istanbul, known as the city of b2b exhibitions, in coherence the spirit of the sports
- Expanding into new territories in the global market of sports and related sectors and products, granting distributorships and franchises, and entering into business agreements with wholesalers and importers
- To meet with domestic and foreign investors who will come to follow the latest innovations and technologies
- To come together with well-known trainers and sector leaders that will participate in sectoral conferences and seminars organized simultaneously with the exhibition
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WHY SHOULD YOU PARTICIPATE

- Booming Sports sector with an import volume of 20 Billion Dollars in Turkey and surrounding regions
- Increasing, young and dynamic health-conscious population
- 500 million dollars of support from the Turkish Government for the sports sectors
- More than 10 million certified athletes
- Lightning-fast growing home fitness market
- Rising healthy eating and wellness trends
- Turkish Gyms, Fitness & Wellness Clubs market, which is expected to reach \$1.2 billion

WORLD SPORTS SPECIAL SECTIONS





- Fitness Equipment and Equipment
 - » Cardio and Bodybuilding Equipment
 - » Fitness & Gym Salon Accessories
 - » Dance Exercise Materials
 - » Free Exercise Equipment
 - » Aerobic Equipment
 - » Pilates Equipment
 - » Home Exercise and Indoor Cycling Equipment
 - » Electrical and Vibratory Muscle Stimulator Systems for Cardio Fitness
 - » Electrical and Vibratory Muscle Stimulator Systems
 - » Locker Room Components, Flooring Solutions, Lighting and Furniture, Software Solutions for Gyms and Fitness Centers
 - » Outdoor Fitness Equipment
 - » Martial Arts Materials
 - » Weightlifter Equipment
 - » Water bike Equipment
 - » Isotonic Equipment
- **Rehabilitation**
- - » Electrostimulators
 - » Water Massage Equipment
 - » Laserotherapy Equipment
 - » Passive Exercise Equipment
 - » Physiotherapy Equipment, Equipment and Products Posture Correction Systems
 - » Public and Private Rehabilitation Institutions
 - » Rehabilitation Devices and Equipment
 - » Wellness Devices



- » Sports Food and Supplements
 - » Protein Powder and Amino Acids
 - » Weight and Volume Products
 - » Power and Performance Products
 - » Vitamins
 - » Herbal Products, Bars and Healthy Snacks
 - » Energy Drinks and Sports Drinks
 - » Dietetic Food and Beverage Products
 - » Slimming Products
 - » Antiallergic Food and Beverage Products
- » Functional Food and Beverages
 - » Gluten Free Food and Beverages
 - » Organic Food and Beverage Products
 - » Natural Ingredients
 - » Nutricosmetic Products
 - » Food Research and Development Institutions
 - » Diet Program Software
 - » Certification and Food Analysis Institutes
 - » Physical Compound and Nutritional Status Assessment Tools



SPORTEX

- » Sports Wear and Accessories
 - » Bodybuilding Textiles and Accessories
 - » Dancing Fitness Wear & Fashion Accessories
 - » Fitness Clothing & Sports Shoes
 - » Home Sports Accessories
 - » Indoor Sports Wear & Sports Shoes
- » Outdoor Sports Wear, Equipment and Accessories
 - » Cyclist Accessories
 - » Water Sports Equipment Clothing and Accessories
 - » Team Sports Clothing and Accessories
 - » Sports Underwear Products
 - » Individual Sports Equipment and Accessories



- » Swimming Pool Accessories
 - » Wellness Center Equipment and Accessories
 - » Akap Air and Water Cleaning Systems, Air Conditioning Systems Beauty Centers
 - » Face and Body Cosmetics Cosmetics for Professionals
 - » Cryosaunas Electro-medical Shoes
 - » Electro-medical toolselectro-stimulation equipment
 - » Orthopedics Productequipment for beauty/body care and accessories
 - » Passive Gymnastics and Massage Equipment
 - » Swimming Pool, Physiotherapy and Wellness Centers Furniture, Luminaires and Equipment
 - » Holistic Therapies Hotels and Spas Hydrotherapy
 - » Hair Removal Lasers
- Multifunctional Shower Systems
 - Natural Cosmetics
 - » Aromatherapy
 - » Orthopedic Shoes
 - » Personal Cleaning and Health Products
 - » Sauna and Massage Products
 - » Solar and Pigmented Cosmetic Products
 - » Solarium Centers Tourism
 - » AgenciesConstruction & Project Firms





- » Augmented Reality Sports Products
- » Wearable Fitness Equipment
- » Fitness Software and Applications
- » Fitness Digital Devices
- » Home Exercise Devices



EXHIBITOR PROFILE

- Fitness Technology & Home Fitness Equipment
 - Individual & Team Sports Branches
 - Spots Fashion & Accessories
 - Sports Nutrition
 - Wellness & Beauty & Food
 - Rehabilitation & Therapy & Holistic Health
 - Gamercising
 - Services & Media
- 

VISITOR PROFILE

- Sports & Fitness Centers
- Purchasing Agents of Sports Clubs and Studios
- Purchasing Officers in Tourism Management
- Mega Housing Project Managers
- Sports Schools & Clubs
- Physical Therapy and Rehabilitation Centers
- Water Sports Schools & Clubs, Ski Schools & Clubs
- Tennis, Equestrian and Golf Clubs
- Sports Nutrition and Supplements Shops

- Instructors, Dieticians, Life Coaches,Sports Schools
- Health Centers & Professional Sports Clubs, Individual Sports Studios
- Construction Suppliers, Contractors, City Planners
- Government Officials of Environment and Urbanisation Ministries
- Press & Broadcasting Organizations, Special Events Clubs
- Sport Enthusiasts

B2B MATCHMAKING PROGRAMME

Bilateral business meetings will be organized with 100 VIP buyers from 10 targeted countries.

In addition to specially hosted international buyer delegations, visitors from +50 countries will have the opportunity to increase the exports of local and foreign Sports and Fitness Equipment manufacturers.



WORLD SPORTS PROMOTIONAL ACTIVITIES



WORLD SPORTS BROCHURE ENG



TAM FUAR

YERİNİZİ HEMEN AYIRTIN!

WORLD '24 SPORTS ISTANBUL

SPORA DAİR HER ŞEY

11 - 14 OCAK 2024

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worldsportsistanbul.com

LEVEL UP YOUR BUSINESS @EXPO SPORTS ISTANBUL

EXPO SPORTS ISTANBUL, organised by TAM FAIRS and Organisation Inc., on September 19 - 22, 2024 at Istanbul Eurasia Exhibition Center, is ready to create the commercial and cultural capital of fitness equipment, sports, physical activity, healthy nutrition, wellness, gamercising, sports fashion & accessories industries with the participation local and international brands and world renowned names of the sports universe.

No Pain, ALL GAIN

Inclusively adjusted to feature all branches of the sports industry and sub-sectors related to physical culture and healthy eating, EXPO SPORTS ISTANBUL constitutes the premium exhibition concept to appeal to all sports and health community along with the key industry players and impressive procurement delegates.

ISTANBUL WELCOMES THE ACTION

While hosting the tomorrow of the training equipment of all kinds and services, Expo Sports Istanbul will become the focal point of the sports industry by offering onsite workshops, global championships, seminars and conferences on nutrition, digitalization, wellness food and on many more topics to provide sophisticated insight towards all peers of the healthy living enthusiasts.

5 ESSENTIAL SECTIONS OF EXPO SPORTS

GYMTECH / GYM JUNCTION

"Fitness and Home Exercising Equipment" Functional Business Ambiance crafted for B2B meetings with international visitors, certification sessions, optimized events to enhance visibility.

SPORTEX / TRENDTEX

"Communicate Value with your Outfit: Sportex provides a vast array of technical textile elements, future trends, new technologies and smart textiles products.

EAT WELL / NUTRHEALT

"Source Fresh Ideas on Eating Dynamics: Eat Well Section offers both traditional and modern recipes of functional eating, diet programs, gluten free nutritions and organic boosters.

DANCEFIT

"DANCEFIT area trainings that offer the perfect melange of dance and physical exercise.

GAMERCISING

"Discover Key platforms of Digital Fitness and Stay Active in Gamercising Section.

APPEALING FIGURES OF SPORTS AND RELATED INDUSTRIES in Turkey & Surrounding Region

- Over 2000 sports facilities
- A market of 2.5 Billion individuals with a five-hour daily flight
- 4 million membership to fitness centers
- A market worth \$500 million
- An average growth rate of 20%

Expo Sports Offers The Top Destination for Import Based Markets for Fitness Equipment

1 Europe	2 RUSSIA & CIS
\$5 Billion	\$600 Million
3 MIDDLE EAST & AFRICA	4 AFRICA
\$400 Million	\$300 Million

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- Gamercising
- Services & Media

VISITOR PROFILE

- Sports & Fitness Centers
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- Instructors, Dieticians, Life Coaches, Sports Schools
- Health Centers & Professional Sports Clubs, Individual Sports Studios
- Construction Suppliers, Contractors, City Planners
- Government Officials of Environment and Urbanisation Ministries
- Press & Broadcasting Organizations, Special Events Clubs
- Sport Enthusiasts

WHY YOU SHOULD EXHIBIT

- \$1 Billion worth importation dependent sports industry in Turkey and surrounding regions
- Growing, young and dynamic health conscious population
- \$500 million support towards sports industries from Turkish Government
- Over 10 million certified sportsmen
- Discover home fitness market growing at lightspeed
- Meet with a community demanding more & more healthy eating options
- The Turkish Gyms, Fitness & Wellness Clubs market expected to reach \$1.2 billion



Yesilkoy Mah. Ataturk Cad. Dünya Ticaret Merkezi No: 10 Ofis:79 Bakirkoy / Istanbul
www.tamfuar.com



BIG SPORTS DATA

DATA MANAGEMENT

- Global Buyer Database of 1 Million
- Companies from 120 countries
- 20 Industry coverage
- An update at 6 Months
- Exhibition behavior and expectation statistics



CONVENTIONAL MARKETING



PROMOTIONAL ACTIVITIES IN SIMILAR GLOBAL EXHIBITIONS



DIGITAL MARKETING

DOMESTIC – OVERSEAS
LOCATION-BASED GOOGLE ADS

DOMESTIC – INTERNATIONAL
LINKED-IN STUDIES

PROGRAMTİK
ADS



ININTERSTITIAL
ADS

INSTAGRAM, FACEBOOK,
TWITTER AND TIK TOK ADS

Highlights

YOUTUBE ADS

POST IMPRESSIONS



INSTITUTIONAL REFERENCES



SEMINARS AND WORKSHOPS



- SECTORAL ISSUES, PROBLEMS AND SOLUTIONS
- INNOVATIONS IN THE SECTOR
- INTERNATIONAL CONFERENCES AND WORKSHOPS
- INTERNATIONAL SPEAKERS
- INDUSTRY STAKEHOLDERS
- PUBLIC AND PRIVATE SECTOR REPRESENTATIVES
- ACADEMICS

INDUSTRY MAGAZINES

GERMANY



HCM

UK

USA



TopFitness
Magazine

USA

GERMANY

fitness
MANAGEMENT



ITALY

ITALY

MAGAZINE DI FITNESS E CULTURA DELLA SALUTE
Performance

GOOD
HOUSEKEEPING

USA



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INTERNATIONAL ONLINE PORTALS



TAYVAN



AVRUPA



ALMANYA



ÇİN



İSVEÇ

 menshealth.com
 my-personaltrainer.it
 eatthis.com
 myfitnesspal.com
 weightwatchers.com
 prevention.com
 livestrong.com
 verywellfit.com
 myprotein.com
 self.com
 planetfitness.com
 alfemminile.com
 health.com
 noom.com
 bodybuilding.com
 smartfit.com.br
 shape.com
 vitat.com.br
 cobratate.com
 framar.bg
 healthy.thewom.it

 muscleandstrength.com
 greatist.com
 gnc.com
 gympass.com
 bulk.com
 nutritionix.com
 unimeal.com
 fitforfun.de
 muscleandfitness.com
 vitaminshoppe.com
 healthifyme.com
 mundoboaforma.com.br
 betterme-fasting.com
 fit-coach.io
 basic-fit.com
 draxe.com
 beachbodyondemand.com
 puregym.com
 trans-returnsummarycard-images-na.s3.amazonaws.com

 kachava.com
 setforset.com
 athleticgreens.com
 stips.co.il
 thehealthy.com
 athleanx.com
 voedingscentrum.nl
 golo.com
 nutrisystem.com

Top 50
most
clicked
Fitness
and
Sports
sites

QUALIFIED PROCUREMENT PROFESSIONALS



Agent Network in 35+ Countries

Purchasing Associations

Whatsapp, Telegram

Active promotion in their group

EXHIBITION REFFERENCES

ATRAX

AQUAFUN

VENDEX *Türkiye*

IFFA | ISTANBUL
FURNITURE
FAIR
| ISTANBUL MOBİLYA FUARI

METALEXPO
IRON, STEEL, METAL PRODUCTS & MANUFACTURING TECHNOLOGIES TRADE FAIR

F İstanbul
Gıda, İçecek, İşleme ve Ambalaj Fuarı
Food, Beverages, Processing, and
Packaging Exhibition

TAM
F U A R

idex

HOMETEX
27th Home Textiles & Accessories Exhibition

Aysaf

aymod
AYAKKABI MODA FUARI | FOOTWEAR FASHION FAIR

ibia
expo2023

ORGANISER REFFERENCES



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