

# Why this fair?

Manufacturing technologies initiate the Industry 4.0. The determining factor of the Industry 4.0 is the software and software technologies. In our country, there are more than 3.000 companies, which develop software. SoftwareMarket – Trade exhibition and Congress for Technology, Software, Communication, which will be organized on May 12-14, 2016, intends to unite the tens of thousands of domestic and international SMEs, which need software technologies, with our software company.

## What is Industry 4.0?

The term "Industry 4.0" means the fourth industrial revolution. While the first industrial revolution mobilized the mechanization of production using water and steam power, this was followed by the help of electric power, which is the second industrial revolution. Then digital revolution, the third industrial revolution, was achieved, and the use of electronics increased. Industry 4.0 is a project, which promotes the computerization of traditional industry, and which intends to equip such tradition industry with the high technology.



# SoftwareMarket

12-14  
**MAY**  
2016  
Antalya  
Expo  
Center

TRADE EXHIBITION AND CONGRESS  
FOR TECHNOLOGY, SOFTWARE, COMMUNICATION

Turkey

Stand Areas Deals		
Space Only	Till March 31	Till May 5
12 m <sup>2</sup> - 25 m <sup>2</sup>	110 €	135 €
26 m <sup>2</sup> - 50 m <sup>2</sup>	100 €	120 €
51 m <sup>2</sup> - 100 m <sup>2</sup>	90 €	110 €

The unit prices (sqm) indicated above are for only empty spaces.  
Stant A: 1 m<sup>2</sup> 20 €

Catalog and Internet Promotion Deals				
Advertisement Prices for Catalog		Internet Advertisement Prices		
Advertising Pages	Prices	Banner at Website	Prices	
Bookmark	2.000 €	For 15 days	200 €	
Back Cover	1.400 €			
Inside of the Front Cover	1.000 €	Banner at e-newsletter	Per Issue 150 €	
Inside of the Back Cover	1.000 €			
Last Page	750 €	Please ask for more information.		
Inside Page of the Catalog	450 €			

## STAND OPTIONS

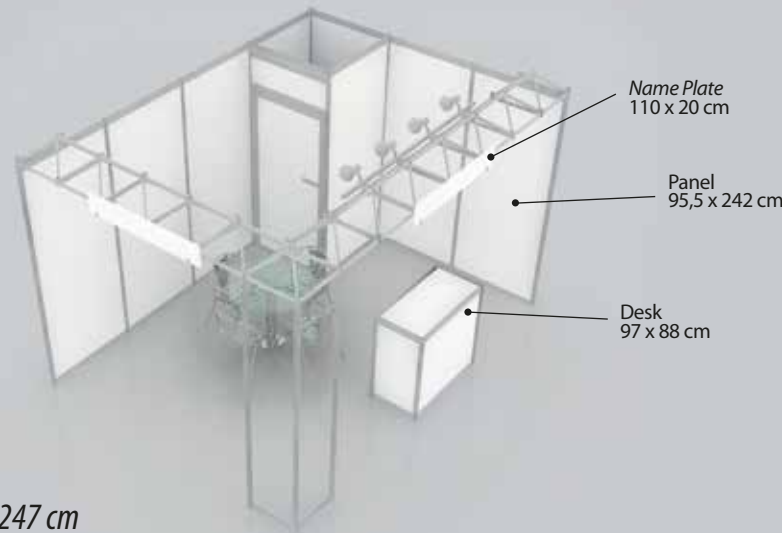
### » Space Only

Only rented space area. No construction service is included.

### » Stand A

- Board panel stand walls
- Space roof stand construction
- 100 w spotlight per 3 sqm
- Triple electric socket
- Name boards
- Carpet
- 1 sqm indoor lockable room
- 1 aluminium tables
- 4 aluminium chairs
- 1 bank

Standart booth walls: 100 cm x 200 cm Inner sizes 97 cm x 247 cm



ANTALYA MERKEZ OFİS / ANTALYA HEAD OFFICE  
Antalya Expo Center Pınarlı Beldesi 07110  
Akse - Antalya - TURKEY  
T. +90 242 462 20 00 F. +90 242 462 19 90

İSTANBUL İRTİBAT OFİS / İSTANBUL OFFICE  
Büyükdere Cad. Gayret Apt. No:105 K:3 D:5  
Mecidiyeköy - İstanbul - TURKEY  
T. +90 212 213 36 25 F. +90 212 213 26 12

ANKARA İRTİBAT OFİS / ANKARA OFFICE  
Gazi Mustafa Kemal Bulvarı No:64/8  
Çankaya - Ankara - TURKEY  
T. +90 312 229 78 76 F. +90 312 229 78 77

info@softwaremarket.tech

THIS FAIR IS ORGANIZED WITH THE AUDIT OF UNION CHAMBERS AND COMMODITY EXCHANGES OF TURKEY(TOBB)

ANFAS  
Antalya Fuar ve İletişim ve Yayıncılık A.Ş.

AEC  
ANTALYA EXPO CENTER

f anfasoftwaremarket

ANFASFUARCILIK

anfas\_aec







## SOFTWARE MARKET

**which will be held at  
Antalya Expo Center  
on May 12-14, 2016**

*Will create new markets on national and international basis for the companies operating in the software industry, which has become one of the primary industries in our country.  
**Be present there..!***



## SoftwareMarket 2016

SoftwareMarket 2016 feels the pulse of software industry. You can obtain information about the policies applied and the recent developments in the industry, at first hand during the fair, in which the leaders of the business world, top government officials, non-governmental organizations of the neighboring countries are interested highly.

*It provides new opportunities to the Turkish software developers, who wish to expand abroad, in our country, which is in transitional period with respect to becoming not only the user of the industry but also the manufacturer thereof.*

*To create new markets on national and international basis with respect to domestic companies operating in the software industry that has become one of the primary industries in our country.*

*To contribute to the country exportation through the wind of the software industry, affecting the direction of the world economy rapidly and significantly.*

SoftwareMarket 2016 is the meeting point of the senior officials, serving at the software industry. At this fair, you will have the opportunity to negotiate with the international decision makers, procurement committees, distributors and innovative.

This year, SoftwareMarket 2016 brings together the leaders of the industry through its trend subjects under the congress and seminars.

\* You can reach your target audience at SoftwareMarket fair. The fair, during which marketing and promotion/advertisement specific to the persons you wish to see on your stand, enables the predetermined target audience to visit your stand.

\* Significant business connections are performed at SoftwareMarket fair. The target is to unite you with the 250 professionals under B2B bilateral negotiations, and to enable you to execute successful business agreements.

\* The software industry keeps its eyes on SoftwareMarket fair.

## Visitor Profile:

- Companies wishing to benefit from any national and international R&D funds.
- Domestic and international companies seeking the special software solutions.
- Domestic and international public institution managers.
- Sectorial association, representatives thereof and academicians.
- Financial institutions and investors.
- Software groups of the universities wishing to come to the fore with respect to development of the sector, and academicians serving thereat.
- Ones wishing to establish R&D Center.

**12-14  
MAY**  
*2016*  
Antalya  
Expo  
Center

## Exhibit Profile:

- Technopolis/Technopark and software companies operating at the Technopolis/Technoparks.
- R&D centers.
- Education institutions providing training on software, and publishers.
- Software companies operating at Free Zone and Organized Industrial Zones.
- Any and all Associations related to the sector.