

# Zuchex

HOUSEWARES FAIR & LIFESTYLE

**19-22**  
**September**  
**2013**

Tuyap Exhibition Center  
Istanbul, Turkey

**24<sup>th</sup> INTERNATIONAL**  
**HOUSEWARES**  
**& GIFT FAIR**  
**ELECTRICAL APPLIANCES** **ISTANBUL**

## *Discover Innovations In The Center Of The Housewares Sector*

### PRODUCT GROUPS

- Housewares
- Glassware
- Porcelain
- Kitchenware
- Home Textile

- Cutlery
- Plastics
- Decorative Items & Gifts
- Small Electrical Appliances
- Lighting



**LIFE MEDIA**  
Life Media Fuarcılık A.Ş.

ISTOC - Oksuzogullari Plaza E-1 Blok  
No:71 Kat:7 Bagcilar - Istanbul / Turkey

Tel: +90 212 292 60 31  
Fax: +90 212 292 34 20

life@zuchex.com  
www.zuchex.com

**Tarsus**



This fair is being held properly by the law number 5174 of the Union of chambers and Commodity Exchanges of Turkey

19<sup>22</sup>  
september  
istanbul 2013



## Land of Opportunities

By virtue of her geographical location, Turkey is able to reach a region inhabited by about 400 million people. Turkey is close to a broad geographical region spanning North Africa, Europe, the Middle East and Asia, and is among the four countries through the ancient Silk Road range. Turkey, being the sole bridge bordering Europe, the Middle East and Asia, is preferred for investment by many companies thanks to her vast potential in terms of manufacturing, importation, exportation and customer base. Located on the shortest path conveying the Middle Eastern culture to Europe, and European industry to the Middle East, Turkey also offers attractive cost advantages.

Local industry in Turkey is developing at a rapid rate to allow competition in the global arena. Equipped with necessary technical resources and creative power, many sectors are undertaking substantial initiatives while the market currently offers many opportunities as regard pricing.

With her inexpensive labor and security of raw materials availability, Turkey is the most attractive country with a potential consumer base of 75 million people.

The numerousness of the young population, the ever increasing Middle Eastern and African demand for capital goods as well as government incentives for foreign investments, tax exemptions and provision of land lots without charge by the state create a source of attraction for foreign investors. With her face toward Europe and her geographical position close to the Middle East and Africa, Turkey is the investment destination for hundreds of European and USA companies.

In the cultural aspect, Turkey is home to many cultures. Throughout the ages, Istanbul has served as the capital city of the three longest-lived empires, the Roman, Byzantine and Ottoman Empires; and served as a focus for the three Abrahamic religions, Christianity, Judaism and Islam. It was this which enabled people from tens of different nations, religions and beliefs to live style and earn their living together in this city. This experience, which stretches back thousands of years, has endowed Istanbul with its own unique cosmopolitanism and developed a culture of "living together".

People in Istanbul from different religions, from different nations, living one above the other in the same building, were able to continue their lives in peace.

One encounters in every corner of Istanbul the mosaic of culture, existing in harmony and still bearing the marks of that period.

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## PRESS RELEASE / OUR VISION – OUR MISSION

Life Media has been continuing its experience of more than 10 years on exhibition organization with Zuchex Housewares & Lifestyle Fair and Ideal Home Homestyle & Housewares Fair which are the international brands.

International Ideal Home Homestyle & Housewares Fair which will be organized Spring 2014 is taking place in order to lead 2014 trend for the ones who follow up the innovations of the market closely. Being mentioned at the first place in Turkey and within the first three place in the world in its sector and being followed by all small-large scaled participants, Ideal Home is not only meeting its participants with the blend of traditional and modern ones, but also continuing to be host for the variations between east and west as a result of its geographical position.

Within the historical process, Istanbul became a transition point between the east and a west world of Silk Road and it still keeps the continuation of this tradition alive. Combining with the rich cultural heritage of Anatolia, unique beauty of Bosphorus was and is still an inspiration for many artists. Being conscious of the responsibility of this valuable geography, Turkey is transferring its colors to new centuries by means of the rich culture of the region from east to west and north to south.

With its population of over 70 million with the majority of young population and with 7 contiguous countries and average annual tourist capacity of 25 billion which is also increasing every year, Turkey is continuing to be a country of opportunities. Being the center of the geography of the world, Turkey is the key spot of Silk Road as it was before, and is the region of meeting spot and coordination of the cultures at the same time.

We as the Life Media family are glad to have you on this precious continent. We invite you to combine both our cultural variety and economical aspects – targets- with the 24nd Zuchex International Housewares & Gift Fair and to share all the opportunities and 9th Ideal Home Homestyle & Housewares Fair.



İSTOÇ Öksüzöğulları Plaza E-1 Blok  
Kat:7 No: 71 Bağcılar - İSTANBUL

Tel : +90 212 292 60 31  
Fax : +90 212 292 34 20

www.zuchex.com  
life@zuchex.com



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**Zuchex**  
HOUSEWARES FAIR & LIFESTYLE

## Discover Innovations in the center of the Housewares Sector

Life Media is founded in 1995 and is organizing Zuchex "housewares and giftware fair" since 1997, enabling Turkish houseware and giftware sector to establish a market presence on international scale and reach more extensive communities. Zuchex achieved great successes since 1997 and became the bridge of Turkish and international housewares world. In 1995 Life has started to publish Züccaciye and Lifetech magazines for the domestic market. Moreover, a new magazine "Housewares & Gift" published in English language hold a place in the international arena, with the mission for taking a place in the international market of the sector.

Züccaciye Magazine is also a sponsor of GIA (Global Innovator Award) organized by IHA (Chicago International Association) which is one of the biggest exhibition companies in the USA.

Life Media's mission is to be the guide of the market by the magazines and helping the sectoral expectations by fairs. With more than 10 years of experience in fair industry and magazine, Life Media A.Ş., in the heart of Eurasia, is serving as a bridge between importers, wholesalers, retailers and manufacturers in Istanbul, the magical city combining both traditional and modernist values on the semi-island of positive energy and mystical cultural heritage and not to mention the Bosphorus. Welcome to this gorgeous part of a fairy tale.

About houseware, glassware, kitchenware, tableware, home textile, electrical appliances, decorative objects from porcelain to plastic or imperial home design objects and garden design themes, Life Media has become one of the biggest dynamics of the international market and thriving each year.

As the organizer of Zuchex International Fair which is the 3rd largest trade fair in Europe, Life Media is continuing to respond to global market needs, offering you a global perspective for finding and contacting potential suppliers.

Turkey is in the center of the economic and political junction of Europe, the former Soviet Union and the Middle East intersect as the west door to Silk Road as always has been throughout history.

The biggest and the only specialized address in the sector.

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**Zuchex**  
HOUSEWARES FAIR & LIFESTYLE

**Since 1997 Zuchex Housewares Fair & Lifestyle** has been growing over the years. Zuchex has a vital mission as representing Turkey on the international platform and contributing European economy. Zuchex is forming the convenient ambiance to get information about Turkish market and improve commercial relations for both visitors from other countries and participants. It also has the characteristic attribute of being a significant platform for domestic companies to pass beyond countries of the market. Zuchex is a short cut to lead your way to new horizons new connections and new partners.

Around **45.000 trade visitors** are expected to attend the show from all of the key houseware markets of the area, from Middle East to South Africa, from Europe to America. A reputation of the profession, competitive edge, vast choices and extreme utility come with the name Zuchex.

**Zuchex International Housewares & Gift and Electrical Appliance Fair**, which is one of the most famous fair organizations on the international market is getting ready to reconvene on **19 -22 September 2013**.

**Find the difference at**  
**Be different at** **Zuchex**



Ideal Home Fair enables the exporter, importer, distributor and producer firms of houseware and dowry sector to come together with international suppliers, chain stores, wholesalers, retailers and other customer groups.

Ideal Home Fair establishes a platform that includes significant cooperation opportunities for Turkish trademarks to present themselves in global competition.

8th International Ideal Homestyle & Housewares Fair was held on 28-31 March 2013 in Istanbul at Tuyap Fair Center with the attendance of 81 countries, 24.306 professional visitors and 311 exhibitors. The Ideal Home by Zuchex Home Style & Housewares show offers you the opportunity to see first hand consumer lifestyle and product trends for all areas of home, both indoors and outdoors, under the same roof.

**Discover your style in** **idealhome**

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**HOUSEWARES**  
Kitchenware • Kitcheware • Cookware • Tableware • Giftware • Electrical Appliances  
istanbul turkey Gift Magazine

Aiming at creating new horizons in the sector, Life Media keeps abreast of all the latest developments in foreign housewares and giftwares tradeshows and publishes Housewares & Gift Turkey.

Housewares & Gift Turkey Magazine is distributing to the participant firms in fairs about our sector, especially in Frankfurt-Ambiente, Milano-Macef fairs.

Publishing Housewares & Gift Turkey in English language, once a year, Life Media with its Housewares & Gift Turkey Magazine keeps international sector professionals informed about Turkey Zuchex and Ideal Home Fairs and provides them cooperation opportunities with our sectoral expectations.

**Züccaciye**

Züccaciye Magazine began its press life in 1995 as a constitution of LIFE MEDIA and succeeded in being a reliable member which fulfilled the need in the sector since then. Züccaciye, with the motto "here to serve" is still enlarging the service and communication network by organizing Zuchex Fair since 1997.

Züccaciye Magazine has two different issues for "kitchen" and "giftware" sectors. Züccaciye is the sponsor of the GIA awards of the biggest fair company IHA in the USA.

**LIFE** ELEKTRİKLI EV ALETLERİ DERGİSİ  
**TECH**

Lifetech Magazine joined the Life Media Group in 2003 and became a major of the small electrical appliances sector in a short while. Lifetech Magazine enables all the firms of the same market to come together and share their successes and the difficulties they encounter.

Operating at almost every corner in Anatolia, it is expected that companies will get acquainted and hence keep the pulse of the sector.

Notes:

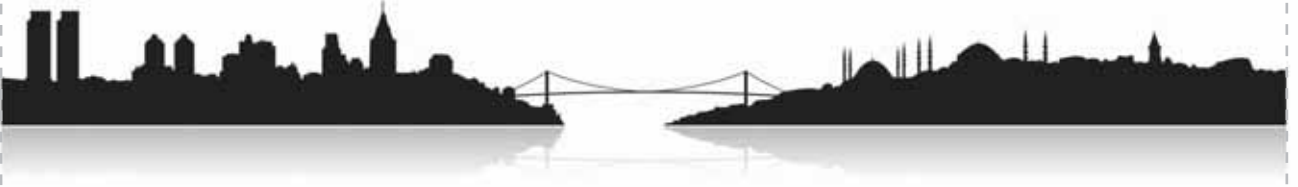
Free shipping for all magazine members and fair exhibitors.

Circulation rates for all publications are 10.000 for each issue.

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## We let the people come together on the point where the continents meet



As the organizer of Zuchex International Fair which is the 3rd largest fair in Europe, Life Media is continuing to respond to global market needs, offering you an extensive perspective for finding and contacting potential suppliers by the 24<sup>th</sup> Zuchex International Housewares&Gift and Electrical Appliances Fair.

### **24<sup>th</sup> Zuchex International Housewares&Gift and Electrical Appliances Fair will be held on 19-22 September 2013 in Istanbul.**

The show is claimed by the professionals to be the largest houseware trade show in Eurasia. In 2013, more than 700 manufacturers, distributors, importers and sales agents from all around the world exhibited their products in over 100.000 square meter of exhibit space.

You can meet old business friends and make contacts with new faces as well, from Turkey, Portugal, USA, India, Netherlands, France, England, Italy, Egypt, Germany, Brazil, Albania, Poland, Greece, Kazakhstan, Ukraine and more.

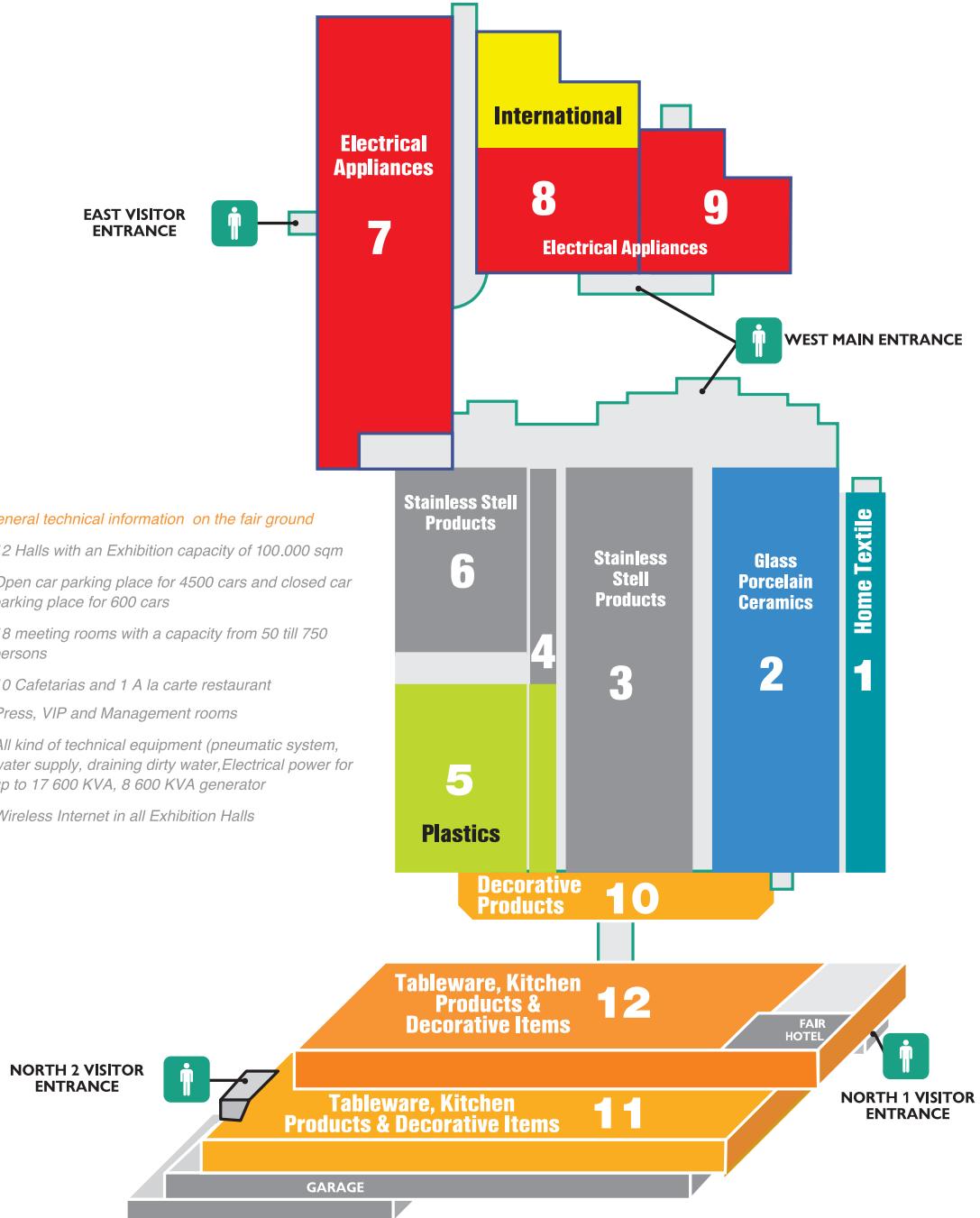
You will see the best selections of the whole year from kitchenware, glassware, plasticware, porcelain, ceramics & stoneware to cutlery, stainless steel cookware, silverware, tabletop products, tableware, home textile, giftware and electrical appliances.

Turkey is at the very core of the economic and political area known as "Eurasia" where Europe, Central Asia and Middle East meet. This area constitutes a potential market of one billion people besides holding the future energy reserves of the world.

Around 45.000 trade visitors are expected to attend the show from all of the key houseware market of the area – from Middle East to South Africa, from Europe to America.

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## 24<sup>th</sup> ZUCHEX EXHIBITION GENERAL PLAN



**19**  
**22**  
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## **THE BRAND NEW PRODUCT IS GOING TO TURN THE FASHION VERY FIRST TIME IN ZUCHEX AS USUAL**

Zuchex International Housewares & Gift and Electrical Appliances Fair, which is the 3rd largest fair organization on the international market is ready to reconvene on 19-22 September 2013. The show is leading the fashion in 2014, brand new and trendy products will be on stage. At Zuchex International Housewares & Gift and Electrical Appliances Fair, there will be the most important exporters, importers, manufacturers and distributors under the same roof.

## **TRENDY HOUSEWARES & LIFESTYLE**

24<sup>th</sup> Zuchex Housewares & Gift and Electrical Appliances Fair will be held on 19-22 September 2013. It is a great opportunity to meet up New Year's trendy homes!

## **IT WILL SET YOU APART FROM YOUR COMPETITORS**

You can find home textile, glassware, kitchenware, tableware, giftware, porcelain, ceramic, plastic, decorative furniture, small electrical appliances, bath & kitchen accessories, lighting and chandelier products and more, including a wide range of interior and garden design.

From A to Z brand new products, textural changes in the field and reflection of consumer preferences will take place in Zuchex Fair.

As a part of the fair, new trends of home textile, housewares and decorative furnitures will be exposed. You can find out about the new and upcoming style of 2014, color of the New Year, design of the new trend, ergonomics of relaxation and life style.

Zuchex Fair is a great platform for meeting with market leaders and field professionals. It also provides you the opportunity to gather information of new trends in the market. As a visitor or an exhibitor, this opportunity will give you a comparable stand.

Four things that you all deserve;

A reputation of the profession, competitive edge, a great number of choices extreme utility come with the name Zuchex.

**We are proud to bring you Zuchex.**

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**Zuchex**  
HOUSEWARES FAIR & LIFESTYLE



## trendy 2014 products

glass  
porcelain  
stainless steel  
ceramic  
non stick kitchenwares  
glasswares and giftwares  
tablewares and  
decorative accessories  
electrical appliances  
home textile...

### Exhibitor Profile

- Housewares
- Glassware
- Tableware
- Decorative Object
- Home Textile
- Giftware
- Small Electrical Appliances
- Decorative Furniture
- Bathroom & Kitchen Accessories
- Lighting & Chandelier
- Plastics

### Visitor Profile

- Professional Buyers
- Manufacturers & Importers
- Chain- Store Purchasers
- Wholesalers & Retailer
- Dealers & Distributors
- Hotel & Restaurant Owners
- Catering & Organization Companies
- Domestic & International Press

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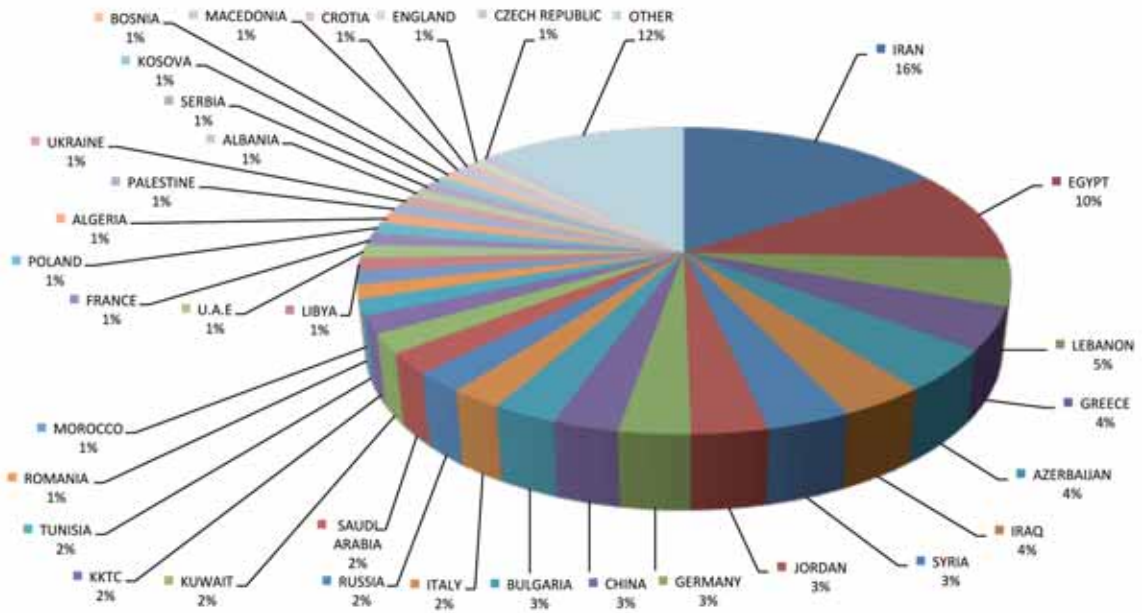
## WHAT HAPPENED AT ZUCHEX 2012

In 2012 Zuchex International Housewares & Gift, Electrical Appliances Fair ensured Turkish housewares industry to be the center of attention. The show was visited by many well-known chain stores and retailers.



## VISITOR PROFILE FROM 96 COUNTRIES

From 96 countries with 2524 foreign buyers and total 45,754 visitors about 549 exhibitors. In this context Zuchex is accelerating the sector very much.



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campaign  
limited quota

application order form

19-22 SEPTEMBER 2013

Please fill the form by capital letters.

### 1 Your Company's Information

Company (Fascia Board) Name: .....

Billing Contact Name: .....

Title: .....

Address: .....

.....

Phone: ..... Fax: .....

Email: .....

Product Category: .....

### 2 Booth Cost

- 9 to 49 sqm Euro 150 / per sqm +%18 V.A.T. standard booth  
 50 to 100 + sqm Euro 140 / per sqm +%18 V.A.T. standard booth  
 Standart booth construction Euro 25 / per sqm +%18 V.A.T. standard booth

Total Booth Payment euro .....

### 3 Payment Information

Total Due: Euro .....

To guarantee the raw space, you have chosen, full payment is to be made in 15 days after receipt of the invoice.

Bank details : Is Bankasi, Kabatas Branch

Swift Code : ISBKTRIS

IBAN Code : (€)TR500006400000210240095153

IBAN Code : (\$)TR780006400000210240092418

#### CAMPAIGN - 1

Fascia  
9 sqm stand  
4 nights accommodation  
(4\* or 5\* Hotel)  
spot light in each 3 meters  
1 table  
2 chairs  
carpet

2000 €

+%18 V.A.T.

#### CAMPAIGN - 2

Fascia  
12 sqm stand  
4 nights accommodation  
(4\* or 5\* Hotel)  
spot light in each 3 meters  
1 table  
2 chairs  
carpet

2500 €

+%18 V.A.T.

Deadline: 15 August 2013

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## 24<sup>th</sup> INTERNATIONAL HOUSEWARES & GIFT FAIR

DATES : 19-22 September 2013  
HALLS :  
ANTICIPATED EXHIBIT SPACE :  
ANTICIPATED EXHIBITORS :

fair contract

COMPANY NAME

TRADE NAME

ADDRESS

CITY- STATE - COUNTRY

TELEPHONE - FAX

EMAIL - WEB

PERSON IN CHARGE

DESCRIPTION OF YOUR PRODUCTS

ALLOCATION & BOOKING

We would like to book..... numbered booth..... M2 + .....Euro

MINIMUM SPACE	9 sqm
OPEN TO	Trade visitors only
TRADE VISITORS LAST EDITION	Total : 46,000 National & International From 96 countries

PRICE

RAW SPACE ONLY

9 to 49 sqm Euro 150 +%18 V.A.T. / sqm

50 to 100+ sqm Euro 140 +%18 V.A.T. / sqm

Standart booth construction Euro 25 +%18 V.A.T. / sqm

### PRODUCT GROUPS

Cookware

Tabletop

Glassware

Kitchen gadgets

Cutlery

Small electrical appliances

Giftware

Decorative accessories

Home textile

PAYMENT ARRANGEMENT

Preliminary payment 30% DATE / / 2013 - EURO

Remaining debt DATE / / 2013 - EURO

PAYMENT

Visa Application after first payment.

To guarantee the stand you've choosen, full payment is to be made in 15 days after receipt of the invoice.

Bank details : Is Bankasi, Galata Commercial Branch

Swift Code : ISBKTRIS

IBAN Code : (€) TR890006400000213880007326

IBAN Code : (\$) TR790006400000213880007312

We have read and understood the general terms and conditions and hereby apply for exhibiting at Zuchex Autumn Fair and agree to abide the rules and regulations set out by the fair organizer. ( See back for full Terms & Conditions)

PLEASE SIGN PART BELOW AND RETURN TO THE ORGANIZERS

Chop and authorized signature .....Name ..... Date

## CONDITIONS FOR PARTICIPATION TO THE EXHIBITION

### CLAUSE: 1

The establishments ( hereinafter called the EXHIBITOR) participating in this fair organized by LIFE MEDIA A.fi, hereinafter called LIFE MEDIA A.fi, shall abide by the rules and regulations described and formulated below. The stand rented by the EXHIBITOR is indicated on the enclosed layout plan. The number and dimensions of the stand participation fee and the payment manner are described in this participation certificate.

### CLAUSE: 2

The EXHIBITOR which accepts to participate in the fair after reading and signing the participation certificate and the time plan may not later renounce its obligations and undertakes to make all necessary payments in accordance with this agreement. The conditions inscribed in the Section of Payments Express the engagement of the EXHIBITOR concerning the payment manner. In the case one of the payments is not made on time, subsequent contractual payments become immediately due and payable.

### CLAUSE: 3

In the case the EXHIBITOR fails to fulfill its payment engagements LIFE MEDIA A.fi. reserves the right to cancel the agreement unilaterally and claim for the damages due to cancellation.

### CLAUSE: 4

The fair site is TÜYAP Fair, Convention and Congress Center-Beylikdüzü. In the case LIFE MEDIA A.fi., for circumstances beyond its control, natural disasters and other cases of force majeure, is unable to organize the fair, it reserves the right to alter the fair site and dates. In the case of the cancellation of the fair, LIFE's responsibility is strictly limited to the refund of the participation fee received. LIFE reserves the right to alter the general exhibition layout plan.

### CLAUSE: 5

In accordance with the fair calendar, the fair shall be open to visitors every day, between 09:30-19:00 hours. LIFE MEDIA A.fi with the obligation of notifying beforehand, reserves the right to alter these visiting hours, if necessary. Entrance to the fair is subject to a fee.

## GENERAL INFORMATION ABOUT STANDS AND OBLIGATIONS

### CLAUSE:6

Participation fee is calculated based on a square meter unit price for participation with or without a stand. The EXHIBITOR renting bare floor is free to appoint any contractor for its stand construction. The EXHIBITOR is only allowed to display the goods and services in the space provided for it. The EXHIBITOR is not allowed to neither hire, or for any reason, allocate the space to third parties. The exhibition halls 1-2-4 and 5, maximum stand height is 5,5 meters, in exhibition halls 3 and 6, maximum stand height is 3 meters. Although, obedience to these aforesaid dimensions is compulsory, LIFE MEDIA A.fi. shall not be liable for the conflicts arising out of the differing heights of adjacent stands. However, in accordance with equitable conditions, the EXHIBITOR whose stand exceeds that of the adjacent stand should cover this excess with a suitable material.

### CLAUSE: 7

The EXHIBITOR making its own stand construction must submit to LIFE MEDIA A.fi, the design, drawing and technical details for approval within the period indicated on the time plan, LIFE MEDIA A.fi. reserves the right to supervise and ensure the suitability of the application in conformity with the general layout plan and technical conditions. LIFE MEDIA A.fi. reserves the right as its absolute discretion at any time and at any stage to make any alterations on unapproved projects. The access to the fire taps may never be blocked.

The EXHIBITOR is obliged to take care of the stand and/or the space allocated to it without causing any damages. Boring holes, driving nails, using adhesives and sticky substances exclusive of double. No EXHIBITOR will be allowed to take out its exhibition goods from the fairgrounds prior to indemnifying such damage. Shall indemnify the damage immediately in cash.

### CLAUSE: 8

Highly inflammable substances and explosives are not allowed to be brought into the fairgrounds. All vehicles on exhibit must have empty fuel tanks while being displayed within the fairgrounds.

### CLAUSE: 9

In the case of an audio-visual show, the broadcast of the show should not exceed the stand limits. The sound volume should not exceed 45db at a distance of 1 (one) meter away from the stand. In the case the sound volume exceeds the aforesaid limit, LIFE shall warn the exhibitor arranging the performance. If the warnings shall not meet with a positive response then the electricity of the EXHIBITOR shall be switched off for two hours.

### CLAUSE: 10

The participation fee is calculated on a square meter basis. The fee includes:

- Space rented in the fairgrounds
- The publicity and promotion of the fair and 500 free invitation cards for EXHIBITOR.
- An information office
- General cleaning of the fairgrounds (EXHIBITOR is responsible for the in-stand cleaning)
- In case of participation with stand, LIFE Standard stand is defined as a stand constructed with aluminium profiles and white wooden wall panels at a height of 2.5 meters, illuminated with 100 watt spots for each 3 sqm and the company name written on the fascia.

### CLAUSE: 11

The following services are exclusive of the participation fee.

- Standard stand construction fee
- Tri-phase and mono-phase electricity installation and consumption fee
- Pneumatic installation and consumption fee
- Water and waste water installation and water consumption fee.
- Loading and unloading of the goods
- Renting equipment and services from the extra stand equipment and services list
- Private telephone line installation and usage fee
- Secretarial services
- Providing private security staff
- Catering and photography services

- Private advertisements in the fair catalogue
- Private advertisements in and outside the fairground
- Cleaning of the stand area

### CLAUSE: 12

LIFE MEDIA A.fi. is obliged to deliver to the EXHIBITOR the stand areas as bare floor space and/or as LIFE Standard stands three days prior to the inauguration of the fair at 09:00 a.m. The EXHIBITOR is obliged to have its stand ready for the fair by midnight prior to the inauguration.

### CLAUSE: 13

It is the EXHIBITOR's responsibility to contract the stand at its own expense either by its own staff or by the contractor from any construction material the EXHIBITOR chooses. Within the fairgrounds, except for the assembly, the cutting of raw materials, spray painting and large scale welding are strictly prohibited. The contractors shall abide by the cleaning rules and regulations from the beginning of the assembly period to the end of the dismantling period of the fair. The EXHIBITOR is obliged to notify the contractor of this clause and make sure that it takes the necessary precautions. The EXHIBITOR/CONTRACTOR constructing private stands is obliged to remove all waste materials following dismantling at the end of the fair, outside of the fairground. Otherwise, LIFE MEDIA A.fi. shall remove the waste materials and charge all expenses to the EXHIBITOR, LIFE MEDIA A.fi. reserves the right to stop the activities of the contractor not related to the assembly. The EXHIBITOR is not allowed its stand construction to obstruct the usage of electricity, water, pressurized air, telephone and waste water systems laid in the channels under the floor of the fairgrounds.

### CLAUSE: 14

The EXHIBITOR is obliged to have at least one of its staff capable of giving technical and financial information about the goods on display in its stand between 09:30-19:30hrs throughout the fair period. Entry and exit of the goods into and from the fairgrounds are not allowed during the visiting hours.

### CLAUSE: 15

A personal identification card will be issued for stand personnel, on every 6 sqm of rented space, if a written request is received before the relevant application deadline. Otherwise, a blank identification card will be given to stand personnel.

### CLAUSE: 16

The EXHIBITOR shall leave its stand everyday at 19:30 latest and will be present at 09:30 every morning throughout the fair period.

### CLAUSE: 17

EXHIBITOR are obliged to insure at their own expense the articles and/or products that they will display in the fair against all risks and/or loss at any time covering the total period starting with forwarding, delivery to the fairgrounds, fair and return trip back to the country of origin.

### CLAUSE: 18

Free car-park cards are presented as follows:

- 2 cards for the participations up to 99 sqm
- 3 cards for the participations between 100-399 sqm
- 4 cards for the participations 400+ sqm

### CLAUSE: 19

The stand shall be emptied on the first day following the closing day between 09:00-18:00 hour. LIFE MEDIA A.fi, without notifying, may remove the equipment and goods of the EXHIBITOR who has not emptied the exhibition area on time. The EXHIBITOR shall be responsible for all expenses and loss and the loss and damage arising thereby.

### CLAUSE: 20

The stamp tax in connection with this agreement is paid by the EXHIBITOR calculated in accordance with legal requirements.

### CLAUSE 21: THE SETTLEMENT OF THE CONFLICTS

The settlement of the conflicts shall be settled by the Courts and Execution Offices of Istanbul.

### CLAUSE 22: FINANCIAL CONDITIONS

- In case the exhibitor who has signed this agreement and accepted to participate at the Exhibition decides not to come, it is still bound to accomplish all the financial responsibilities. **Any deposit payment is non-refundable.**
- Life Medya has the right to cancel the contract if the client has not accomplished any of its payment obligations as well as to claim all the damages and expenses.
- The payment Schedule indicated in the Fair Contract must be followed rigorously. If the deposit is not paid on time, Life Medya has the right to return all the paid amounts. But it is explicitly understood that Life Medya's responsibility, in this case, is limited by the return of the amount. No other damages or expenses can be claimed.

### CLAUSE 23: LITIGATIONS

Any litigation will first be settled amicably. In case the parties do not reach an agreement, then the prevailing law is the Turkish Law and the disputes must be brought to and judged by the Courts of Istanbul.

### CLAUSE 24:

This participation agreement is comprised of 24 clauses. The invalidity of any article does not affect the validity of any other clause.



İSTOÇ Öksüzöğulları Plaza E-1 Blok  
Kat: 7 No: 71 Bağcılar - İstanbul / TURKEY  
Phone : +90 212 292 60 31  
Fax : +90 212 292 34 20  
life@zuchex.com • www.idealhomefair.com

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## FAIR PRE - REGISTRATION FORM

The 24<sup>th</sup> Zuchex International Housewares & Gift, Electrical Appliances Fair, layout planning is started for 2013. If you want to be a part of it, please fill in the form below for us to get you in the layout planning on time!

Best Regards

Company Name :  
Person in Charge :  
e-mail / web site :  
Telephone / Fax :  
Main Activity :

## 24<sup>th</sup> ZUCHEX REGISTRATION FORM

Manufacturer  Exporter  Wholesaler  Other

Product to display :  
.....

Requested stand range m<sup>2</sup> :  
.....

Date  
Stamp / Sign

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**Dear Zuchex Exhibitor,**

24<sup>th</sup> International Zuchex Housewares & Gift, Electrical Appliance Fair catalogue is going to be published. Your Company information has to be delivered until 15 August 2013.

### Directory Listing Form

Exhibiting Company			
Address			
Telephone Number		Fax Number	
E-mail		Web	
Main Activity	<input type="checkbox"/> Manufacturer	<input type="checkbox"/> Exporter	<input type="checkbox"/> Importer
	<input type="checkbox"/> Wholesaler	<input type="checkbox"/> Retailer	
Product Groups			

SIGN



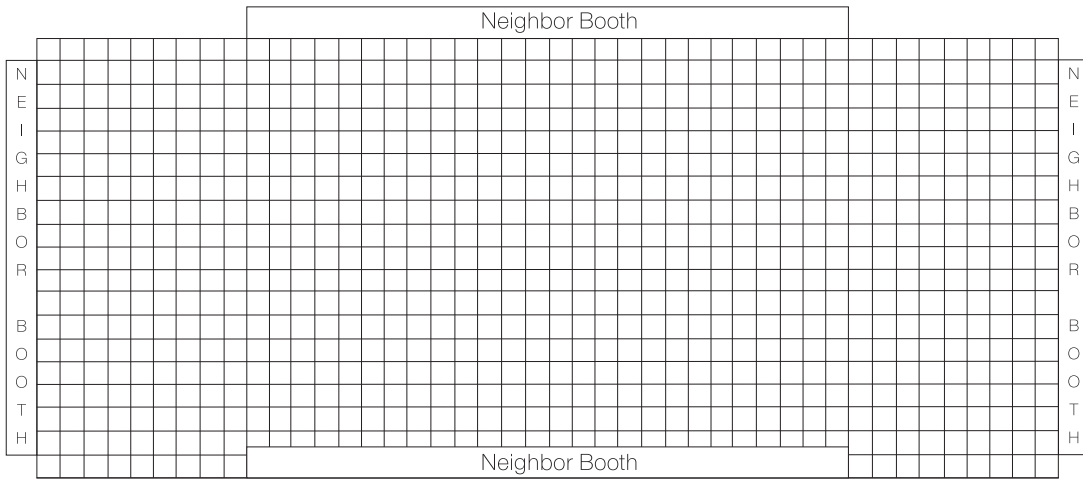
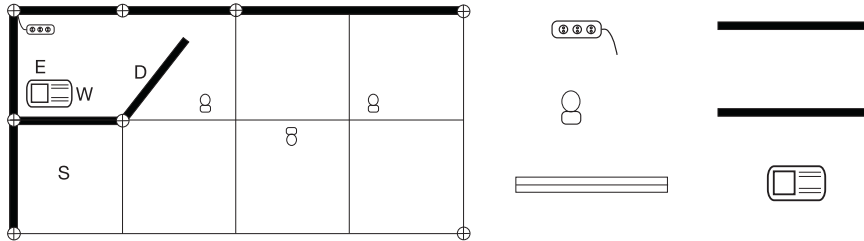
## BOOTH PROJECT CONFIRMATION FORM

Exhibitor Name (Company): .....

Hall and Booth Number : .....

Authorized Person-Sign: .....

Please indicate places for electricity, water, drainage, telephone, compressed air hardware.



### ATTENTION

<b>W</b> Water Connection	<b>C</b> Compressed Air Hardware
<b>T</b> Telephone Connection	<b>S</b> Seperation Wall
<b>E</b> Elektriccity Connection	<b>D</b> Door
	<b>N</b> Booth Number

Optional stand equipment and service rental list

Firma Adı:

Company Name:

Stand No:

KOD	MATERIALS	PICTURE	UNIT	PRICE €	TOTAL
S-01	CHAIR Plastic, Blue, Metal Leg			20 €	
S-02	CHAIR Plastic, Blue, With Arm, Metal Leg			25 €	
S-07	TABLE Versalit, Beige, Square, Folding A: 80cm B: 80cm H:74cm			30 €	
S-13	SYSTEM TABLE Aluminium Frame, Grey Laminated Mdf, Three Sides are Closed A: 102cm B: 52cm H: 74cm			30 €	
S-14	SYSTEM TABLE Aluminium Frame, Grey Laminated Mdf, Three Sides are Closed A: 102cm B: 77cm H: 74cm			35 €	
S-15	INFORMATION DESK Aluminium Frame, Grey Laminated Mdf, Three Sides are Closed A: 102cm B: 52cm H:98cm			40 €	
S-19	CABINET WITH LOCK Laminated Mdf, White, Whit one Shelve Inside, Lockable A: 95cm B: 54cm H:75cm			65 €	
S-21	SHOWCASE Aluminium Frame, Laminated Mdf, White, Glass Part H:30cm, With Glass Folding Door, Glass Lockable A: 102cm B: 52cm H: 103cm			75 €	
S-23	ILLUMINATED SHOWCASE Aluminium Frame, White Laminate, 2x Glass Shelves, Lockable Door, Glass Part H: 128cm, 75W spot x 1Piece A: 52cm B: 52cm H:195cm			85 €	
S-26	ILLUMINATED SHOWCASE Aluminium Frame, White Laminate, 2 x Glass Shelves, Lockable Fold- ing Door, Glass Part H: 135cm 75W spot x 2 piece A: 102cm B: 52cm H:195cm			150 €	
S-28	BROCHURE RACK White Metal, With Six A4 Metal Shelf H: 150cm			35 €	
S-30	MOBILE HANGING ROD Aluminium Frame, With Wheels, Metalic Pipe on Black Structure A: 140cm B: 174cm			20 €	
S-32	REFRIGERATOR White, Minibar Fridge A: 54cm B: 57cm C:84cm			95 €	
S-35	WASTE BIN Swing Lid - Plastic H: 40 cm			10 €	
1 SÜTUN TOPLAMI / 1st Column total					

Tarih:

Date:

Kaşe - İmza:

Stamp and signature:

KOD	MATERIALS	PICTURE	UNIT	PRICE €	TOTAL
M-01	PARTITION WALL PANEL White Laminate Inside the Aluminium Frame a: 238cm b: 95,5cm A: 248cm B: 100cm			20 €	
M-06	DOOR WITH LOCK White Lockable Door With White Door Handle A: 206cm B: 82cm			80 €	
M-08	CURTAIN White Curtain A: 241cm B: 95cm			20 €	
M-09	SHELF Shelve Which is Mounted on the Wall Partition A: 100cm B: 26cm			10 €	
M-11	CLOTHES HOOK Clothes Hanger Which is Mounted on the Columnes, With 3 Hooks A: 22cm B: 7cm			15 €	
M-12	HANGING ROD Metalic Hanging Rod Which is Mounted on the Wall Partition, For Hanging Kartela A: 25cm B: 95cm			15 €	
C-01	WATER SUPPLY Standard 1/2" Ball Valve Water Sup- ply, 32mm Water Drain Pipe			60 €	
C-02	WASH BASIN (Water supply exclusive) Metalic Sink Over White Laminate Cabinet A: 85cm B: 53cm H:90 cm			60 €	
C-03	COMPRESSED AIR SUPPLY Standard 1/2" Ball Valve, System Pressure is 7-8 Bar in General			60 €	
E-01	THREE-PHASE ELECTRICITY INSTALLATION Electricity Power in (KW) Unit			15 €	
E-02	SINGLE- PHASE ELECTRICITY INSTALLATION Electricity Power in (KW) Unit			15 €	
E-03	POWER STRIP Length: 4m and 4 out-let			10 €	
E-05	SPOTLIGHT Spot, Colour White, Day Light			15 €	
E-06	SPOTLIGHT Halogen, Colour Black, Day Light			30 €	
P-01	TELEPHONE LINE INSTALLATION FEE In case of direct application to Turk Telekom, inside wiring is done by Tüyap.			40 € During the Fair	
1 SÜTUN TOPLAMI / 1st Column total					

TOPLAM / TOTAL (1+2)

KDV / V.A.T (%18)

GENEL TOPLAM















GRAND TOTAL

Optional stand equipment and service rental list

Firma Adı:

Company Name:

Stand No:










KOD	MATERIALS	PICTURE	UNIT	PRICE €	TOTAL
P-02	DIRECT TELEPHONE LINE If a direct line is demanded from Tüyap, fee is: Calls are charged at the end of the fair separately.			100 € During the Fair	
P-03	EXTENSION TELEPHONE LINE Calls are charged at the end of the fair separately.			70 € During the Fair	
P-04	TELEPHONE SET Corded Desk Phone			20 € During the Fair	
P-05	FAX MACHINE Paper Roll 30m, 12 page Document Feeder			Daily 50€ / During the Fair 150 €	
P-06	LCD TV 42" Screen, With LCD Stand, Can not be Mounted on the Panels			During the Fair 250 €	
P-08	DVD PLAYER			75 € During the Fair	
P-09	KIOSK (Software is not included)			150 € Daily	
P-10	TURNSTILE (Software is not included)			80 € Daily	
P-11	BARCODE PRINTER (Software is not included)			30 € Daily	
P-12	INTERNET CONNECTION WITHOUT MODEM It is internet cable installation fee without modem. You must bring your own modem for connection			40 € Daily	
P-13	INTERNET CONNECTION WITH MODEM It is internet cable installation fee with modem. Modem rental fee is included			60 € Daily	
P-14	WI-FI Common wi-fi service of 8mbit is available in exhibition halls. It is free of charge.			Free of Charge	
D-01	CARPET Sale price, rip. Colors: Grey, blue, red, beige, green			7 € / m2 Sales Price	
D-02	STAND FLOOR CLEANING This stand cleaning covers only floor cleaning. Precision cleaning for machines and materials exhibited is not in the scope of the general cleaning services.			3€ / m2 Daily	
<b>1 SÜTUN TOPLAMI / 1st Column total</b>					

Tarih:

Date:

Kaşe - İmza:

Stamp and signature:

KOD	MATERIALS	PICTURE	UNIT	PRICE €	TOTAL
D-03	SECURITY GUARD - NIGHT (18:00 - 24:00, 24:00 - 09:00) 2 Person Serve only as a deterrent for the general oversight of the stand. Close protection services are not provided. The exhibitor is solely responsible for damage or loss of the products.			140 € Daily	
D-04	SECURITY GUARD - DAY TIME (09:00-19:00) 1 person Serve only as a deterrent for the general oversight of the stand. Close protection services are not provided. The exhibitor is solely responsible for damage or loss of the products.			80 € Daily	
D-05	UNLOADING, LOADING (Pricing is made according to weight, dimension, time and type of loading)			*	
D-06	GREEN PLANT <a href="http://www.tuyap.com.tr/tr/index.php?main=m_cozum&amp;left=_cozum">http://www.tuyap.com.tr/tr/index.php?main=m_cozum&amp;left=_cozum</a>			*	
D-07	LED MOBILE SCREEN 240cm en x 200cm boy <a href="http://www.tuyap.com.tr/tr/index.php?main=m_reklam&amp;left=_reklam">http://www.tuyap.com.tr/tr/index.php?main=m_reklam&amp;left=_reklam</a>			3000TL For Days	
T-01	BARRIER Retractable belt barrier-red belt and metal or black composite base			25 € Daily	
T-02	PROJECTION SCREEN 160 cm x 150 cm			40 € Daily	
T-03	PROJECTION SCREEN 210 cm x 1,80 cm			50 € Daily	
T-04	PROJECTION SCREEN 380 cm x 255 cm			100 € Daily	
T-05	PROJECTION 2000 Ansilumen Projection			100 € For 2 Hours / 200 € Daily	
<b>1 SÜTUN TOPLAMI / 1st Column total</b>					

TOPLAM / TOTAL (1+2)

KDV / V.A.T (%18)

GENEL TOPLAM

GRAND TOTAL

19<sup>22</sup>  
september  
istanbul 2013

## STANDARD STAND DIMENSION

### STANDARD BOOTH

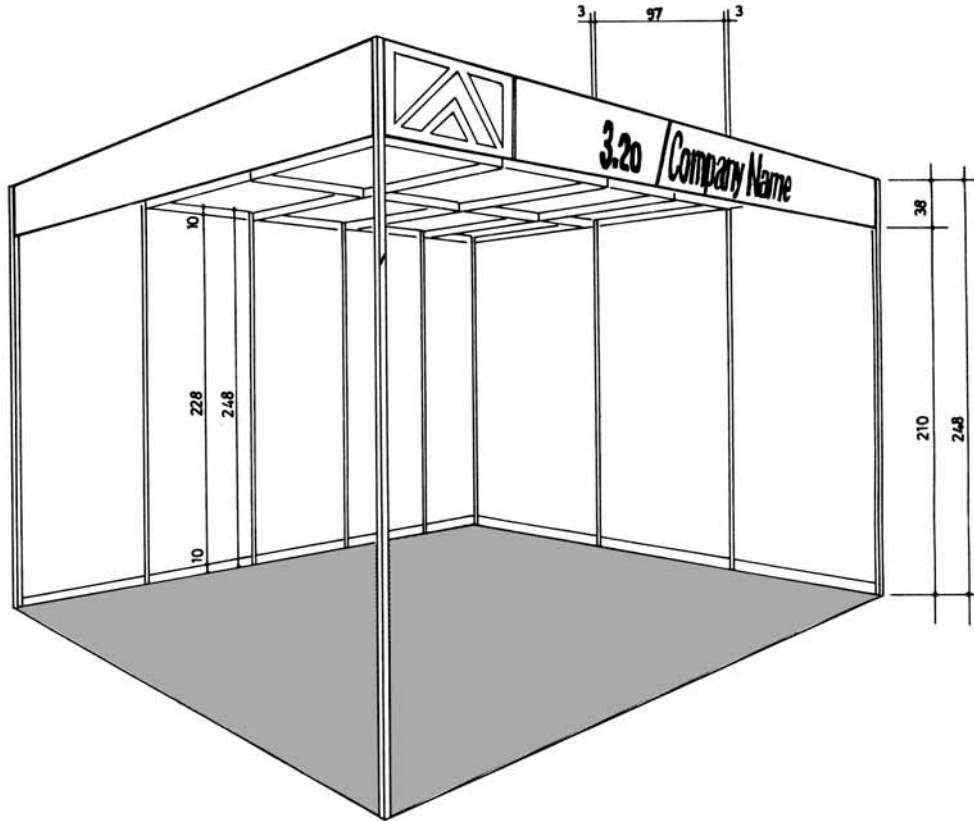
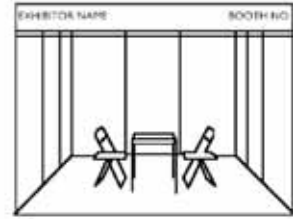
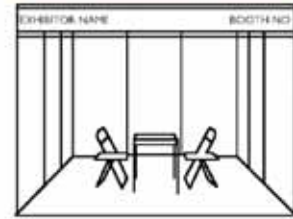
#### 1. 3m(D) x 3m(W)

- Fascia
- Wall panales
- Carpet
- Spotlights(1 light per 3 sqm)
- Square table
- Folding chairs

#### 2. 4m(D) x 3m(W)

- Fascia
- Wall panales
- Carpet
- Spotlights(1 light per 3 sqm)
- Square table
- Folding chairs

#### Basic Stand



19<sup>22</sup>  
september  
istanbul 2013

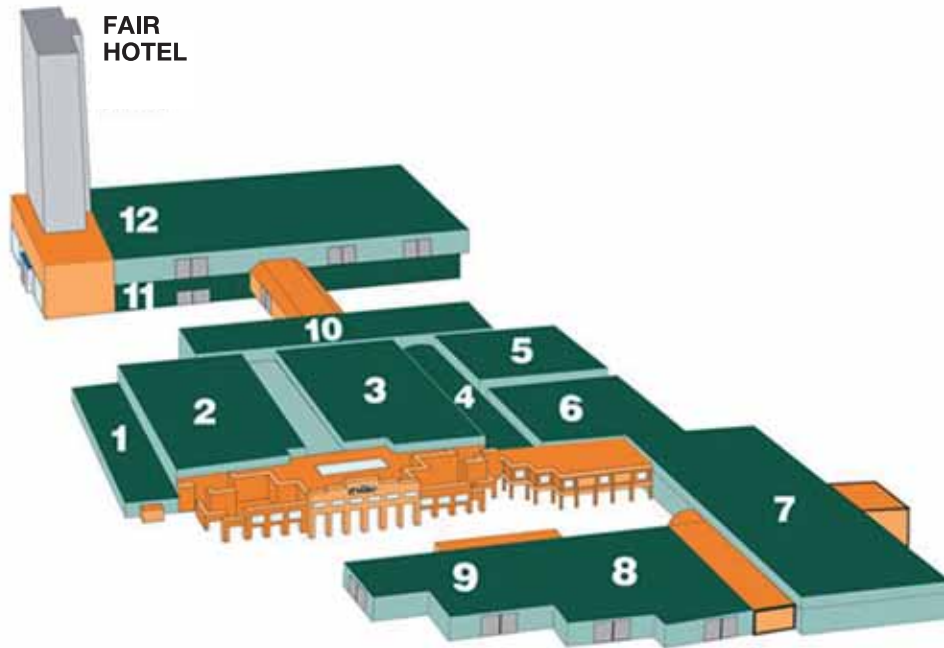
**Zuchex**  
HOUSEWARES FAIR & LIFESTYLE

## FAIRGROUND



■ ■ ■ ■ ■ Metrobus Line (Easy to Reach)

## EXHIBITION HALLS



19<sup>22</sup>  
september  
istanbul 2013



## Fair Entrance Information

- Free admission
  - Register on site or pre-register online at or which attached form and fax to +90(212)2923420
  - Visitor's badge is available at the fair registration counter
  - Visitors under 15 years of age are not allowed into the exhibition hall
  - Want to find out more about show? Interest in taking a stand at 24<sup>th</sup> Zuchex International Housewares & Gift, Electrical Appliances Fair 2013 contact us with your enquiry and a member of the Zuchex team will get in touch with you. Alternative call the sales team directly +90(212)2926031
- web:** www.zuchex.com  
**e-mail:** life@zuchex.com

## Shipping Instructions & Customs Service Information

About shipping instructions and customs clearance services you can contact the organization team directly: [life@zuchex.com](mailto:life@zuchex.com). You will get all information you need as a exhibitor.

## Complimentary Shuttle Bus Services

### City Center (Taksim) / Eminönü – Former ICOC place – Fair Ground

Pick Up 08:30 – 09:00 – 09:30 – 10:00 – 11:00 – 12:00 am  
Return 16:00 – 17:00 – 18:00 – 19:00 – 19:45 pm

### Atatürk International Airport – Fair Ground

Pick Up 08:45 – 09:45 – 10:45 – 11:45 am  
Return 16:00 – 17:00 – 18:00 – 19:00 pm

### Coach Station (Otogar) / Fair Ground

Pick Up 08:30 – 09:00 – 10:00 – 11:00 am  
Return 16:00 – 17:00 – 18:00 – 19:00 pm

### Bakırköy (Regata) / Fair Ground

Pick Up 08:30 – 09:30 – 10:30 – 11:30 am  
Return 16:00 – 17:00 – 18:00 – 19:00 pm

### ISTOC (Near PTT) (Excluding Sunday) / Fair Ground

Pick Up 11:00 – 12:00 – 13:00 am  
Return 16:00 – 17:00 – 18:00 – 19:00 pm

Shuttle bus service will be provided for Show attendees and exhibitors between the official hotels and fairground.