HERITAGE İSTANBUL
RESTORATION
ARCHAEOLOGY
MUSEUM
TECHNOLOGIES
FAIR & CONFERENCES

27-29 April 2017
HILTON CONVENTION EXHIBITION CENTER

Post Show Report 2017
“Securing the future
For the past”
our event is organized for

Introducing and enabling to use the current systems, methods, technics and technologies to public and private companies in cultural heritage industry

Setting the technological change and developments in Restoration, Archaeology and Museology fields, helping to extend the visions of the involved corporations and exhibitors.

Composing a platform for the public and private sector companies working in ‘History and Cultural Heritage’ in order to contribute their information area and interests

Conveying the requests and opinions of archaeologist, restorator, conservator, architect and museum employees to fair exhibitors, enabling the development of new ideas and technologies

Influential in museology and archaeology sectors

Creating opportunities to organize commercial opportunities, discuss the viewpoints, exchange opinions between academicians and professionals
Sectors

• The project, activation, equipment and material companies providing services in restoration, maintenance and repair, protection techniques.
• Service, equipment and consultancy firms in archaeology technologies sector.
• The product, equipment and service firms in exposition systems of museology field,
• Consultancy, activation and project firms in museology sector are subject to the public tenders – except on private museums, city museums and privately owned historical buildings.
• Republic of Turkey Ministry of Culture and Tourism - general directorate of cultural heritage and museums, general directorate for foundations, department of cultural and social affairs of municipalities and development directorate are the acceptors of public tenders in the sector.

Event Summary Info:

- 2350 m² exhibition area
- 7236 visitors
- 87 exhibitors
- 85 speakers
- 15 countries
HERITAGE ISTANBUL 2017 Consultative Committee:

Prof. Dr. Mehmet Özdoğan (Retired Academic, Archeologist),
Prof. Dr. Fethiye Erbay (IU Head of Department of Museologist, Art Historian),
Suay Aksoy (Museum Director, Head of ICOM),
Nezih Başgelen (Archeologist, Publisher),
Nilgün Olgun (Architect-Gürsoy Group Board Member),
Osman Murat Akan (Interior Designer, Museologist, Consultant / Academic)

2017 Event Supporters:

Republic of Turkey Ministry of Culture and Tourism
T.R. Prime Ministry Directorate General of Foundations,
THY – Turkish Air Line
Marmara Municipal Union
İstanbul Metropolitan Municipality
İstanbul Kültür AŞ
FIBULA - Museum Showcase
İstanbul Archeological Museums
Europa Nostra Türkiye,
MMKD-Museology and Professional Organizations Association,
Yıldız Technical University
Bosphorus University
ÇEKÜL Foundation,
TAÇ Foundation
The Other Supporters: Archeologie and Art, Aktual Archeologie, CNNTürk,
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EXHIBITION
HERITAGE İSTANBUL 2017 Exhibitor Profile:

Restoration Project application companies
Restoration equipment, material and supply chains
Archealogy techniques, archeometry, documentation companies, technology services
Museum documentation and archiving companies, lighting & security companies
Exhibitioning systems-accessories companies
Digital technological companies and consulting firms

HERITAGE İSTANBUL 2017 Number of Exhibitors:

87  Private Sector, Governmental and Civil Organizations (2015 : 68)

HERITAGE İSTANBUL 2017 Exhibition Area m2:

1675 m2 sold (2015 : 1075)

HERITAGE İSTANBUL 2018 Projected Exhibition Area:

2300 m2
HERITAGE İSTANBUL 2017 Visitor Profile:

Restorators, conservators, architects, archeologist, museum professionals
Government organizations, local managements, civil organization representatives
Academicians, students, media and publishers, sector employees

7236 VISITORS
National visitors, along with the industry professionals in it, totaling 7236 people.

- İstanbul has 87% of the visitors.
- Rest of the national visitors are from 36 different cities
- TOP 10 cities with visitors are:
HERITAGE İSTANBUL  2017 International Exhibitors and Visitors:

Our exhibitors and visitors came from 15 different Countries.

Total Number of International Exhibitors 15
Total Number of International Visitors: 327

2018 Expected Number of Visitors : 1000
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CONFERENCES
HERITAGE TALKS
WORKSHOPS
B2B PLATFORM

CULTURAL HERITAGE PLATFORMS
HERITAGE İSTANBUL 2017 Conferences:

27-29 April 2017
HILTON Bosphorus Convention & Exhibition Center

85 SPEAKERS
<table>
<thead>
<tr>
<th>Venue/Date</th>
<th>Time</th>
<th>Session Title</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, 27th April 2017</td>
<td>09:00-10:00</td>
<td>Overview of Conference</td>
<td>Head of Conference</td>
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<tr>
<td></td>
<td>10:00-11:00</td>
<td>Session A: Conservation Analysis and Action Planning</td>
<td>Presenter: (Name)</td>
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<tr>
<td></td>
<td>11:00-12:00</td>
<td>Session B: Conservation Research and Development</td>
<td>Presenter: (Name)</td>
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<tr>
<td>Friday, 28th April 2017</td>
<td>09:00-10:00</td>
<td>Session C: Conservation and Outreach</td>
<td>Presenter: (Name)</td>
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<td></td>
<td>10:00-11:00</td>
<td>Session D: Conservation and Policy</td>
<td>Presenter: (Name)</td>
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<tr>
<td></td>
<td>11:00-12:00</td>
<td>Session E: Conservation and Education</td>
<td>Presenter: (Name)</td>
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<tr>
<td>Saturday, 29th April 2017</td>
<td>09:00-10:00</td>
<td>Session F: Conservation and Research</td>
<td>Presenter: (Name)</td>
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<td>10:00-11:00</td>
<td>Session G: Conservation and Community</td>
<td>Presenter: (Name)</td>
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<tr>
<td></td>
<td>11:00-12:00</td>
<td>Session H: Conservation and Technology</td>
<td>Presenter: (Name)</td>
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HERITAGE TALKS

THURSDAY 27 APRIL 2017

13:00 - 14:00  Association of Museology Professional Organization
"Museology as an Imagined Profession"

14:00 - 14:30  BREAK

14:30 - 15:00  KUMID
"UNESCO Preservation of Cultural Heritage Hand Books"
Ass. Pro. Mahmut AYDIN, Member of KUMID,
Batman University Archeology Department

15:00 - 16:00  BREAK

16:00 - 16:30  Arkeo Teknik
"Management of Cultural Heritage at Urban
Archeological Sites and Experiences of Arkeo Teknik"
Hasan BINAY, Archeologist
Gizem DEMİRCİ, Architect

16:30 - 17:00  BREAK

17:00 - 17:30  The Association of Anatolia Art Historians
(ASTAD)
"The Association of Anatolia Art Historians and Cultural
Heritage"
Assoc. Prof. Pelin Şahin Tekinalp, President of
ASTAD

FRIDAY 28 APRIL 2017

13:00 - 14:00  KUMAD
"A New Non-Profit Organization in the field of Cultural
Heritage: The Association for the Protection and
Research of Cultural Heritage (KUMAD)"
Uğur GENÇ, Vildan YARLIGAŞ, Serkan GEDİK, Dr. Alpaslan Hamdi KUZUCUOĞLU

14:00 - 14:30  BREAK

14:30 - 15:00  The Association of Historical Environment and
Construction Conservators
"The Restoration of New Masque Hünkar Kasrı"
Hatice KARAKAYA, Architect

15:00 - 15:30  BREAK

15:30 - 16:00  Kuşadası Association of Conservation of Cultural
and Historical Heritage
"Turkish – Islamic Sepulchral Monuments"
Mahmut OKÇESİZ, President of Kuşadası
Association of Conservation of Cultural and Historical
Heritage

16:00 - 16:30  BREAK

16:30 - 17:00  Sayssal Grafik
"The Management of Cultural Collections and
Technology"
Serdar Katipoğlu

SATURDAY 29 APRIL 2017

13:00 - 14:30  ÇEKÜL Heritage Water Colours Workshop (For
Adults)
Y. Metin KESKİN, Master Architect

14:30 - 15:00  BREAK

15:00 - 15:30  BIAA
"Cultural Heritage Management Projects of British
Institute at Ankara"
Dr. İlyas GÜRŞU
THURSDAY 27 APRIL 2017

11:00 - 12:30 ÇEKÜL Academy Training
“The Problems on Restoration Implementatios and Solution Proposals”
A. Nüvit BAYAR, Master Architect, Restoration Specialist

12:30 - 13:30 LUNCH BREAK

14:00 - 15:00 ÇEKÜL Academy Training
“Experiences and Shores through Sample Restoration Conservation Project”
A. Nüvit BAYAR, Master Architect, Restoration Specialist

15:00 - 15:30 BREAK

15:30 - 16:00 ÇEKÜL Academy Training
“Experiences and Shores through Restoration Conservation Projects”
A. Nüvit BAYAR, Master Architect, Restoration Specialist

FRIDAY 28 APRIL 2017

10:30 - 12:30 BRESCIANI WORKSHOP: Laser Systems for Conservation and Restoration

12:30 - 13:30 LUNCH BREAK

13:30 - 15:30 Mardin Museum Madder Workshop
Leader of the Workshop: Filiz SÜNNETÇİOĞLU

15:30 - 16:00 BREAK

16:00 - 18:00 İstanbul Toy Museum
Rag Doll Workshop (For Adults)

SATURDAY 29 APRIL 2017

13:30 - 15:30 KÜMAD WORKSHOP
Rıdvan GÖLCÜK
“The Power Beyond Apparent: Cultural Heritage”
Sercek GEDÜK
“Preventive Protection Studies on Museum Exhibiting for Earthquakes and Importance of Preventive Protection”
İlkyay İVGİN
“(Un)Protection of Cultural Heritage under the Reality of Collecting”
Uğur ALANYURT
“The Role of Conservator on the Stage of Implementation of Material Analysis Reports Results”
Halit CANOL
“R&D Activities for Conservation of Architectural Pieces at Euromas and Iasos Ancient Cities”
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MARKETING
&
PUBLIC
RELATIONS

CULTURAL
HERITAGE
PLATFORMS
HERITAGE İSTANBUL 2017 / ADVERTISEMENT INTERACTIONS:

CNN Türk Television
7 DAYS
22 Seconds each
Totals 28 TV COMMERCIAL

TAV Airports
(İstanbul-Ankara-İzmir)
ADVERTISEMENTS

200 BILLBOARDS
AROUND THE CITY

7 BRIDGE BANNERS

CNN Türk RADIO
7 DAYS
30 Seconds Each
28 RADIO SPOT
HERITAGE İSTANBUL 2017 / MEDIA Interaction:

35 Written News Article
EQUIVELANTS TOTAL OF 196,864,06 TL

396 Online Article

18 TV Press News
EQUIVELANTS TO TOTAL OF 149,972,00 TL
HERITAGE İSTANBUL 2017 / SOCIAL MEDIA AND DIGITAL MARKETING:

Within our emailing campaigns, industry professionals have been notified about the industry news and recent trends.

- Seen by 1,384,223
- 24,096 Interaction
- 4,807 Follower

- Seen by 45,965
- 4,784 Interaction

- Seen by 74,200
- 2,860 Interaction

www.expopheritage.com
SOLE PUBLICATION OF CULTURAL HERITAGE;

In the Magazine, interviews of exhibitors, archeologists and restorators, recent news about the industry, Cultural news around the world, latest products of the brands and more about HERITAGE ISTANBUL Conferences can be found.

Number of Pages 208/ Published Copies 5000 / Annual
NEW YEAR
NEW ORGANIZATIONS
NEW GOALS
TG Expo was founded in 2008 with ‘Think Global’ insight. We bring together leading exporters with our talented team to do business in international markets. Accredited by Turkish Ministry of Economy, TG Expo Group supports export companies to grow attempts and business development process which contribute to national and international economy. Since the date it was found TG Expo provided the opportunity for more than 1000 export companies to penetrate into their target markets.

We operate local sales by our sales team in assisting domestic companies to access new markets and also keep regular contacts with governmental bodies and trade associations, to seek government funding and grants. Additionally, we provide our clients logistic support, research outcomes and market monitoring for significant exhibition trends and business opportunities.

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