



EYAFexpo 2008 POST SHOW REPORT

INTRODUCTION

This report is prepared for the participants of EYAFexpo 2008 to present the summary results of the visitor research carried out during December 3-6, 2008 at Istanbul Expo Center Istanbul- TURKEY.

Purpose Of The Research

The purpose of the research is to determine the demographic characteristics of the visitors along with their general evaluation of the fair.

Methodology

Araştırma günlere ve saatlere eşit dağılmış ve tesadüfi olarak seçilmiş 400 fuar ziyaretçisi ile yüz yüze anket yöntemi uygulanarak ve ziyaretçilerden fuara girişleri sırasında elde edilen bilgi formlarının değerlendirilmesi ile gerçekleştirilmiştir.

GENERAL INFORMATION

Inauguration and Activities

The fair was inaugurated by Mrs. Saime Toptan, wife of Turkish parliament speaker Köksal Toptan, and Mr. Mustafa Altıntaş, assistant governor of Istanbul. Activities that visitors and exhibitors attended with interest were organized during the EYAFexpo

Katılımcı Firma – Mümessillik Bilgileri

A total of 156 company and company representatives have participated in the EYAFexpo 2008 from 24 countries. See **Table.1**

Visitors Information

General Distribution Of Visitors

98% of the visitors are professional visitor as; responsible for the general management, sole decision makers within the company and disabled people. See **Table.2**

| | |
|----------------|-------------|
| Austria | Ireland |
| Belgium | Israel |
| China | Italy |
| Czech Republic | Japan |
| Denmark | Korea |
| England | Spain |
| Finland | Sweden |
| France | Switzerland |
| Germany | Taiwan |
| Greece | Thailand |
| Holland | Turkey |
| Hong Kong | U.S.A. |

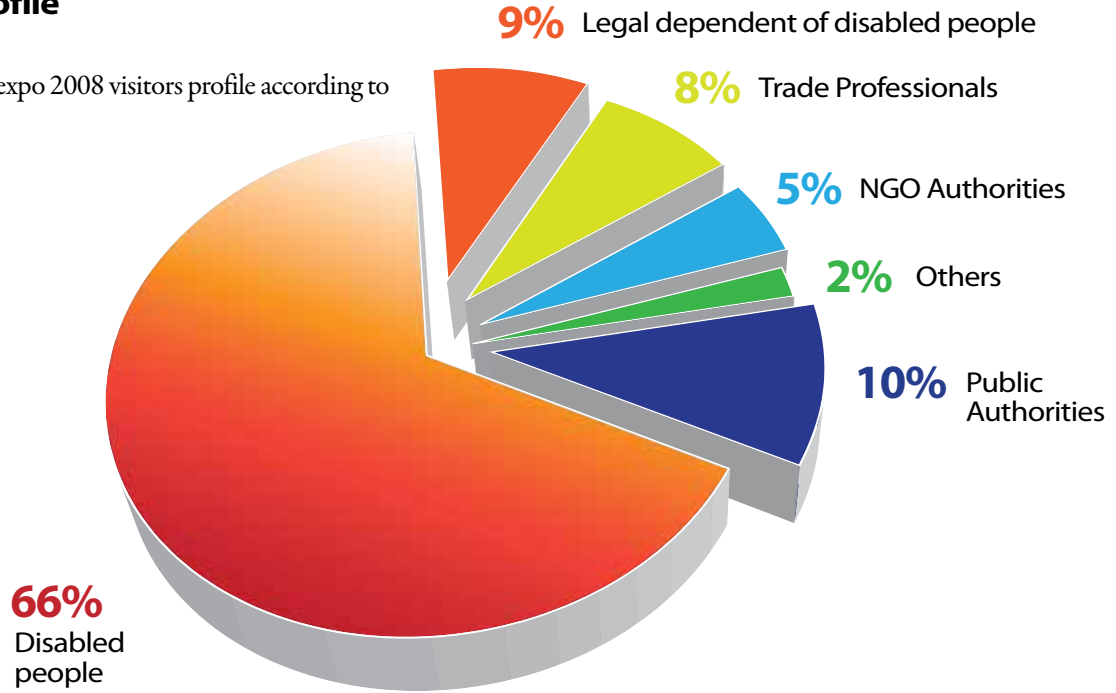
Table.1 - EYAFexpo'08 Participator countries.

| | | |
|-------------------|-------------|--------------|
| Disabled visitors | 4816 | % 65,71 |
| Others | 2513 | % 34.29 |
| TOTAL | 7329 | % 100 |

Table.2 - General distribution of visitors.

Visitors' Profile

Chart.1 - EYAFexpo 2008 visitors profile according to profession.



EYAFexpo 2008 domestic visitors, 70,7% from Istanbul, 19,3% was from 62 other cities in Turkey. See Table.3

International Visitors

179 trade professionals from 14 countries visited EYAF-expo 2008.

Domestic Visitors Information

Visitors' Profile

- The people who needs special treatments and aids and also their relatives,
- Old aged people, disadvantaged, handicap people and their relatives,
- Doctors, nurses, physiotherapist specialists, psychologist, etc. the specialists and academic searchers on disabled people (medical science, law, education, architecture)
- Social Services
- Rehabilitation and education centers
- Special education associations agencies
- Guiding search centers
- Civil Social Associations
- Senior executives
- Associations, foundations and private sector companies
- Public and the local authorities
- Solutions partners
- The sector leaders

| | | |
|------------|----------|-----------|
| Adana | Giresun | Sakarya |
| Ankara | İstanbul | Şanlıurfa |
| Bartın | Manisa | Uşak |
| Bingöl | Karaman | Zonguldak |
| Çorum | Kocaeli | Amasya |
| Edirne | Muğla | Balıkesir |
| Gaziantep | Rize | Bilecik |
| İçel | Sivas | Bursa |
| Mersin | Trabzon | Düzce |
| Kastamonu | Yozgat | Eskişehir |
| Kırklareli | Aksaray | Isparta |
| Malatya | Aydın | Karabük |
| Ordu | Bayburt | Karabük |
| Sinop | Burdur | Kırıkkale |
| Tokat | Denizli | Kütahya |
| Yalova | Erzurum | Niğde |
| Adıyaman | Hatay | Samsun |
| Antalya | İzmir | Tekirdağ |
| Batman | Kars | Van |
| Bolu | Kayseri | |
| Çanakkale | Konya | |
| Elazığ | Nevşehir | |

Table.3 - Visitor cities.

Professional visitors from 6 cities in Turkey visited EYAFexpo 2008. Transportation expenses cover by organisation committee. These Cities were Çanakkale, Eskişehir, Bilecik, Ankara, Bursa, Manisa

97% of the visitors have positive aspects about the fair.

| | |
|------------------------------------------------------|--------------|
| Since it is the biggest event on industry in Turkey. | 90,3% |
| To have information on new technologies | 94,6% |
| Because of the good fair organisation | 92,5% |
| To see all products together | 96.1% |

Table.4 - Visitors view of the exhibition

96 % of visitors declared that planning to visit EYAFexpo 2009 which will be held at 3-6 December 2009, Istanbul Expo Center, İstanbul – TURKEY.

| | |
|---------------|-------------|
| Female | 13,2% |
| Male | 86,8% |
| TOTAL | 100% |

Table.5 - Visitors' gender.

| | |
|--------------|--------------|
| - 20 | 11,2% |
| 21 - 30 | 24,8% |
| 31 - 40 | 35,2% |
| 41- 50 | 19,5% |
| 51 - 60 | 7,6% |
| 60 - | 1,7% |
| TOTAL | % 100 |

Table.6 - Visitors' age distribution.

Special Services

- About 3000 disabled people came to the fair from their homes with the special cars provided by organisation team, also ring buses are used to carry visitors from Cnr subway station to the fair venue.
- Venue corridors designed specially for visually-impaired people to visit the fair.
- Conference program held during the fair by free of charge.
- 20 disabled people found new job by attending the career program held during the fair.

EYAFexpo '08 Promotion Program

Field Work

EYAFexpo team visits the enterprises below to give detailed information about the fair and invite them to visit EYAFexpo 2008

- Chambers of Commerce, Chambers of Industry, Chambers of Commerce and Industry
- Sector-specific Foundations, Associations,
- Trade Associations
- Governorship
- Municipalities
- Public Bodies
- Embassies, Consulates, Commercial Counsellors.
- Private sector companies

Promotion Activities

E-bulletins and advertisements have been sent to 20.000 e-mail addresses, until Fair starting dates.

Invitations and advertisements have been forwarded to Chambers of Commerce and Industry to distribute their members.

Fair invitations has been sent by postal and cargo to sector-specific companies throughout Turkey.

EYAFexpo'08 Conferences

| Date | Hour | Subject | Guest |
|-----------------------|-------|---------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| 03.12.08 Wednesday | 15:00 | İstihdama Katılımda Engellilere ve İşverenlere Düşen Görevler | Saime Toptan Özev Onursal Başkanı |
| 03.12.08 Wednesday | 16:30 | Baba Çocuk İlişkisi | Süleyman Hecebil Uzm. Psi. Dan. |
| 04.12.08 Thursday | 15:00 | Başarılı olmak için Dezavantajı Avantaja Çevirme Yöntemleri | Abdullah Bozgeyik Kariyer Danışmanı - Öğretim Üyesi |
| 04.12.08 Thursday | 16:30 | Özel Çocuklara Ebeveyn Yaklaşımı | Aylin Özeren Klinik Psikolog |
| 05.12.08 Friday | 13:00 | Karanlığın Rengi Beyaz Motivasyon Toplantısı | Selim - Kerim Altınok |
| 05.12.08 Friday | 15:00 | Hayata Farklı Bakmak Engelsiz Kariyer'le Başarıyı Yakalamak | Filiz Tosyalı Yazar - Yaşam Koçu |
| 05.12.08 Friday | 16:30 | Okul öncesi sosyalleşme | Sevtaç Açıkgöz Okul Öncesi Eğitim Uzm |
| 06.12.08 Saturday | 10:00 | Küçük Şeyler | Prof. Dr. Üstün Dökmen |
| 06.12.08 Saturday | 13:00 | İletişim Engellerimiz | Esin Tüccar Sosyal Hizmet Uzmanı Bayrampaşa Belediyesi |
| 06.12.08 Saturday | 15:00 | İş Yaşamında Engellilerin Sahip Oldukları Haklar ve Ayrımcılıkla Mücadele | Av. Güler Polat İstanbul Barosu Engelli Hakları Komisyonu Başkanı |

Table.7 - EYAFexpo'08 Seminer Programı

EYAFexpo'08 on Press

| Magazine | Date |
|----------------------------------|--------------------|
| Yeni Yüzyıl Dergisi | June, November |
| Para Dergisi | November |
| Sergistanbul Dergisi | November, December |
| Tempo Dergisi | November |
| Dünya Gazetesi Sektör eki | January |

Table.8a - EYAFexpo'08 magazine ads & news.

| Newspaper | Date |
|----------------------------|--------------------------|
| Engelliler Gazetesi | From January to December |
| Pozitif Özürlüler Gazetesi | From January to December |
| Dünya Gazetesi | December (Newspaper) |
| Zaman Gazetesi | December (Newspaper) |
| Referans Gazetesi | December (Newspaper) |
| Gaste | December (Newspaper) |
| Gaste | December (Newspaper) |
| Vatan | December (Newspaper) |
| Yeni Asya | December (Newspaper) |
| Ekonomik Pusula | December (Newspaper) |
| Gaste | December (Newspaper) |
| Dünya | December (Newspaper) |
| Radikal | December (Newspaper) |
| Gün Boyu | December (Newspaper) |
| Gün Boyu | November (Newspaper) |
| Önce Vatan | November (Newspaper) |
| Dünya | November (Newspaper) |

Table.8b - EYAFexpo'08 newspaper ads & news.

EYAFexpo'08 on Web

| Page | Link | Size | Date |
|-------------------------------------------|-----------------------------|---------------------------|-----------------------|
| Tsd.org.tr | www.tsd.org.tr | 468x60 Banner | Eylül-Aralık 2008 |
| Engelliler.biz | www.engelliler.biz | 320x100 ve 100x100 Banner | Ağustos - Aralık 2008 |
| Rehabilitasyon.com | www.rehabilitasyon.com | 468x60 Banner | Ağustos - Aralık 2008 |
| Engelliler.net | www.engelliler.net | 468x60 Banner | Ağustos - Aralık 2008 |
| Engellininsayfasi.com | www.engellininsayfasi.com | 468x60 Banner | Ağustos - Aralık 2008 |
| Hayatadahiliz.biz | www.hayatadahiliz.biz | 468x60 Banner | Ağustos - Aralık 2008 |
| Sosyalhizmetuzmani.org | www.sosyalhizmetuzmani.org | 468x60 Banner | Ağustos - Aralık 2008 |
| Yasadikca.com | www.yasadikca.com | 138x60 Banner | Ağustos - Aralık 2008 |
| Engelsizkariyer.com | www.engelsizkariyer.com | 468x150 Banner | Ağustos - Aralık 2008 |
| EngelsizHaber | www.engelsizhaber.com | 468x150 Banner | Ağustos - Aralık 2008 |
| İnşaat Mühendisleri Odası | www.imoistanbul.org.tr | Duyuru | Mart – Aralık 2008 |
| Üstün Dökmen Yaşam Boyu Gelişim Akademisi | www.ustundanismanlik.com.tr | 138x60 Banner | Mart – Aralık 2008 |
| Totbid | www.totbid.org.tr | Duyuru | Mart – Aralık 2008 |
| Özürlüler Gazetesi | | 468x150 Banner | Ağustos - Aralık 2008 |
| Engelliler Gazetesi | | 468x150 Banner | Ağustos - Aralık 2008 |

Table.9 - EYAFexpo'08 website ads & news.

EYAFexpo 2008 on TV

| Channel | Date | Duration | Programme |
|------------|------------|----------|--------------|
| ATV | 04.12.2008 | 00:03:00 | Morning news |
| ATV | 04.12.2008 | 00:03:08 | Morning news |
| ATV | 04.12.2008 | 00:02:42 | Evening news |
| KANAL D | 03.12.2008 | 00:01:08 | Evening news |
| TGRT Haber | 04.12.2008 | 00:04:09 | News |
| TGRT Haber | 04.12.2008 | 00:04:08 | News |
| TGRT Haber | 04.12.2008 | 00:04:01 | News |
| 6NEWS | 03.12.2008 | 00:12:19 | News |
| TGRT Haber | 03.12.2008 | 00:12:48 | Live |
| TGRT Haber | 03.12.2008 | 00:08:46 | Live |
| TGRT Haber | 03.12.2008 | 00:04:04 | News |
| TGRT Haber | 03.12.2008 | 00:04:08 | News |
| TV5 TR | 03.12.2008 | 00:03:59 | Evening news |
| SKYTURK | 03.12.2008 | 00:10:44 | Morning news |
| HABER 24 | 04.12.2008 | 00:19:01 | Morning news |
| KANAL 7 | 04.12.2008 | 00:01:29 | Morning news |
| KANAL 7 | 04.12.2008 | 00:00:22 | Morning news |
| KANAL 7 | 04.12.2008 | 00:00:22 | Morning news |

Table.10 - EYAFexpo 2008 on TV

| | | | |
|----------|---------------------|--------------------|--------------------|
| TRT 2 | Yaşarken | June | 00:12:09 Reportage |
| SKYTURK | Maksimum Sokaktayız | December - January | 01:30:00 Live |
| TEMPO TV | Umut Köprüsü | November | 02:30:00 Live |
| MORAL FM | Engelleri Aşanlar | November | 00:18:00 Live |

Table.11 - TV programs attended by EYAFexpo Team

