

MARKETING PRACTICES

Istanbul Prohunt uses a diverse targeted marketing campaigns to attract high-quality buyers to the event

- Advertising, PR, Outdoor
- Ads in leading international trade magazines like Gun Trade News (United Kingdom), Kalashnikov Magazine (Russia), Armas y Municiones (Spain)
- Ads in local trade magazines and TV like Yaban TV, Av TV, The Great Wild Life, Av Tutkusu
- Online Marketing (Google Ads, Expopromoter, Facebook, Twitter etc.)
- Hosting the International Buyers Programme with the support of the Ministry of Economics
- Marketing campaigns in targeted countries in the guidance of the Economical Attaches
- Ads in local or national newspapers and radios.
- Outdoor marketing campaigns
- Visitor Flyers (English, Turkish, Russian, Arabic)
- Posters and Brochures
- EDM's and Mailing Campaigns
- Participation in International Fairs (USA-Shot Show, Germany-IWA, Russia-Arms&Hunting, Italy-HIT Show)

710
Media
Exposure

Istanbul Prohunt
Leading the Way!



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**7th INTERNATIONAL
ISTANBUL HUNTING ARMS
AND OUTDOOR EXPO**

10-13 May 2018

**Istanbul Expo Center
Yesilkoy / Istanbul
Hall 9-10-11**

Visiting Hours 09:30 - 19:00

+18

Platin Sponsor



Gold Sponsor



Sponsors



Your Partner in Success

ISTANBUL PROHUNT

Organized by the EFEM Fairs A.S. 7th Istanbul Prohunt International Hunting Arms and Outdoor Expo will be held in 16.000 sqm area of Istanbul Expo Center Halls 9-10-11 between 10-13 May 2018

Istanbul Prohunt is the industries one and only international platform in Turkey for promoting their businesses and improving their markets.

In 2017 68.900 visitors had the chance to visit 140 exhibitors from both domestic and foreign markets and Istanbul Prohunt proved Turkey is one of the most suitable markets in that sense.

Especially the increase in the foreign buyers and the overwhelming interest of the national distributors and suppliers makes Istanbul Prohunt grow stronger every year.

ISTANBUL PROHUNT IS THE BIGGEST HUNTING ARMS AND OUTDOOR EXPO OF TURKEY AND THE 2ND IN EUROPE

Held annually in Istanbul, the International Istanbul Hunting Arms & Outdoor Expo (Istanbul Prohunt) is the largest and single platform for you to discover business opportunities, start partnerships, sign deals and launch into new markets. It is the must-attend event for buyers looking to find good quality products and reliable sourcing partners. Taking place at the sourcing hub of Europe, Eurasia and Middle East, Istanbul Prohunt will provide you excellent chance to grow your business in these regions.



EXHIBITOR ANALYSIS

Turkey:
Your Gateway to Eurasia, Middle East and North Africa.

16k fair ground
sqm

9,050 trade visitors

550® brands

68,900 total visitors

140 exhibitors

69 different countries

VISITOR ANALYSIS

Be Part of Something Unique!

VISITING LEADING COUNTRIES

- | | |
|--|---|
|  Iran |  Iraq |
|  Bulgaria |  Sudan |
|  Saudi Arabia |  Georgia |
|  Ukraine |  Kuwait |
|  Russia |  Spain |



Exhibitors Say...

Yavuz Yollu - Chairman of Board - ATA Arms

The fair is extremely beneficial for us to display our newest products to our visitors. And also the increase of foreign visitors coming to the show is increasing the fairs strength.

Melih Meriç - Chairman of Board - Yaban Tv

Companies are waiting for this show to showcase their newest products which i think is the biggest display of the importance of the fair. Visitors are having a chance to see this newest innovations. When you combine this two together, it is a recipe for a long and successful fair.

Şafak Atilla - Chairman of Board - Armsan

It is really crowded this year, but it has always been a busy show. Foreign exhibitors had started to show interest which is an extra advantage for us. We see Istanbul Prohunt as a place to embrace our national and international distributors.

Bekir Gürel - Chairman of Board - Gürel Cartridges

Istanbul Prohunt is keep getting better. I assume it will be the most important fair in the near countries in the close future.

Erol Kurt -Chairman of Board - İstanbul Arms

We happily saw the attendance was really high. And I think we have to support this event as manufacturers.

Naci Tanik-Co-Operative President -Huglu Hunting Arms Co-Operative

Her Istanbul Prohunt is getting more crowded every year. We are hoping for even a better one next year. Sincerety of the fair management is the strongest point of this show.

Ozgur Cekic- Sales&Marketing Manager - Stoeger Arms

We had seen huge attraction despite it is our first time being here. It proved itself as a regional fair mostly looking at the number of the visitors from neighboring countries.

Visitors Say...

Yasin Çakır - Mahmutoğlu Hunting Market Istanbul, Turkey

It has been a good year to see the innovations from the exhibitors. We had visited the show every year since the day one, and we will keep coming back .

Nadeem Elseglaby -Elseglaby Arms Cairo, Egypt

Truly a remarkable event. It amazes us every year, we are hoping for the success of the show...

Arseniy S. Tikhonov - Importer Volgograd, Russia

It is our 4th time this year and it is keep getting more crowded. We are hoping for a better relations between two countries especially in this industry.

Muhammed Khalid - Hartum, Sudan

Easy access has been a huge advantage for us. Best thing about it was the ease of obtaining visa and fairground being right next to the airport. We will be here next year too.

Mansur Çelik - Çelik Arms Dealer - Ankara Turkey

We are visiting the fair since the first day in 2012. The fair became an event that we keep waiting for it for a year. We are getting surprised every year, and getting what we want and more every single year. It is really proudful to have such an event here in Turkey.



PRODUCT CATEGORIES



Guns and Gun Components



Ammunition & Reloading for Hunting and Sport



Defence and Private Security Weapons and Equipments



Electronics and Optics



Outdoor Wear and Camping Equipments



Hunting Leather and Confection Products



Hunting Maintenance



Shooting Machines, Discs and Polygons



Hunting Tourism



Taxidermy



Knives



Fishing and Equipments



Hunting Dogs



Land Vehicles

Istanbul Prohunt Hunting, Arms & Outdoor Expo is attracting people from the very first year it held. Our exhibitors are displaying their innovative products to our domestic and foreign visitors and taking big steps in business development while doing this. Every year we are taking a step further to maximising our platform into a beneficial and ideal for our exhibitors and visitors while developing the number of products displayed and the number of the exhibitors

HÜSEYİN IRMAK
Istanbul Prohunt Fair General Manager