



3. PREFABRİK, MOBİL, MODÜLER EV & YAPILAR FUARI

24 - 28
Eylül
2024



İstanbul Fuar
Merkezi

*Görüşmek
Dileğiyle...*


BİRLEŞİK FUAR YAPIM A.Ş.

Birleşik Fuar Yapım A.Ş.

T: +(90) 212 465 0 440

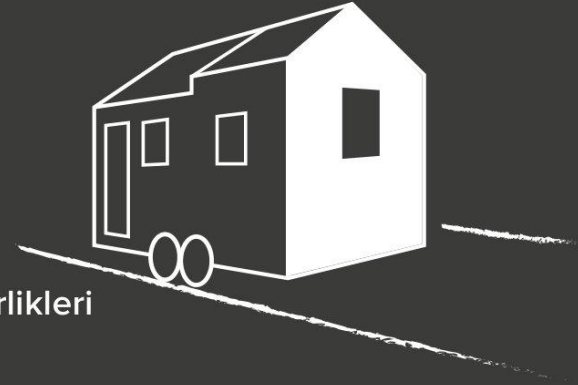
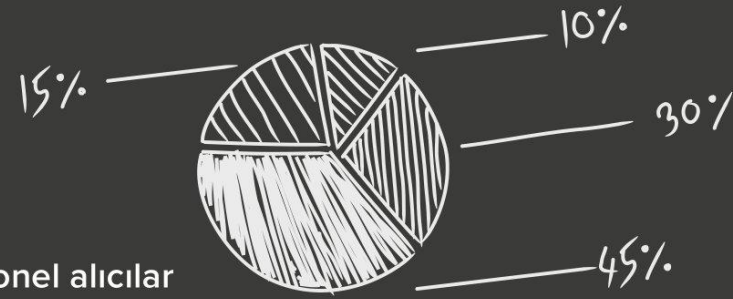
E: info@bifasfuvar.com

www.bifasfuvar.com

BU FUAR 5174 SAYILI KANUN GEREĞİNCE TOBB (TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ) DENETİMİNDE DÜZENLENMEKTEDİR

NEDEN KATILIMCI OLMALISINIZ?

- 59 ülkeden ziyaretçi
- 30 binin üzerinde profesyonel ziyaretçi
- Avrupa, Orta Doğu ve Kuzey Afrika'dan profesyonel alıcılar
- 130'un üzerinde ziyaretçi acentesi ile işbirliği
- Endüstrinin ileri gelenleriyle gerçekleşen seminerler
- Özel alıcılarla B2B programı
- 50'nin üzerinde ticaret odası ile işbirlikleri
- Yurt dışı ve yurt içinden alıcı dernek ve federasyonlarla işbirlikleri



DİJİTAL PAZARLAMA

01

SOSYAL MEDYA

Tiny Home Show Fuarının instagram, twitter, facebook, youtube ve linkedin hesaplarında yurt içi ve yurt dışı hedef kitle doğrultusunda 1.5 milyon tekil gösterim sağlandı.



02

E-BÜLTEN

Yerli ve yabancı toplam 10.000 ziyaretçi datasına haftalık e-bülten gönderimi yapıldı.



03

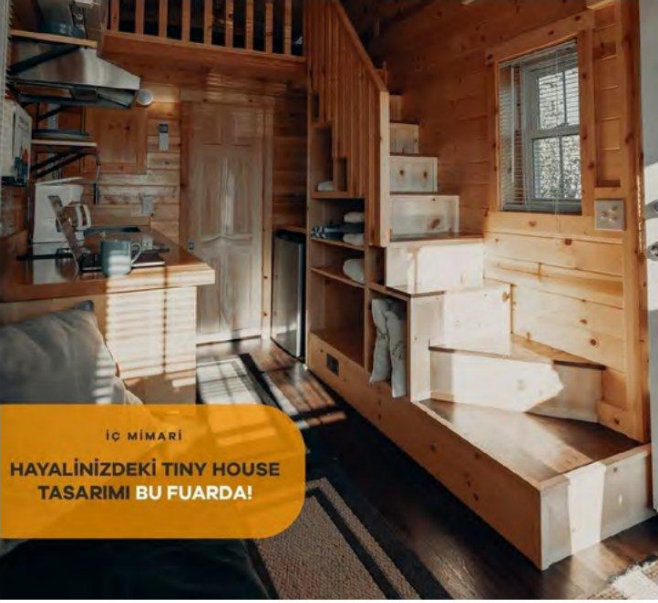
GOOGLE ADS

Hedef kitlesi doğrultusunda yurt dışı reklam çalışmasında 1 milyon üzeri tekil gösterim tıklanmaya ulaşıldı.



TINY HOME SHOW

DIGITAL MARKETING ACTIVITIES



TINY HOME SHOW Prefabrik, Modüler Ev & Yapılar Fuarı



BİFAŞ Birleşik Fuar Yapım A.Ş. organizatörlüğünde 1.814 yabancı ve 9.553 yerli tiny house severi sektörle buluşturan Tiny Home Show, 27 Eylül - 1 Ekim 2023 tarihlerinde İstanbul Fuar Merkezinde 2. kez yerli ve yabancı alıcıları katılımcılarıyla buluşturuyor.

Yurtdışı tanıtım çalışmaları hızla devam eden fuar yeni alıcı rekorları kırmaya hazırlanıyor. 10.000 m² lik alanda organize edilecek Tiny Home Show fuarı şimdiden % 50 doluluk oranına ulaştı. Prefabrik, Modüler Ev & yapı sektörünün uluslararası buluşma noktası olan Tiny Home Show' da sizde yerinizi heme alın.



/tinymeshowturkiye

Katılımcı Olun

2022 Fuar Sonuç Raporu



BÜYÜK BULUŞMAYA
HAZIR MISINIZ?

2 FUAR TEK BİLET

Karavan Show Eurasia &
Tiny Home Show
27 Eylül - 1 Ekim 2023
İFM - İstanbul Fuar Merkezi



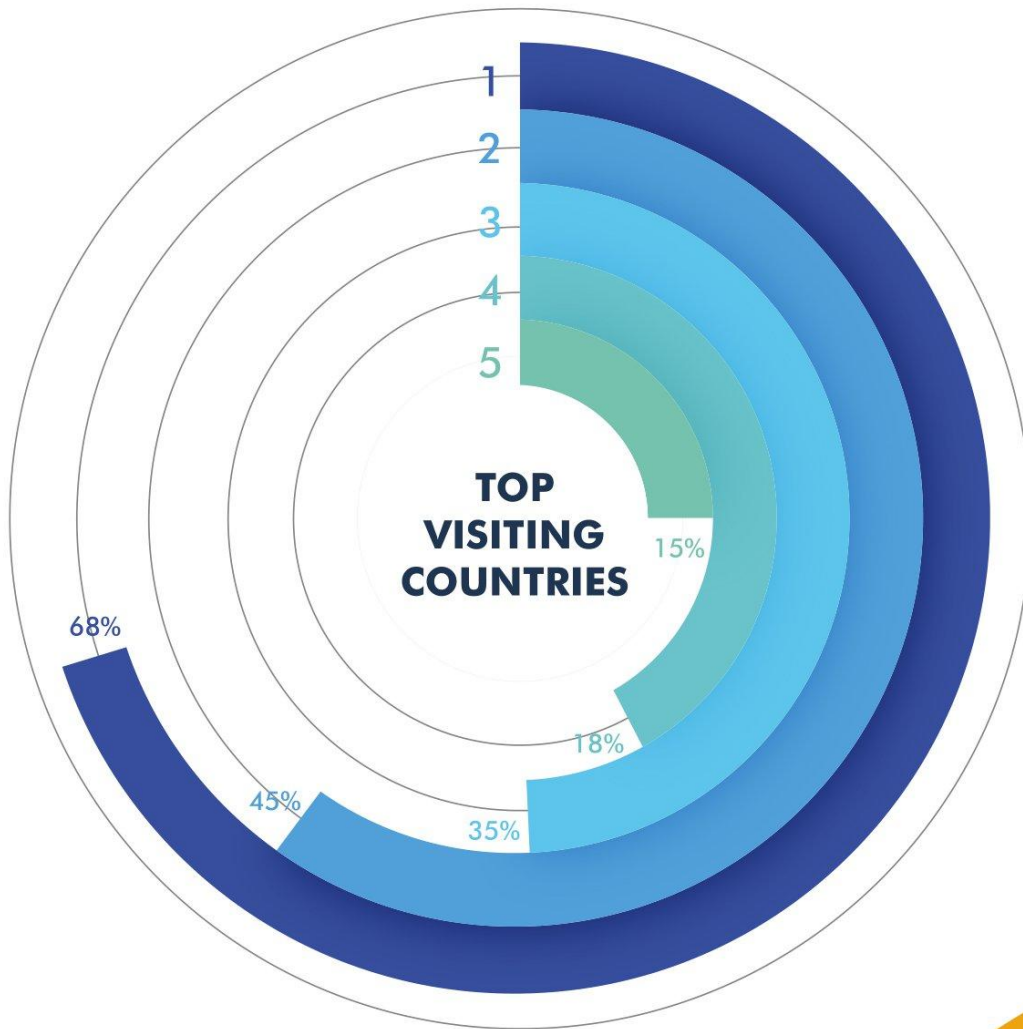
2 FUAR TEK BİLET
biletler
biletino'da!

27 Eylül - 1 Ekim 2023 İstanbul Fuar Merkezi

TINY HOME SHOW

MEDIA PROMOTION ACTIVITIES





1 Russia

2 Saudi Arabia

3 Iran - Iraq

4 Bulgaria - Jordan

5 Libya - Morocco

Tunisia, Algeria, Egypt, Lebanon, United Kingdom, Greece, Bulgaria, Romania, Kazakhstan, India, Kosovo, Palestine, United Arab Emirates, China, Israel, Georgia, Italy, Japan, Kuwait, Poland, Austria, Albania, USA, Argentina, Armenia, Azerbaijan, Bahrain, Belgium, Bosnia and Herzegovina, Iceland, Chile, Colombia, Czech Republic, Denmark, Dominican Republic, Hungary, Jordan, Ethiopia,

Heavy Attention from 59

TINY HOME SHOW received significant attention not only from domestic visitors but also from international attendees. Caravan and nature enthusiasts from various countries around the world came together with industry

EXHIBITOR PROFILE

● HOUSE AND BUILDINGS

- Steel villas and structures
- Container homes and structures
- Mobile homes
- Steel and reinforced concrete houses
- Wooden houses, villas, and bungalows
- Temporary housing buildings
- Temporary activity structures
- Industrial prefabricated structures
- Precast concrete buildings
- Tents

● COMPLEMENTARY PRODUCTS AND SERVICES

- Prefabricated structure projects
- Machinery and equipment for prefabricated structures
- Portable toilets and unit bathrooms
- Custom furniture for prefab homes
- Structural components for prefab and modular homes
- Steel frame
- Installation activities
- Mobile toilets
- Membrane structures and architectural support system
- Green building materials
- Landscape and environmental design equipment
- Modular partitions, closure systems
- Pergola, awning systems
- Mobile structure systems





How was 2023?

The **TINY HOME SHOW Fair**, held for the first time from **September 27 to October 01, 2023**, served as a unique trade fair for all participants with the attendance of significant buyers from both domestic and international markets.



VISITORS PROFILE

- Institutions and organizations
- Industry Professionals
- Investors and Tourism Enterprises
- Project, Landscape and Building Construction





TINY HOME SHOW FAIR WELCOMES THOUSANDS OF VISITORS

The TINY HOME SHOW - Prefabricated, Mobile, Modular Homes and Structures Fair, Turkey's most prestigious fair in its sector, opened its doors at the Istanbul Fair Center from September 27 to October 01, 2023. Spanning an area of 10,000 m², the fair featured the participation of nearly 100 companies and welcomed thousands of professionals. This event, organized simultaneously with Turkey's first and only small home platform, brought together industry professionals, buyers, and manufacturers under one roof, becoming the key meeting point for the sector with its events, seminars, and training sessions.



TINY HOME SHOW, in addition to steel, wood, and container villa homes, all complementary products and services were showcased. The fair gathered the most prestigious companies and manufacturers in the modular and mobile home sector from both domestic and international markets. TINY HOME SHOW addressed the global trend and demand for small and mobile home concepts. The event hosted significant buyers and investors from the Eurasian region, including Europe, the Middle East, and North Africa, adding to its rich product portfolio.





**2023
Post
Show**

**2nd Modular, Mobile, Prefab Home
and Building Systems, Equipment
and Technologies Fair**
28 September - 01 October 2023

ISTANBUL EXPO CENTER

