



TURKEY



Turkish Statistical
Institute

**First International Exhibition on
“Innovative tools to transform information
into knowledge”**

Exhibitor Manual

Istanbul, 27-30 June 2007

OECD World Forum on “Statistics, Knowledge and Policy”
“Measuring and Fostering the Progress of Societies”
Istanbul, 27-30 June 2007

Conference Bureau



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Welcome

January 2007

Dear Exhibitor,

On behalf of the Organisation for Economic Co-operation and Development (OECD), the State Planning Organisation of Turkey (SPO) and the Turkish Statistical Institute (Turkstat), we would like to welcome you to the first international exhibition on “Innovative tools to transform information into knowledge”.

The exhibition will take place during the second **OECD World Forum** on “Statistics, Knowledge and Policy” (27-30 June 2007, Istanbul, Turkey). An exceptional group of 900 people will gather in Istanbul to attend the Istanbul World Forum. The exhibition will give you a unique opportunity to showcase your work to this high level profile audience.

We are pleased to send you this “Exhibitor Manual”, which contains all information about the exhibition.

Please fill in all forms of this manual and send them to the OECD (oecdworldforum@oecd.org).

We are looking forward to seeing you in Istanbul.

Best regards,

The Exhibition Organisers



Organisation for Economic
Co-operation and Development
<http://www.oecd.org>



State Planning Organisation
of Turkey
<http://www.dpt.gov.tr/>



Turkish Statistical Institute
<http://www.tuik.gov.tr>

More information on the OECD World Forum and the Exhibition
can be found on the World Forum Website:
<http://www.oecd.org/oecdworldforum>

Who should become an exhibitor?

- National Statistical organisations,
- International Organisations,
- Governments,
- Research Institutes,
- Universities,
- Civil Society Organisations,
- Professional associations,
- Companies,
- Foundations,
- Software companies,
- Publishers,
- And all organisations involved in data dissemination, evidence based policy making, statistical indicators and/or measures of progress.

The exhibition will contain:

- **Comprehensive indicator systems:** there are many successful indicator initiatives measuring progress at the local, regional, national, or international level.
- **Databases:** powerful databases with a high level of inter-country comparability have been developed by public and private organisations;
- **Videos:** films and videos have been developed by some organisations to explain the importance of the use of statistics in policy-making, to present concrete experiences aimed to foster progress of regions, communities, etc.;
- **Computer based animations:** based on a mix of dynamic maps and graphs, they are powerful tools that go beyond simple data presentation;
- **Web sites:** innovative web sites, blogs and interactive web-based tools have been created to discuss policies and debate the evidence provided by statistical indicators;
- **Software:** the Forum will be a unique opportunity for software companies to meet data users and present their latest products and services;
- **E-learning for statistics:** democracy requires informed citizens. Experiences to develop statistical e-learning courses/tools for citizens will be presented.

Profile of Attendance

Exhibitors will have the opportunity to demonstrate their products and activities to the participants of the second OECD World Forum on “Statistics, Knowledge and Policy”.

Around 900 people will gather in Istanbul. They will come from across the developed and developing world from the highest levels of the public, private and civil sector.

They will comprise:

- Ministers
- Parliamentarians
- Senior public servants
- Heads of statistical offices
- Eminent academics
- Leaders of civil society
- Senior business leaders
- Representative from media

Tens of thousands of others are expected to follow the discussion through live Webcast and there will be considerable media coverage.

Top Reasons to become an Exhibitor

- Reach a broad audience of highly influential people and build privileged networking opportunities with high-level personalities;
- Build recognition, awareness, and knowledge of your organisation’s products, services, and solutions;
- A presence at the exhibition places you in good company with other leading organisations;
- Your organisation and your products and activities gain exposure through our event promotion plan;
- Your corporate image will be associated with a prestigious event;
- Exhibiting provides a powerful face-to-face discussion opportunity, allowing greater in-depth contact with participants of the OECD World Forum;
- An exhibit is often described as one of the most time-efficient and cost-effective communication tools available.

Venue and Date



The exhibition will be held in Rumeli Fair and Exhibition Center, on 27-30 June 2007.

Tuesday 26 June 2007	Wednesday 27 June 2007	Thursday 28 June 2007	Friday 29 June 2007	Saturday 30 June 2007	Sunday 1 July 2007
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Setting up of stands

Dismantling of stands

Rumeli Fair and Exhibition Center is a high-tech building located at the center of Istanbul in the *Lutfi Kirdar* International Istanbul Convention and Exhibition Centre. <http://www.icec.org>.

The exhibition will run in conjunction with the second OECD World Forum on “Statistics, Knowledge and Policy”. World Forum participants will go through the exhibition to reach cyber café, coffee-breaks and catering areas.

Istanbul, a fabulous city of timeless treasures bridging two continents

Istanbul is the only city in the world to straddle two continents, Europe and Asia. Former capital of Roman, Byzantine and Ottoman Empires, Istanbul is the commercial, historical and cultural pulse and the biggest city of Turkey with a population of over 10 million. A fascinating mixture of the past and present, old and new, traditional and modern - the museums, churches, palaces, mosques, bazaars, and natural beauty seem endless.

The modern business quarters and shopping malls reflect the economic dynamism of Istanbul while the city buzzes with life and entertainment offering cabarets with traditional folk music, exotic belly dancers and Turkey's famous whirling dervishes. Covered bazaars are a treasure-hunter's delight with everything from ornate rugs and jewellery to spices.

A boat tour of the Bosphorus offers spectacular views of historical homes, bridges and monuments and no visitor can leave Istanbul without being seduced by the exciting cuisine and genuine Turkish hospitality. The splendid sights easily accessible from Istanbul such as Prince's Islands, Sile, and Kusadasi provide excellent opportunities to discover more of the country.

Find out more information on the OECD World Forum Website:
<http://www.oecd.org/oecdworldforum>

Registration Process

- 1.** Describe your organisation activities and your stand's purpose.
- 2.** Fill in the following order forms
 1. Basic modular stand construction
 2. Furniture and stand equipment
 3. Technical equipment
- 3.** Send your organisation description and the order forms to the OECD
Mail to oecdworldforum@oecd.org
Or Fax: +33 1 45 24 17 13

You will then receive an invoice to be paid to TeamCon, the Turkish company in charge of the exhibition in Istanbul.

Payment can be done by bank transfer or credit card.

All prices mentioned in this manual are excluding VAT 18%.

Organisation Description



OECD World Forum on
Statistics, Knowledge and Policy
“Measuring and Fostering the
Progress of Societies”

TURKEY



Turkish Statistical
Institute

First International Exhibition
on Innovative Tools to
Transform Information
into Knowledge

27-30 June 2007 – Istanbul, Turkey

ORGANISATION DETAILS

Organisation Name	<input type="text"/>		
Contact Person	<input type="text"/>		
Mailing Address	<input type="text"/>		
City	<input type="text"/>	Email	<input type="text"/>
Postal/Zip code	<input type="text"/>	Telephone	<input type="text"/>
Country/State	<input type="text"/>	Fax	<input type="text"/>
Organisation Website	<input type="text" value="http://"/>		

DESCRIPTION OF PRODUCT(S) AND ACTIVITIES THAT WILL BE SHOWCASED

Order Form #1 - Basic Modular Stand Construction



(General appearance of the stands will be as shown in the above picture.
Basic furniture might be slightly different to the elements shown above)

Package Fee: 400 €(excluding VAT 18%)

This price includes:

- Rental fee for **9 square meters (3 x 3 meters)**
(4 days of exhibition + 2 days for setting up/dismantling of stands)
- Installation cost
- Fascia Board with company name
- Electric output (220 V European 2 pin plug), 3 sockets for each booth
- Basic furniture: 1 table (Length: 152cm, Width: 76cm) and 2 chairs

Check box if you do not want to use the basic furniture and prefer to select all your furniture from the attached catalogue.

400 euros

Additional square meter(s)

The cost for each additional square meter is **45 €**(excluding VAT 18%)

Width: meters Length: meters

Additional square meters: **x 45 euros:** **euros**

Total (excluding VAT 18%): **euros**

Order Form #2 – Furniture and Stand Equipment

		Unit Price	Unit	Total Price			Unit Price	Unit	Total Price
102	Table	35 €			301	Chair	30 €		
103	Metal Table	65 €			303	Wooden Chair	40 €		
104	Metal Table	65 €			304	Metal Chair	40 €		
105	Wooden Table	50 €			305	Metal Chair	45 €		
106	Metal Table	95 €			306	Metal Bar Stool	55 €		
107	Metal Bar Table	80 €			307S	Bar Stool	30 €		
108	Wooden Coffee Table	20 €			307A	Bar Stool	40 €		
109	Glass Coffee Table	40 €			308	Wooden Bar Stool	60 €		
110	Glass Table	95 €			309	Leather Chair	35 €		
201	Showcase	45 €			310	Leather Armchair	45 €		
202	Showcase	35 €			312	Leather Sofa	105 €		
203	Showcase	50 €			313	Leather Sofa	175 €		
204	Showcase	45 €			314	Office Armchair	75 €		
205	Showcase w/light	75 €			315	Clothes Rack	30 €		
206	Showcase w/light	155 €			316	Clothes Hangers on Wheels	25 €		
207	Showcase w/light	235 €			317	Barrier	25 €		
208	Desk	35 €			318	Waste Paper Basket	15 €		
209	Information Desk	35 €			319	Ash Tray	10 €		
210	Table	40 €			320	Flowers	30 €		
211	Desk	55 €			321	Plant	85 €		
212	Desk	65 €			322	Plant	105 €		
213	Cupboard with shelves	70 €			323	Flowers	65 €		
214	Desk	145 €			324	Flowers	65 €		
215	Desk	95 €			411	Refrigerator	95 €		
216	Cupboard	40 €			412	Halogen Spot 150-300W	30 €		
217	Display Cube	35 €			413	HQI 400W	75 €		
218	Display Cube	30 €			414	HQI 250W	65 €		
219	Display Cube	45 €			415	Halogen Spot 150-300W	25 €		
220	Mobile Sink	155 €			416	Spot 100W	15 €		
221	Pannel	25 €			417	Electrical Rail	25 €		
222	Pannel	15 €			418	Extension Cord	15 €		
223	Rack	20 €			419	Coffee Machine	50 €		
224	Shelf	15 €			420	Kettle	35 €		
225	Clothes Rack	25 €			421	Air Conditioner	400 €		
226	Brochure Rack	30 €			422	Water Fountain	85 €		
227	Screw	5 €			423	Brochure Rack	65 €		
228	Space Roof (m2)	25 €			Total (excluding VAT 18%) <input style="width: 150px; height: 20px;" type="text"/>				
229	Podium (m2)	15 €							
230	PVC Door	95 €							
231	Wooden Door	105 €							
232	Flipchart	40 €							

* All prices are excluding VAT 18%

Please note that this form should be sent before 15 June 2007.

Order Form #3 – Technical Equipment (daily price)

		Unit price *	Unit(s)	Price per day	day(s)	Total Price
400	DVD Player	80 €				
401	Plasma TV	225 €				
402A	28" LCD monitor	80 €				
402B	17" LCD monitor	60 €				
402C	15" LCD monitor	40 €				
403	VHS Video	45 €				
404	PC (>1.7 GHz, 512 MB RAM)	80 €				
406	Laptop (>1GHz, 512 MB RAM)	75 €				
407	A3 Color Printer	75 €				
408	A4 printer, fax, copier, scanner	95 €				
409A	A4 Color printer	60 €				
409B	A4 Black and White printer	45 €				
410	Facsimile	55 €				
430	Screen (1.8m x 1.8m - tripod)	75 €				
431	Screen (2m x 3m)	100 €				
432	Screen (3m x 4m)	150 €				
433	Video/Data Projector	250 €				
Total (excluding VAT 18%)						<input type="text"/>

* All prices are excluding VAT 18%

Please note that this form should be sent before 15 June 2007.

OECD-SPO-TURKSTAT

First International
Exhibition on
Innovative Tools
to Transform Information
into Knowledge

27-30 June 2007

Rumeli Hall
Istanbul, Turkey



Sandalye
Chair
h:70 301



Ahşap Sandalye
Wooden Chair
h:80 303



Metal Sandalye
Metal Chair
h:80 304



Metal Sandalye
Metal Chair
h:80 305



Metal Bar Sandalyesi
Metal Bar Stool
h:106 306



Bar Sandalyesi
Bar Stool
h:75 307S



Bar Sandalyesi
Bar Stool
h:75 307A



Ahşap Bar Sandalyesi
Wooden Bar Stool
h:93 308



Deri Sandalye
Leather Chair
h:80 309



Deri Koltuk
Leather Armchair
h:80 310



Deri Koltuk
Leather Sofa
h:80 l:100 312



Deri Koltuk
Leather Sofa
h:65 l:200 313



Ofis Sandalyesi
Office Armchair
h:90 314



Vestiyer
Clothes Rack
h:170 315



Ayıklı Kartela Aaskısı
Clothes Hangers on Wheels
h:120 l:110 316



Bariyer
Barrier
h:80 l:100 317



Çöp Kovası
Waste Paper Basket
h:50 318



Kül Tablası
Ashtray
319



Arajman
Flowers
320



Bitki
Plant
h:100 321



Bitki
Plant
h:100 322



Saksıda Çiçek
Flowers
323



Saksıda Çiçek
Flowers
324

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35 €

Masa Table 102
h:75 w:80 l:80



65 €

Metal Masa Metal Table 103
h:75 Ø:75



65 €

Metal Masa Metal Table 104
w:75 l:75 h:75 Ø:75



50 €

Ahşap Masa Wooden Table 105
h:75 w:80 l:80



95 €

Metal Masa Metal Table 106
h:75 w:75 l:120



80 €

Metal Bar Masası Metal Bar Table 107
h:110 Ø:60



20 €

Ahşap Sehpa Wooden Coffee Table 108
h:40 w:50 l:50



40 €

Cam Sehpa Glass Coffee Table 109
h:50 w:55 l:55



95 €

Cam Masa Glass Table 110
h:75 Ø:90



45 €

Vitrin Showcase 201
w:52 l:102 h:102



35 €

Vitrin Showcase 202
w:52 l:52 h:102



50 €

Vitrin Showcase 203
w:52 l:102 h:102



45 €

Vitrin Showcase 204
w:37 l:102 h:72



75 €

Işıklı Vitrin Showcase w/light 205
w:52 l:52 h:200



155 €

Işıklı Vitrin Showcase 206
w:52 l:102 h:200



235 €

Işıklı Vitrin Showcase w/light 207
w:52 l:200 h:200



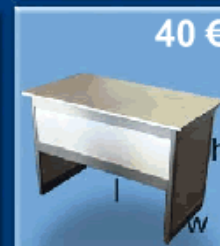
35 €

Banko Desk 208
l:102 h:102



35 €

Banko Information Desk 209
w:52 l:102 h:102



40 €

Masa Table 210
w:60 l:110 h:75



55 €

Banko Desk 211
w:52 l:200 h:102



65 €

Banko Desk 212
w:52 l:200 h:102



70 €

Rafı Dolap Cupboard w/shelves 213
w:40 l:102 h:200



145 €

Banko Desk 214
w:50 l:150 h:102



95 €

Banko Desk 215
w:40 l:102 h:102

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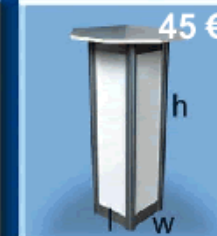
**Dolap
Cupboard** 216
w:37 l:102 h:90



**Sergi Küpü
Display Cube** 217
w:72 l:72 h:72



**Sergi Küpü
Display Cube** 218
w:52 l:52 h:52



**Sergi Küpü
Display Cube** 219
w:30 l:30 h:102 Ø:50



**Lavabo
Mobile Sink** 220
w:56 l:110 h:100



**Panel
Pannel** 221
w:95.5 h:234



**Panel
Pannel** 222
w:45.5 h:234



**Askı
Rack** 223
w:22 l:95.5



**Raf
Shelf** 224
w:30 l:100



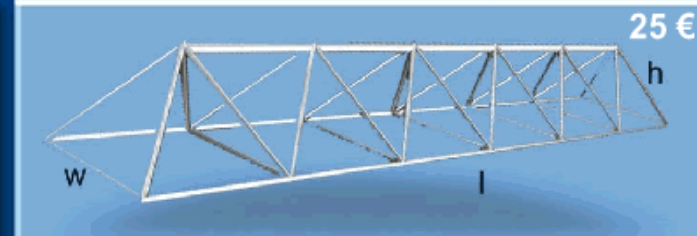
**Vestiyer
Clothes Rack** 225
l:95.5



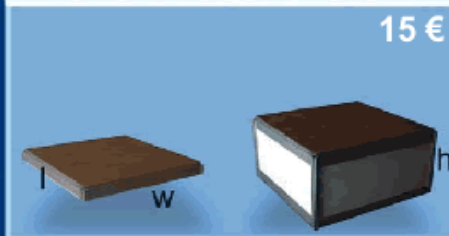
**Broşürlük
Brouchure Rack** 226
l:100 h:30



**Askı Vidası
Screw** 227



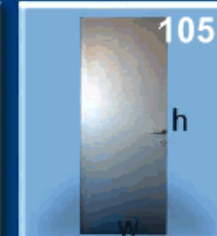
**Uzay Çatı
Space Roof** 228
w:100 l:100 h:70



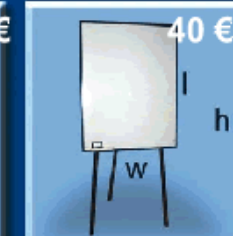
**Podyum
Podium** 229
w:100 l:100 h:10-20-30-40-50-60-75-100



**PVC Kapı
PVC Door** 230
w:83 h:208



**Ahşap Kapı
Wooden Door** 231
w:83 h:208



**Flipchart
Flipchart** 232
w:70 l:90 h:150

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Istanbul, Turkey

Video Projector
Screens
Monitors

See more products
in the order form

80 € / day



DVD Player 400

225 € / day



Plazma TV
Plasma TV
42" 401

45 € / day



Video
VHS 403

80 € / day



Desktop PC
PC 17" 405

75 € / day



Laptop 406

75 € / day



A3 Renkli Yazıcı
A3 Color Printer 407

95 € / day



A4 Yazıcı, Fax,
Fotokopi, Tarayıcı
A4 Printer, Fax
Copier, Scanner 408

45 € / day



A4 Yazıcı
A4 Printer

60 € / day



A4 Renkli Yazıcı
A4 Color Printer 409

55 € / day



Faks
Facsimile 410

95 €



Buzdolabı
Refrigerator
w:56 l:60 h:82 411

30 €



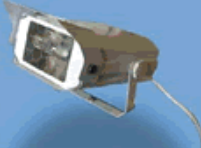
Halojen Spot
Halogen Spot
150w-300w 412

75 €



Metal Halide Lamba
HQI
400w 413

65 €



Metal Halide Lamba
HQI
250w 414

25 €



Halojen Spot
Halogen Spot
150w-300w 415

15 €



Spot
Spot
100w 416

25 €



Elektro Ray
Electrical Rail
l:200 417

15 €



Uzatma Kablosu
Extension Cord 418

50 €



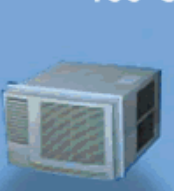
Kahve Makinası
Coffee Machine 419

35 €



Su Isıtıcı
Kettle 420

400 €



Klima
Air Conditioner 421

85 €



Su Makinası
Water Fountain 422

65 €



Broşürlük
Brochure Rack
h:156 423

Please send the following documents to the OECD:

- Organisation Description (page 8)
- Order Form 1: Basic Modular Construction Stand (page 9)
- Order Form 2: Furniture and Stand Equipment (page 10)
- Order Form 3: Technical Equipment (page 11)

You can download these documents (in Word or Acrobat) on the OECD World Forum website:
<http://www.oecd.org/oecdworldforum>

Email: oecdworldforum@oecd.org

Fax: +33 1 45 24 17 13

You will then receive an invoice with payment details.
Payment can be made by bank transfer or credit card.

For more information, do not hesitate to contact:

Mr. Jeroen Meyer (OECD)

Mailto: Jeroen.Meyer@oecd.org – Tel: +33 1 45 24 13 07

Mr. Ilkay Timsel (TeamCon)

Mailto: itimsel@teamcon.com.tr – Tel +90 212 343 80 03

More information is available on the OECD World Forum Website:

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