



## First International Exhibition on Innovative Tools to Transform Information into Knowledge

27-30 June 2007, Istanbul

OECD World Forum  
"Measuring and Fostering the Progress of Societies"

You will find below some information about the exhibition which will be held on 27-30 June 2007 during the OECD World Forum in Istanbul.

### 1. Registration

You must register online. The online form (The Internet address will be given after we have received your order forms) will help us to arrange your participation in the OECD World Forum (Badge, Security issues, Shuttle bus, accompanying spouse, etc.).

### 2. Participation in the OECD World Forum

The exhibition is part of the OECD World Forum. All exhibitors will be considered as World Forum participants. Exhibitors will be able to attend sessions and participate in all activities related to the OECD World Forum: coffee breaks, free lunches, welcome reception etc. However it is recommend to always have one person at the stand during opening hours.

### 3. Official opening hours

Wednesday 27 June 2007	:	13h00 - 18h30
Thursday 28 June 2007	:	9h00 - 18h30
Friday 29 June 2007	:	9h00 - 18h30
Saturday 30 June 2007	:	9h00 - 13h00

### 4. Setting up the stands

The physical construction of stands will be made on Tuesday 26 June 2007 (afternoon). Nonetheless, you just need to arrive on Wednesday 27 June at 9 am to finalise your installation. The 900 World Forum participants will move to the exhibition centre at 1pm. A buffet lunch will be served every day in the exhibition centre.

If you would like to participate in the setting up of your stand on Tuesday (i.e. the day before), please contact me at [jeroen.meyer@oecd.org](mailto:jeroen.meyer@oecd.org).

## 5. Dismantling of the Stands - end of the exhibition

Stands will be dismantled on Saturday 30 June in the afternoon. The exhibition will end at 1 pm on Saturday 30 June 2007.

## 6. Hotels and Travel

The OECD is working with Teamcon to organise the World Forum. One of the services they will provide is assistance in making hotel bookings. TeamCon has made block reservations at different categories of hotels near the congress venue at special negotiated rates. These rates can be obtained only if bookings are made by TeamCon. As this is high season for tourism in Istanbul, please note that the cancellation policies are relatively strict.

<http://www.oecd.org/oecdworldforum/accomodation>

## 7. Webcast in the exhibition center

The sessions held in Anadolu auditorium will be broadcasted on the web. This webcast will be shown in the exhibition centre on a large screen and will allow exhibitors to follow some sessions.

## 8. How to modify your stand

Please note that you can modify your stand until 15 June. If you want to add some equipment or increase the size of your stand, please download the order forms from our website (<http://www.oecd.org/oecdworldforum/exhibition>) and send them to me at [jeroen.meyer@oecd.org](mailto:jeroen.meyer@oecd.org).

## 9. Shipping material in advance

You may want to send publications or any other material in advance. TeamCon has recommended an efficient company in Istanbul to help you to ship and store your material.

## 10. Lunch time presentations

It will be possible to make presentations inside the exhibition centre. These presentations can be made at lunch time (15 minutes maximum) when all World Forum participants are in the exhibition centre or throughout the day. Presentations can be made on the OECD stand (see attached pictures) or in a special meeting room located inside the exhibition centre. If you are interested in this possibility, please contact me at [jeroen.meyer@oecd.org](mailto:jeroen.meyer@oecd.org).

## 11. Coffee breaks, cyber café

OECD World Forum participants will visit the exhibition during lunch and coffee breaks. A cyber café is also located inside the exhibition centre and will incite participants to spend time there.

## 12. Internet access

The exhibition centre will be equipped with Wifi. If you need an Internet wired connection, please contact me ([jeroen.meyer@oecd.org](mailto:jeroen.meyer@oecd.org)).

### 13. Exhibition activities

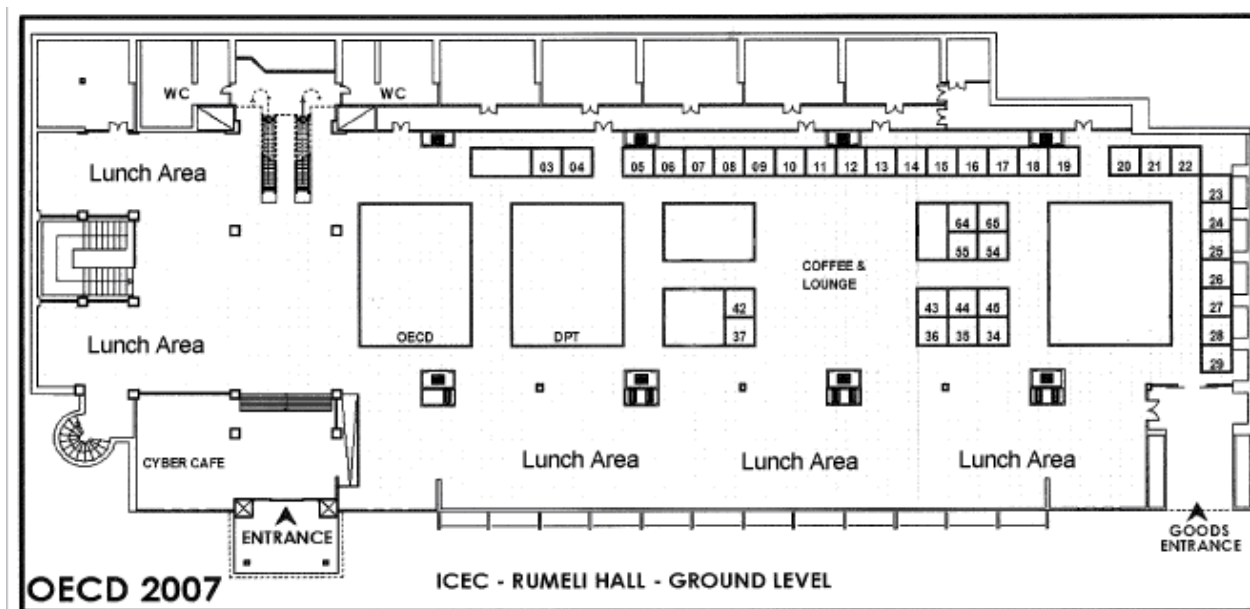
Many activities will be organised inside the exhibition centre. For example, Hans Rosling, the creator of Gapminder (<http://www.gapminder.org>) will run a small live studio to make "chroma key technique" webcasts with animated statistics. World Forum participants will have the opportunity to make their own 2-3 minute webcasts that can be uploaded on the web.

### 14. Payment

You will receive a confirmation form with payment details from TeamCon. Reservation requests will be confirmed only after TeamCon has received full payment.

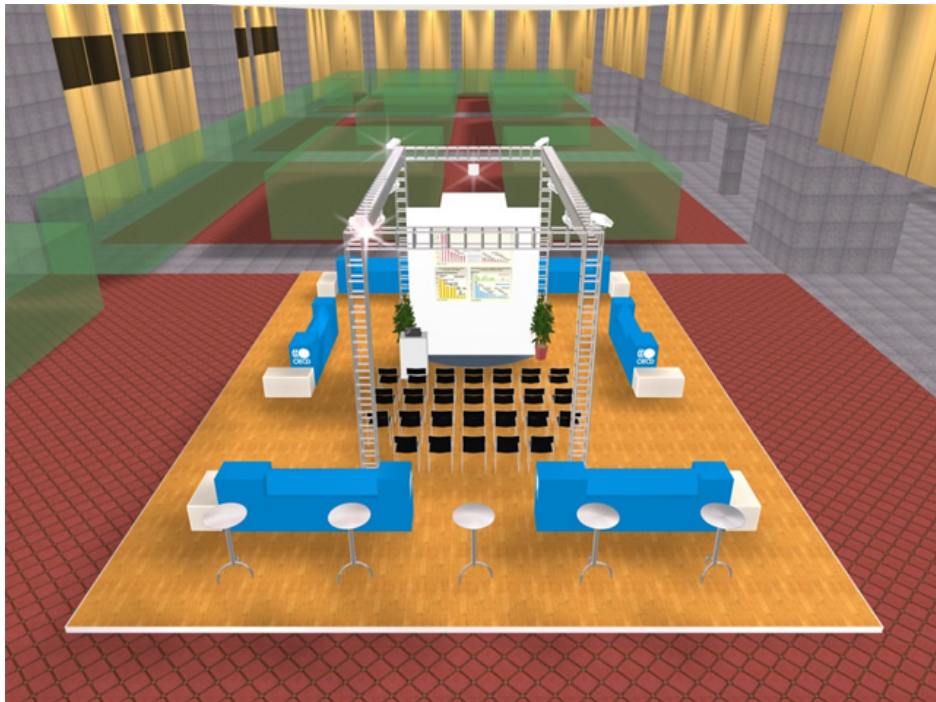
### 15. Floor Map

The Floor map will be finalized soon. We will show you where your stand is located in the exhibition center.



For more information, please contact:

Mr. Jeroen Meyer  
OECD Statistics Directorate  
OECD World Forum  
[www.oecd.org/oecdworldforum/exhibition](http://www.oecd.org/oecdworldforum/exhibition)  
<mailto:jeroen.meyer@oecd.org>  
+33 1 45 24 13 07



OECD Stand - Istanbul Exhibition