



# International Transaction Exhibition

**ISTANBUL EXHIBITION 2022**

13-14 Oct. 2022 | AVRASYA GÖSTERİ VE SANAT MERKEZİ

(Dr. Mimar Kadir Topbaş)



Do Networking & Gain Opportunities

**EMIN Event Group**

Transaction Exhibition

3R

**Right Place  
Right Time  
Right Person**





## Transaction Exhibition is a global event never experienced before.

Transaction Exhibition is an international event held annually in Istanbul, Turkey. This exhibition provides the participants with a unique opportunity to showcase the most essential technologies, products, and services in the banking industry, and areas of cards & payment, insurance, smart city, FinTech, and software & hardware services. This international exhibition provides an opportunity for the business owners of the banking and financial technologies to negotiate, to do networking, to close the knowledge gap in their business areas, to showcase their products, to develop their own businesses, and to share their knowledge and expertise. This event is a place for new networking where you can have a very different experience. Transaction Exhibition 2022 is held after 5 years of research. This exhibition was supposed to be held in 2020, but it was postponed to 2022 due to outbreak of Coronavirus (COVID-19). All the giants of financial technologies and banking industry as well as small businesses and enterprises will attend this exhibition and have the opportunity to develop their own businesses, to foster new innovations, and to accelerate the technology and business growth. Numerous opportunities in Istanbul and the banks & companies attending this event will pave the way for you to develop your own market and business and to find new customers and business partners.

## Transaction is a Great Financial Technology Event

90+	Exhibitors
40+	Product Workshops
3000+	Attendees
10000+	Online Visitors
40+	Startups
50+	Countries
2	Days
1	Big Event





**This event will host the participants from all over the world and it is not limited to any geographical area.**

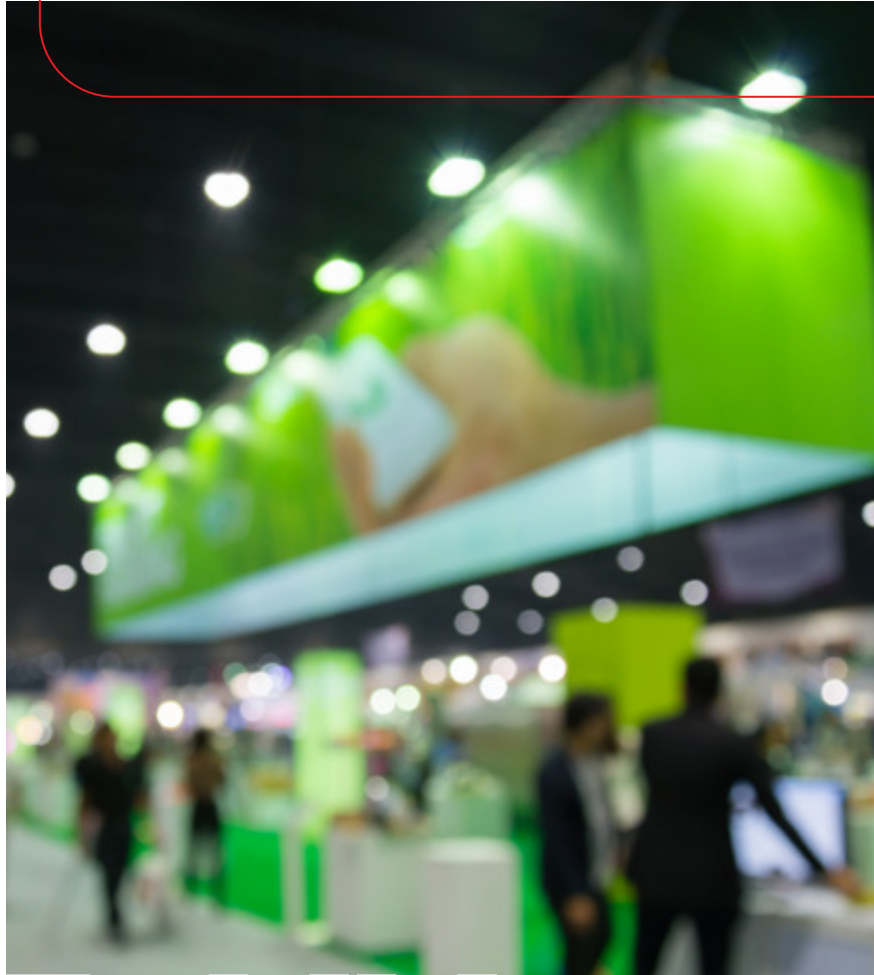




## Who Attends?

- All the managers, experts, and business owners who are engaged in banking, smart city, FinTech, cards & payment, and mobile network operators;
  - All business owners and those who produce any products, software, and hardware related to the afore-mentioned areas and want to offer services or products to the potential customers;
  - All solution providers of financial technologies and banking industry;
  - Managers working in the public sector who want to benefit from the above-mentioned products and services;
  - Investors and venture capitalists who want to invest in the startups; and
- A broad range of C-level managers and decision makers in the financial technologies and banking industry including:
    - Insurance Managers
    - ICT Managers
    - Chief Information Officers
    - Chief Technology Officers
    - Chief Information and Security Officers
    - Bankers
    - E-commerce Experts
    - Payment Industry Specialists
    - Directors of Procurement
    - Directors of IT
    - CRM Specialists and Digital Marketeers
    - Business Decision-Makers
    - Innovation Managers
    - Venture Capitalists and Investors from across the globe





**Don't Miss Opportunities!**  
**Attract the Eyes of Thousands of Decision**  
**Makers on Your Brand.**

# Exhibitors

## Who Exhibits?

Exhibitors of Transaction Exhibition are mostly active in following areas:

- Banking Industry
- Cards & Payment
- Insurance
- FinTech and its subcategories
- Smart City
- E-commerce
- Telecommunication Industry
- New Financial Technology Solution Providers
- Stock Exchange Market



## Why Sponsor?

Meet with Thousands of Decisionmakers, Influencers, Active Players, and Business Owners of the Banking and Payment Industry! Becoming a 2022 Transaction Exhibition sponsor provides you with following opportunities and benefits:

- Getting More Return on Investment (ROI)
- Meeting with Market Leaders and High-ranking Managers
- Meeting with Pioneers of the Banking and Payment Industry
- Benefiting from High Engagement
- Being Provided with Unique and Dedicated Services
- Increasing Brand Awareness
- Leveraging Extensive Relationship and Gaining New Experience for Developing Your Own Businesses
- Meeting with the Right People at the Right Time and the Right Place
- Experiencing an Event Which Pushes the Opportunities to You

# Sponsor



## Who Sponsors?

All banks and companies doing business in the areas related to this exhibition can sponsor this event. Some business areas of our potential sponsors are detailed in this table:

Information Security, Risk and Compliance/ Governance	Payment Platforms & Processors	FinTech (BankTech, Reg.Tech, InsurTech, PayTech and LandTech)	Core Banking & Core Insurance
IT Infrastructure, Hardware, Networking Equipment, and Wifi	BI Analytics, Big Data and Data Analysis	Software and Application Development	AI/Machine Learning
Cloud, Data Center, Storage, Information Lifecycle Management	Block Chain & Cryptocurrency	Service Delivery, Contact Center, CRM, and Social Media	Digital Transformation
E-commerce, Online Payment, Digital ID, Digital Wallets, and Biometrics	IoT, 5G	Remittance & Financial Management	Omnichannel Solution



# Floor Plan



In order to gain more information about the details of stands and their surface squares, kindly scan the above QR Code or visit our website at: <https://www.transaction.events>

## Exhibition Guide:

- 21m<sup>2</sup> Stands
- 12m<sup>2</sup> Stands
- Startups
- B2B
- Workshop
- Registration
- Resturant
- Fastfood
- Entrance
- Aisle
- Exit



City

Sea

B2B

Resturant

Workshop

Fastfood

Registration



# Startups



This exhibition is the right place for the startups to find investor and to exhibit their solutions and products. We pave the way for the startups to negotiate and do networking with the audiences, attendees and exhibitors of this exhibition.

## **Startup Pods:**

- 2x1.5m<sup>2</sup> Space
- Lockable Counter
- 2 Stools
- Opportunity to post a one-minute clip on the exhibitor's social media

To find more information about the opportunities for the startups, Scan the above QR code or visit our website at:  
<https://www.transaction.events>





# Stand<sup>21m²</sup>

## Services and Benefits of the Exhibitors | Stands of 21m² |

### Event Website

- Logo on the Exhibition Website
- Company Information on the Website

### E-newsletter

- One email newsletter containing names and logos of all exhibitors sent to all emails available on the organizer's email database

### PR & Marketing

- Logo on the final page of the Exhibition Daily
- Logo on all video clips of the exhibition
- Being awarded a medallion as the exhibitor of the exhibition



### Social Media

- Sharing description of your product/company on the social media of the exhibition (Facebook & LinkedIn)
  - Sharing your content on the social media of the exhibition (LinkedIn and Facebook)
  - Sharing a video clip of no more than 10 minutes on social media platforms containing the organizer's interview with one of the C-level managers of your company
- Note:** The content of the videos and materials should comply with international laws and regulations as well as laws and regulations of Turkey





### Signage & Screens

- Logo on the “thank you exhibitors” boards mounted at various places of the exhibition

### Additional Services

- 40 tickets for free-attendance of your guests with full access to the exhibition floor and workshops
- Lunch for 4 people
- Product Launch for 15 minutes which will be live streamed on the exhibition website
- VIP banquet for 2 C-level managers

### Post-Show Benefits & Services

- Sharing one post containing “thanks to all exhibitors” which will be shared on social media channels of the exhibition (Facebook & LinkedIn)
- Publishing logos of all the exhibitors on a page of the exhibition book
- One page of content/advertisement on the exhibition book which will be sent for all audiences after the event
- Logo on the website from the date of registration until the end of 2022
- Submitting the recorded video of your presentation (your product or service)
- Sharing your medallion and photos on social media of the exhibition (Facebook & LinkedIn)

# Stand<sup>12m<sup>2</sup></sup>

## Services and Benefits of the Exhibitors | Stands of 12m<sup>2</sup> |

### Event Website

- Logo on the Exhibition Website
- Company Information on the Website

### E-newsletter

- One email newsletter containing names and logos of all exhibitors sent to all emails available on the organizer's email database

### PR & Marketing

- Logo on the final page of the exhibition Daily
- Logo on all video clips of the exhibition
- Being awarded a medallion as the exhibitor of the exhibition



### Social Media

- Sharing description of your product/company on the social media of the exhibition (Facebook & LinkedIn)
  - Sharing your content on the social media of the exhibition (LinkedIn and Facebook)
  - Sharing a video clip of no more than 5 minutes on social media platforms containing the organizer's interview with one of the C-level managers of your company
- Note:** The content of the videos and materials should comply with international laws and regulations as well as laws and regulations of Turkey



### Signage & Screenplays

- Logo on the “thank you exhibitors” boards mounted at various places of the exhibition

### Additional Services

- 20 tickets for free-attendance of your guests with full access to the exhibition floor and all conferences and workshops
- Lunch for 2 people
- Product Launch for 15 minutes which will be live streamed on exhibition website
- VIP banquet for 1 C-level manager

### Post-Show Services & Benefits

- Sharing one post containing “thanks to all exhibitors” which will be shared on social media channels of the exhibition (Facebook & LinkedIn)
- Publishing logos of all exhibitors on a page of the exhibition book
- Half a page of content/advertisement on the exhibition book which will be sent for all audiences after the event
- Logo on the website from the date of registration until the end of 2022
- Submitting the recorded video of your presentation (your product or service)
- Sharing your medallion and photos on social media of the exhibition (Facebook & LinkedIn)



# Price of Stands

**21<sub>m²</sub>**  
**Stands**

**6,500 €**

+

**18%**  
Excluding VAT



**12<sub>m²</sub>**  
**Stands**

**3,800 €**

+

**18%**  
Excluding VAT



**Startup  
Pod**

**800 €**

+

**18%**  
Excluding VAT



# Visitors

**Visiting Time:** 10:00 to 18:00

As a visitor, you may enjoy the following benefits:

- Meeting with business owners
- Attending the product introduction workshops
- Attendance at opening ceremony
- Meeting with the startup team

For more information about the schedule and agenda of the exhibition, go to the following address:

<https://www.transaction.events> or scan the following QR Code

**Entrance Fee**

**10 €**







# Showcases

The showcases and product launches are an important part of the exhibition where companies will have the opportunity to have to-the-point presentations about their products, services and solutions. They can also make sure that their partners and target customers know about their new products or services.

The showcases and product launches enable the companies, startups and other attendees to generate the right information in the right place and at the right time and to develop their businesses. The time and schedule of our showcases and workshops will be as detailed in the following table:

1st Day (October 13, 2022)				2nd Day (October 14, 2022)			
Part 1		Part 2		Part 1		Part 2	
10:00-10:15	15:00-15:15	10:00-10:15	15:00-15:15	10:00-10:15	15:00-15:15	10:00-10:15	15:00-15:15
10:20-10:35	15:20-15:35	10:20-10:35	15:20-15:35	10:20-10:35	15:20-15:35	10:20-10:35	15:20-15:35
10:40-10:55	15:40-15:55	10:40-10:55	15:40-15:55	10:40-10:55	15:40-15:55	10:40-10:55	15:40-15:55
11:00-11:15	16:00-16:15	11:00-11:15	16:00-16:15	11:00-11:15	16:00-16:15	11:00-11:15	16:00-16:15
11:20-11:35	16:20-16:35	11:20-11:35	16:20-16:35	11:20-11:35	16:20-16:35	11:20-11:35	16:20-16:35
11:40-11:55	16:40-16:55	11:40-11:55	16:40-16:55	11:40-11:55	16:40-16:55	11:40-11:55	16:40-16:55
--	17:00-17:15	--	17:00-17:15	--	17:00-17:15	--	17:00-17:15
14:00-14:15	17:20-17:35	14:00-14:15	17:20-17:35	14:00-14:15	17:20-17:35	14:00-14:15	17:20-17:35
14:20-14:35	17:40-17:55	14:20-14:35	17:40-17:55	14:20-14:35	17:40-17:55	14:20-14:35	17:40-17:55
14:40-14:55	18:00-18:15	14:40-14:55	18:00-18:15	14:40-14:55	18:00-18:15	14:40-14:55	18:00-18:15



## Other Services:

Accommodation

Visa

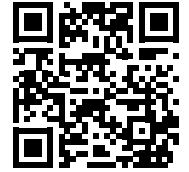
Tourism

Interpreter

Transfer

For the convenience of the exhibitors, visitors and sponsors of the Istanbul Transaction Exhibition, EMIN Event Group offers a variety of services including Accommodation, Tourism, Transfer, Visa and Interpreter.

For receiving the services mentioned above, go to the following address: <https://www.transaction.events> or scan following QR Code







# Istanbul Exhibition

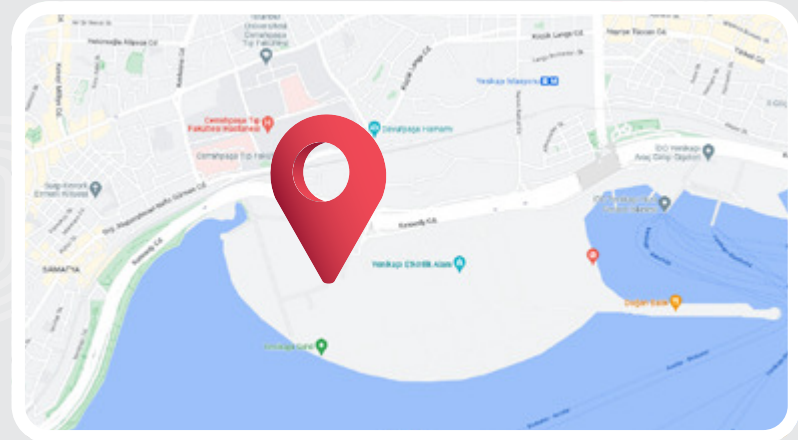


**Venue:** AVRASYA GÖSTERİ VE SANAT MERKEZİ  
**Address:** Yenikapı Etkinlik Alanı, Kennedy Cd.  
No: 11/1, 34096 Fatih/İstanbul



2022							October						
S	M	T	W	T	F	S							
						1							
2	3	4	5	6	7	8							
9	10	11	12	13	14	15							
16	17	18	19	20	21	22							
23	24	25	26	27	28	29							
30	31												

**Time:** 13, 14 October 2022







## About the Organizer:

**“Emin Event Group”** is a global company which holds the specialized events and exhibitions. This company mostly focuses on financial technologies and holding exhibitions, organizing international educational tours, specialized panel sessions, product introduction & pitching sessions and innovation & startup festivals are some areas of activities carried out by this Company.

Emin Event Group is headquartered in Istanbul, Turkey and is eager and ready to hold events and exhibition across the globe.





## Contact Us:



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www.transaction.events



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**If not Us, Who?**  
**If not Now, When?**







Do Networking  
&  
Gain Opportunities