

TENTEXPO WORLD

AWNING, TENT SYSTEMS, TECHNOLOGIES,
SUB-INDUSTRIES AND ACCESSORIES EXHIBITION

10 — 13 NOVEMBER 2027

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TÜYAP
www.tuyap.com.tr
TÜYAP TİM FUARCILIK A.Ş.
P : + 90 212 867 11 00
F : + 90 212 886 66 98
www.tuyap.com.tr

**Teknik
Fuarcılık**
www.teknikfuarcilik.com
TEKNİK FUARCILIK A.Ş.
P : + 90 212 876 75 06
F : + 90 212 876 06 81
www.teknikfuarcilik.com

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mimoza
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AQUIS MATTIACIS

SINO
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Maßstäbe setzen. Der neue BMW 7er.

Bringing the World Together Under One Tent

As Türkiye's first and only specialized exhibition for the tent and awning sector, Tent Expo World is preparing to deliver a unique experience by bringing together all players of this deep-rooted industry under one roof. Held at the crossroads of East and West in Istanbul, **Tent Expo World** will take place on **10-13 November 2027** at the **Istanbul TÜYAP Fair and Congress Center**, bringing together all links of the global tent, canvas, and awning production chain.



The Thousands-Year Journey of

The Tent

from Migration Routes to the Present Day

Born along migration routes, the tent has adapted to humanity's changing needs for thousands of years, becoming a universal symbol of freedom, resilience, and flexibility; today, it stands among the indispensable solutions of modern life.

One of the most ancient shelters accompanying humanity's journey on Earth, the tent has taken shape along migration routes. This simple structure has transformed over time, carrying the traces of cultures, geographies, and evolving needs, yet it has never lost its core spirit of freedom and adaptability.

Today, the tent continues to support life as a symbol of speed, flexibility, and durability across many fields—from disaster management and industry to tourism and logistics. **Tent Expo World Exhibition** is preparing to bring together this millennia-old heritage with modern technologies, showcasing the journey of the tent from past to future under one roof.



Growing with Exhibitions and Festivals **The Tent Economy**

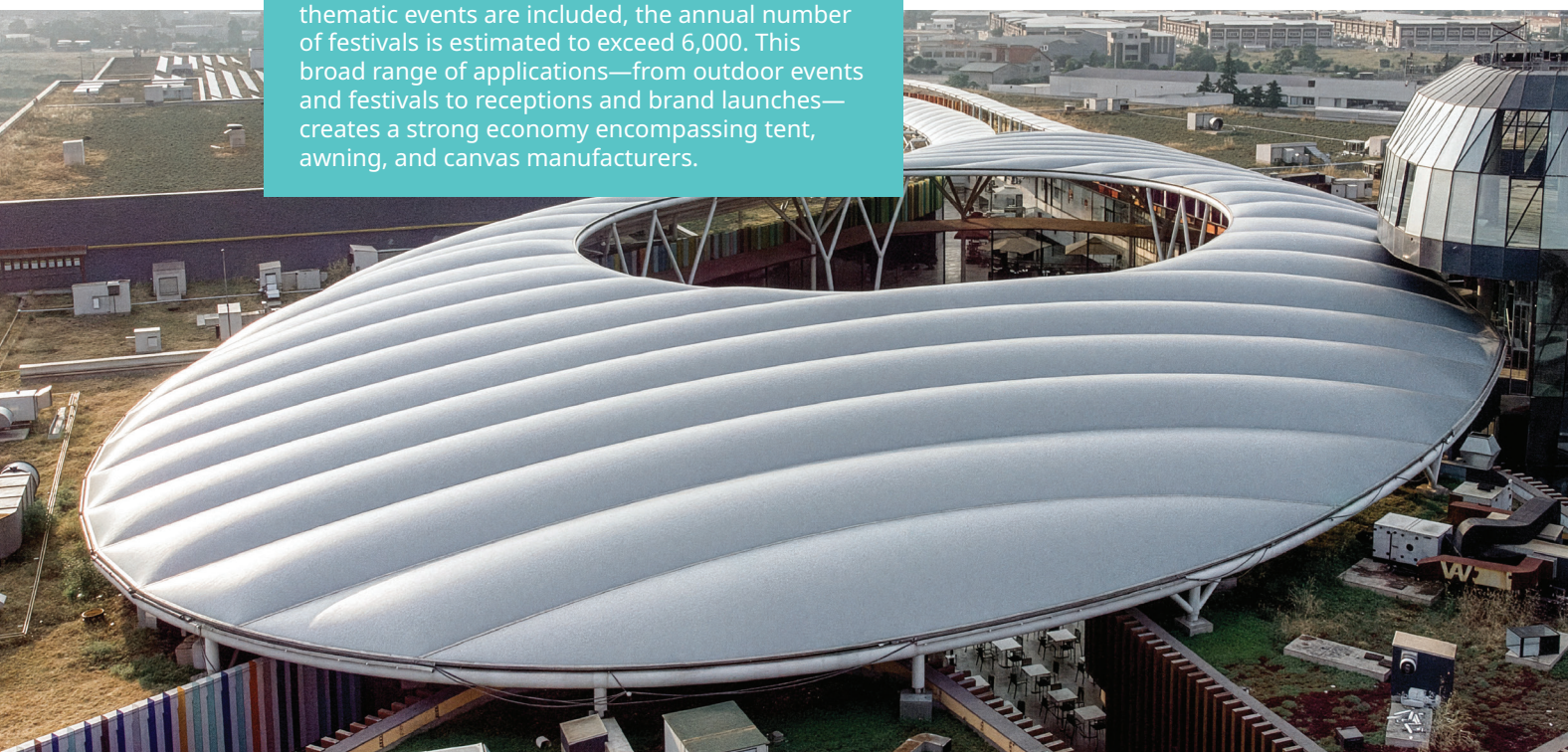


Annual Number of Festivals: 6,000

The festival industry is also fueling this demand at a remarkable pace. Focusing solely on music festivals, around 2,800 music festivals were held worldwide in 2024. When cultural, local, and thematic events are included, the annual number of festivals is estimated to exceed 6,000. This broad range of applications—from outdoor events and festivals to receptions and brand launches—creates a strong economy encompassing tent, awning, and canvas manufacturers.

Number of Exhibitions Held in 2025: 31,000

The global strength of the tent and awning sector continues to rise rapidly each year, driven by the growing number of exhibitions and festivals held worldwide. In 2025, approximately 31,000 exhibitions were organized globally. In Türkiye alone, a total of 365 exhibitions took place across a wide range of sectors—from defense and textiles to agriculture and technology—111 of which were international.



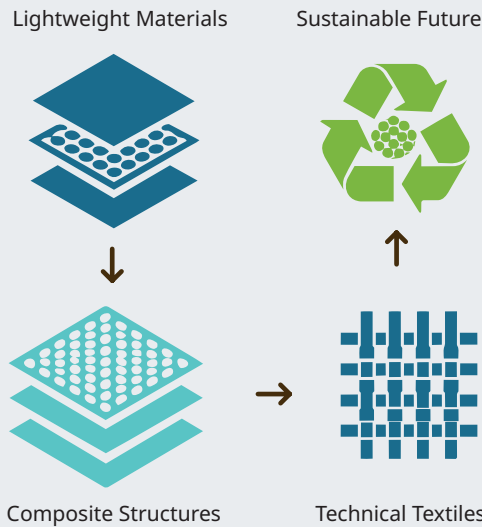
The Global Tent Market is Expected to Exceed \$14 Billion by 2035

According to IndexBox data, the global tent market is projected to reach a volume of 1.4 million tons and a value of \$14.5 billion by 2035.

Key Application Areas:

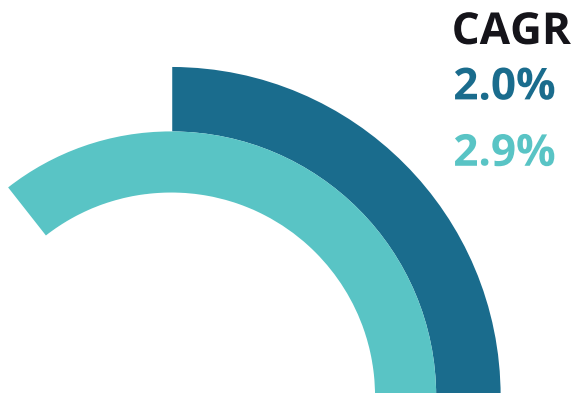
- 01 Logistics Sector
- 02 Disaster Management
- 03 Defense Industry
- 04 Event Industry
- 05 Camping and Glamping

Advanced Engineering for a Sustainable Production Process



Innovative Materials and a Vision for Sustainability

Lightweight materials, composite structures, and technical textiles offering superior protection against water and wind are driving the sector toward a stronger and more sustainable future.



2.9% Growth Over the Next 10 Years

Over the next decade, a sustainable compound annual growth rate (CAGR) of 2.0% in volume and 2.9% in value is forecast.



GLOBAL TENT MARKET IN 2024: Value Approaches \$5 Billion

Estimates of the global tent market size for 2024 vary across different studies due to differences in market definitions. While the narrowest segment, covering only camping tents, stands at USD 3.2 billion, the broader segment—including camping, glamping, multi-purpose, and outdoor tents—reaches USD 5.0–5.6 billion. Therefore, a global market size of approximately USD 5 billion emerges as a reasonable average estimate for 2024. Based on current trends, the market is expected to reach \$5.3 billion in 2025 and the \$5.7–\$5.8 billion range by 2026.



Growth Rate Over
the Last 10 Years

5%



2035 Target:

**\$14.5
Billion**

\$1.3
million tons



2024

Global Tent Production: 1.3 Million Tons in 2024

In 2024, global tent production (including caravan awnings) reached 1.3 million tons, representing a 2.4% year-on-year increase.

The average growth rate over the past decade stands at 5.0%. In value terms (based on wholesale/export prices), total production is calculated at USD 11.4 billion.

\$11.4
Billion



2024



TENT EXPO WORLD:
THE OPUS OF
**Three
Powerful
Collaborations**

Tent Expo World: A Grand Gathering Born From *The Roots of the Industry*

The tent tradition, born from a fifteen-hundred-year-old culture, has transformed into a global gathering in Türkiye today. Tent Expo World brings together an ancient heritage with a modern industry vision under one roof.

Now let us turn to the story behind the emergence of **Tent Expo World**... Derived from the Turkish word “çat,” meaning “to cover” or “to enclose,” the tent became the home, dwelling, and yurt of the Turks who led a nomadic life in Central Asia approximately fifteen hundred years ago, as a necessity of climatic and geographical conditions. With such a deep-rooted historical bond to the tent, Türkiye continues today to carry this ancient heritage into the modern era by integrating it with the needs of our time, using tent and canvas systems across every aspect of life. However, despite the steady and quiet growth of this extensive ecosystem over the years, it has still lacked a comprehensive trade fair capable of bringing the entire sector together. It was at this very moment that we listened to the powerful rhythm of this ancient industry and decided that there was a clear need for a cross-border meeting point that would unite all stakeholders of the sector under one roof. And thus, the journey of **Tent Expo World** - Türkiye’s first and only specialized exhibition for the tent and awning industry—began.

Tent Expo World came to life through the unification of three strong institutions around a shared vision. **TÜYAP**, Türkiye’s leading exhibition organizer, renowned for its experience, corporate strength, and reliability; **Teknik Fuarçılık A.Ş.**, which serves as a bridge between Turkish and global textile industries through its publications and exhibitions; and **Mimoza Organizasyon**, specialized in tent rental and production, joined forces to bring this event to life.

Held at the İstanbul **TÜYAP Fair and Congress Center** from **November 10-13, 2027**, **Tent Expo World- Awning, Tent Systems, Technologies, Sub-Industries and Accessories Exhibition** will bring together all segments of the global tent, canvas, and awning production chain in İstanbul, the crossroads of East and West. From aluminum profile

manufacturers and tent and tarpaulin fabric producers to accessory suppliers; from decoration companies to event and organization professionals, a wide spectrum of participants will showcase their latest products and technologies at the exhibition.

The exhibition will be more than just an exhibition space; it will serve as a strategic meeting point where new collaborations shaping the future of the industry are forged. Thousands of professional visitors from around the world—from Europe to the Americas, from the Far East to the Turkic Republics, and from the Middle East to Southern Africa—will come together in İstanbul. Exhibitors will have the opportunity to engage directly with global buyers, introduce their products to international markets, and establish new distribution channels.

Istanbul

The Center of Trade, Finance, Technology and Art

Istanbul is not only Türkiye's largest city in terms of population, but also a city that leads and inspires many cities in Türkiye and around the world across numerous fields such as trade, finance, technology, fashion, art, education, culture and entertainment.

Often described as Türkiye's industrial, commercial, financial, and cultural capital, Istanbul continues to be the driving force of the Turkish economy today, just as it has been throughout history. Half of Türkiye's total exports and imports are conducted through Istanbul, while tourism revenues and nearly one-third of the companies operating in Türkiye are also based in the city. Thanks to its geopolitical position, Istanbul is able to conduct financial and trade activities within the same time zone with many regions of the world, particularly the Far East, Europe, and Africa.

According to data from the Turkish Statistical Institute, Istanbul makes the largest contribution to Türkiye's overall export performance on a provincial basis. Looking at Türkiye's foreign trade figures, Istanbul alone accounts for 39.1% of the country's total exports, with export volumes approaching USD 100 billion.



WITHIN A 3-Hour Flight of Major Trade Hubs

Located at the crossroads of civilizations, Istanbul's historical and cultural heritage, combined with its influence on global trade, advanced transportation infrastructure, and wide range of accommodation options, makes it one of the most ideal locations for hosting a large-scale international exhibition.

Serving as a bridge between East and West, Istanbul occupies a geographically strategic position that brings countries closer together. Situated within a 3-hour flight of the world's major trade centers, Istanbul offers easy access to neighbouring cities and countries via air, sea, and land transportation. Investors from Europe, the Middle East, North Africa, the Turkic Republics, and the Balkans can reach Istanbul within a short flight, visit Tent Expo World Exhibition, and establish valuable business connections.



Visa-Free Access with Türkiye Will Facilitate Participation in Tent Expo World

Moreover, the fact that Türkiye has visa agreements with many countries that are key players in the tent, awning, and canvas sector—such as India, Indonesia, Pakistan, Bangladesh, Egypt, Algeria, Tunisia, Morocco, Iran, Uzbekistan, and Turkmenistan—will further facilitate participation in Tent Expo World Exhibition. Manufacturers and industry professionals from countries that face visa challenges when traveling to Europe will be able to visit Istanbul without such difficulties, playing a significant role in increasing both exhibitor and visitor numbers at Tent Expo World.

Accommodation Options Offer Great Convenience

In addition to being at the center of global trade and boasting rich historical and cultural attractions, Istanbul offers extensive accommodation options that provide great convenience for exhibitors and visitors attending the exhibition. Thanks to hotels located close to the exhibition venue, participants and visitors traveling from both within Türkiye and abroad will experience no difficulties in terms of accommodation during Tent Expo World Exhibition.

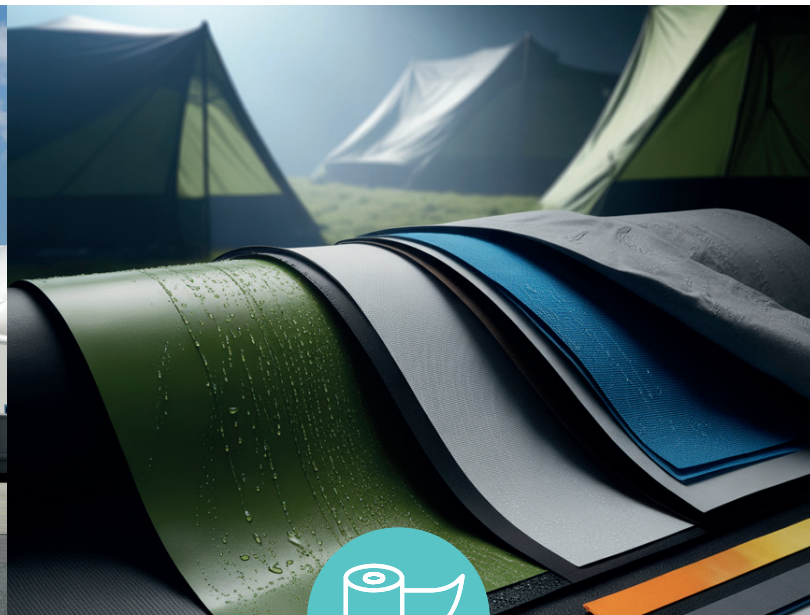
PARTICIPANT PROFILE AND **PRODUCT GROUPS**



01 TENT TECHNOLOGIES SECTOR

Covers modular, durable, and fast-installable tent structure solutions that serve a wide range of uses from events to industrial facilities, from disaster management to the defense field. Brings together companies that produce temporary or semi-permanent architectural solutions.

- ✓ Event Tents
- ✓ Industrial Warehouse Tents
- ✓ Hangar Tents
- ✓ Military & Disaster Tents
- ✓ Sahara Structures / Mobile Hospitals
- ✓ Production – Outdoor Field Tent Solutions
- ✓ Construction Site Tents
- ✓ Refinery / Energy Site Tents
- ✓ Port – Marina Tent Solutions
- ✓ Camping Tents
- ✓ Glamping Tents
- ✓ Sports Tents
- ✓ Suspended Tension Systems
- ✓ Special Architectural Tent Designs
- ✓ Tent Technologies Accessories and Sub-Industry



02 TECHNICAL TEXTILES AND MEMBRANE SECTOR

Includes high-strength technical textiles, coated fabrics, membrane materials, and production technologies that play a critical role in the manufacturing of tents, awnings, pergolas, and architectural tensile structures. Offers innovative solutions for all applications requiring advanced material performance.

- ✓ PVC / PVDF Membranes
- ✓ PTFE / ETFE Membranes
- ✓ Technical Canvas Fabrics
- ✓ Industrial Coated Fabrics
- ✓ Pergola & Awning Fabrics
- ✓ Technical Textile Connection & Accessory Systems
- ✓ Keder Welt Systems
- ✓ Membrane Installation Components
- ✓ Welding – Cutting – Binding Machines



03 ALUMINUM AND STEEL STRUCTURAL SYSTEMS SECTOR

This sector covers aluminum profiles, steel load-bearing systems and solutions that form the structural framework of temporary and permanent buildings. It represents companies offering integrated construction solutions for projects requiring building safety, structural calculations, and engineering support.

- ✓ Aluminum Profiles
- ✓ Steel Load-Bearing Systems
- ✓ Fastening elements
- ✓ Anchoring and Construction Components
- ✓ Structural & Engineering Solutions
- ✓ Scaffolding Systems
- ✓ Truss Structural Systems



04 EVENT AND ORGANIZATION SYSTEMS

It brings together companies that provide stage, podium, decor, platform, technical equipment, and tent construction services for festivals, concerts, sporting events, and corporate organizations. It meets all the needs of the event industry with its setup, technical support, and rental infrastructure.

- ✓ Backstage & Service Structures
- ✓ Stage – Podium – Decoration Solutions
- ✓ Launch – Show Areas
- ✓ Mobile Toilets
- ✓ Table – Chair – Floor Services
- ✓ LED – Sound – Lighting Services
- ✓ Stage – Platform Services
- ✓ Software and IT Systems



05 AWNING AND PERGOLA SYSTEMS SECTOR

This sector covers pergola, awning, canopy, and shading solutions that make outdoor living spaces more comfortable and functional. It includes companies specialized in automated, aesthetic, and durable outdoor systems designed for various applications such as hotels, restaurants, and residential spaces.

- ✓ Pergola Systems
- ✓ Awning Systems
- ✓ Bioclimatic Pergolas
- ✓ Canopy – Awning Systems
- ✓ Zip Screens – Windbreak Systems
- ✓ Restaurant and Hotel Outdoor Shading Solutions
- ✓ Pergola Motors and Mechanism Components
- ✓ Pergola Profiles
- ✓ Glass Enclosure – Retractable Roof Systems



06 CLIMATE CONTROL AND MOBILE ENERGY SECTOR

This sector covers portable cooling units, mobile generators, power distribution units, and heating-ventilation systems used in event venues, construction sites, temporary structures, and intensive field operations. With solutions that ensure an uninterrupted energy supply and climate comfort, it represents a complementary component of the industry.

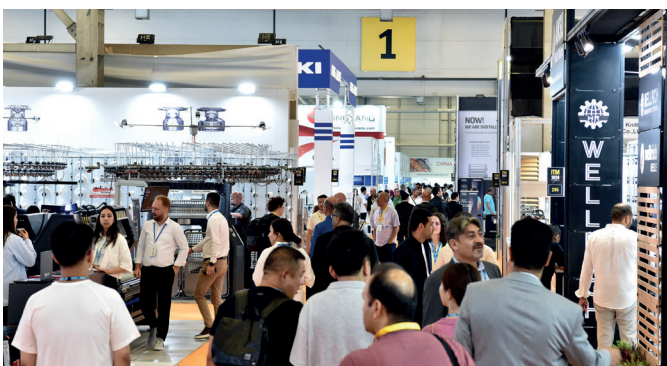
- ✓ Portable Cooling Systems
- ✓ Rooftop – Packaged Air Conditioning Systems
- ✓ Mobile Generators
- ✓ Power Distribution Systems
- ✓ Heating and Ventilation Solutions

Why Should You Participate in Tent Expo World?

Take Your Place in the First and Only Specialized Trade Exhibition of the Industry: Get ahead of your competitors by exhibiting at Türkiye's first and only specialized exhibition dedicated to tents, awnings, canvas and industrial structures.

Meet International Buyers Face to Face: Connect with thousands of professional visitors from Europe, Americas, Far East, Middle East, Africa, and Turkic Republics and seize the opportunity to introduce your products to global markets.

Showcase the Latest Technologies: Present the newest innovations in tent, canvas and awning fabrics, accessories, welding machines, and industrial systems to a highly specialized professional audience.



Leverage Türkiye's Strategic Location Advantage: Benefit from Istanbul's logistics power, its commercial advantages at the crossroads of three continents, and its strong industrial infrastructure.

Establish New Partnerships and Distributorship Agreements: Build strong commercial relationships with both domestic and international brands, creating new sales channels and distributorship networks.

Increase Your Brand Awareness and Prestige: Gain visibility on an international platform and promote your brand to global players in the industry.

Tent Expo World

Visitor Profile

01

Tent and Modular Structure Buyers

- ✔ Tent Rental Companies
- ✔ Companies Purchasing Modular Structures
- ✔ Institutions Investing in Temporary or Permanent Structures
- ✔ Event and Festival Organizers
- ✔ Exhibition and Event Organization Companies

03

Military and Defense Management Authorities

- ✔ Military Procurement Centers
- ✔ Representatives of International Defense Projects
- ✔ Procurement Teams for Sahara Units



02

Public Institutions & Official Procurement Units

- ✔ Ministries
- ✔ Governorships and Provincial Special Administrations
- ✔ Municipalities
- ✔ Disaster and Emergency Management Institutions and Organizations
- ✔ Managers of Emergency Camp and Shelter Projects
- ✔ Units Seeking Rapidly Deployable Structure Solutions for Disaster Areas
- ✔ Relevant Departments of Universities

04

Industrial Sector Professionals

- ✔ Warehouse & Logistics Companies
- ✔ Production Facilities and Factory Executives
- ✔ Companies in Need of Temporary Warehouse or Maintenance Areas
- ✔ Port Operators
- ✔ Refinery and Construction Site Managers
- ✔ Heavy-Duty Operation Units

Tent Expo World

Visitor Profile

05

Aviation, Maritime, and Logistics Sector

- ✔ Aviation Maintenance Companies
- ✔ Companies Requiring Hangar Tent Solutions
- ✔ Yacht & Marina Operators
- ✔ Ship Maintenance and Protection Area Managers
- ✔ Logistics Companies



06

Event Industry Professionals

- ✔ Organization & Event Agencies
- ✔ Festival, Concert, and Product Launch Production Teams
- ✔ TV Production Companies
- ✔ Sound-Lighting-Stage Companies

07

Architecture, Engineering, and Project Development Offices

- ✔ Architects
- ✔ Steel/Aluminum Structure Engineers
- ✔ Project Management Companies
- ✔ Construction Consultancy Offices
- ✔ Technical Inspection Teams
- ✔ Design & R&D Units

Why Should You Visit Tent Expo World Exhibition?

Opportunity to see the most innovative products in tents, awnings, tarpaulins, and outdoor solutions all at once

An ideal platform to establish new business connections

Chance to analyze international market trends on site

Hands-on experience to evaluate products directly

Opportunity to expand your business volume and open up to international markets



Target Visitor Countries



Algeria

Austria

Azerbaijan

Bahrain

Belgium

Bosnia and Herzegovina

Bulgaria

China

Croatia

Denmark

Egypt

Estonia

Finland

France

Germany

Greece

Hungary

Iran

Iraq

Ireland

Italy

Kazakhstan

Kuwait

Kyrgyzstan

Latvia

Lebanon

Libya

Lithuania

Luxembourg

Montenegro

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Spain

Sweden

Switzerland

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USA

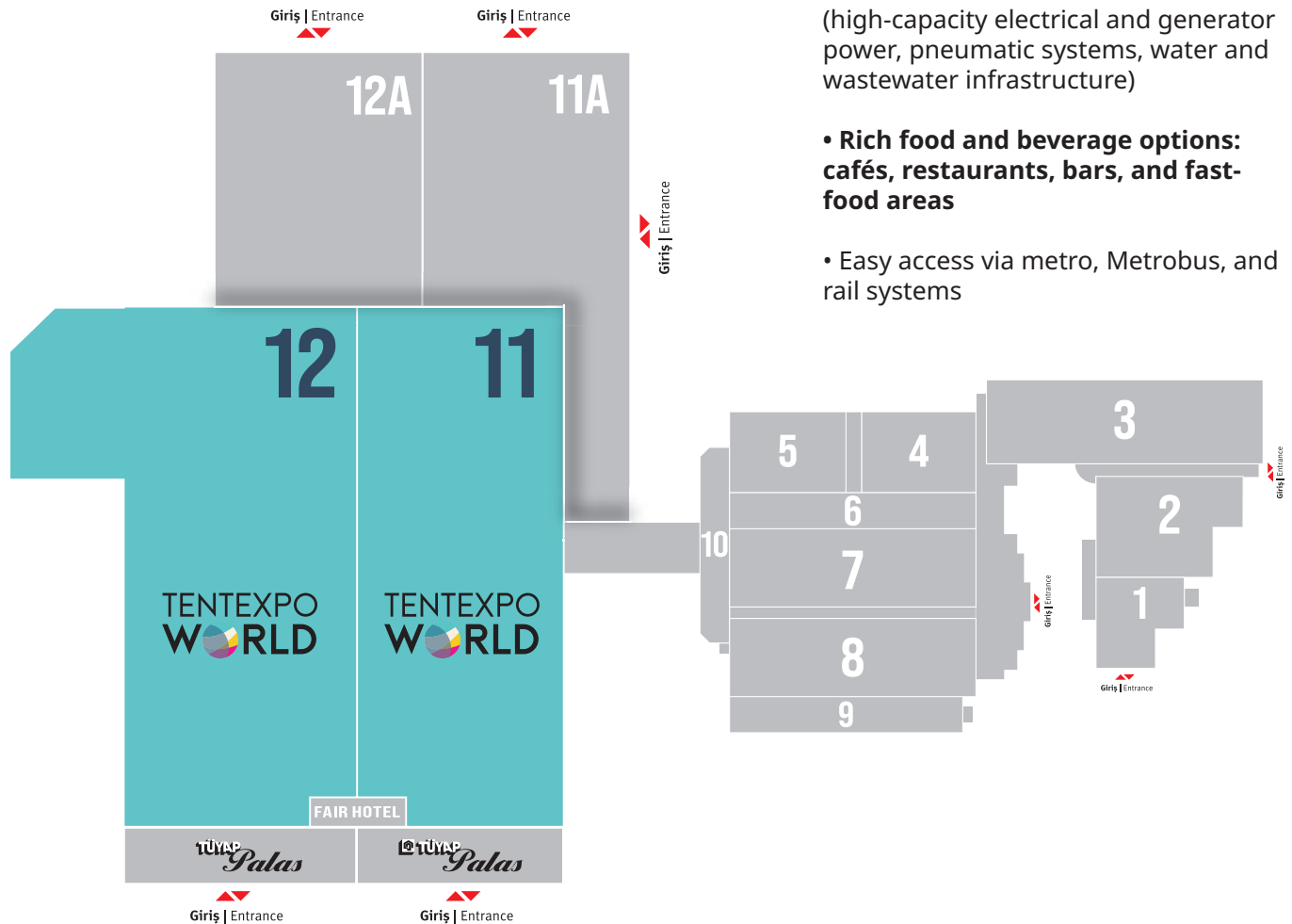
Uzbekistan

A World-Class Exhibition Experience: Tüyap

Located in Istanbul, the cradle of civilizations, Tüyap Fair and Congress Center stands out as one of the key meeting points of global trade. Hosting approximately 14,000 exhibitors from nearly 60 countries and close to 2 million visitors from 70 countries each year, Tüyap welcomes world-class exhibitions with its international-standard infrastructure and high-quality services.

Advantages Offered by Tüyap

- 120,000 m² of indoor and 25,000 m² of outdoor exhibition space
- **14 modern halls with a net 62,000 m² exhibition preparation area**
- 10,000 m² of congress and service areas, plus an 8,000 m² service building
- **An integrated 5-star hotel with 259 rooms within the exhibition complex**
- Advanced technical infrastructure (high-capacity electrical and generator power, pneumatic systems, water and wastewater infrastructure)
- **Rich food and beverage options: cafés, restaurants, bars, and fast-food areas**
- Easy access via metro, Metrobus, and rail systems



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