

WORLDEF ISTANBUL

E-COMMERCE & RETAIL TECH

📅 JUNE 6-7-8 📍 YENIKAPI

PARTNER GUIDE



Event Name: WORLDDEF ISTANBUL

Date: 6-7-8 Haziran 2024

Place: Dr. Mimar Kadir Topbaş Performance and Art Center

PROGRAM:

You can follow the current program flow on our website and social media.

<https://worlddef.com/events/istanbul-2024/event-program/>

BACKOFFICE

In order to provide the best experience for our partners, WORLDDEF has developed a special BackOffice dashboard for ease and efficiency in our events. This innovative platform is designed specifically for our partners and allows seamless management of every stage of the event process.

Through the dashboard, the entire event process can be tracked instantly from start to finish. Event programs, speaker information and other important updates will be available here. Partner companies will fill in many information such as Company, Speaker, Stand, Exhibitor etc. through this panel. Our partner companies will be able to submit their requests using the "Ticket" button in the panel. A ticket must be opened for each request. Verbal requests will not be evaluated.

How Can You Access?

Our partners will be able to log in to the BackOffice dashboard with the username and password sent specifically for them. After logging in to the dashboard, all features of the dashboard can be accessed instantly.

General Event Preparations

Partners are required to enter their logos for logo positioning, speaker information (NAME-SURNAME, TITLE) and photos for processes such as One2One sessions and panels, which are within their rights, through the panel that will be opened specifically for each partner in the BackOffice dashboard. In addition, the presentations of our partners who want to reflect presentations in One2One sessions will be reviewed and approved by the WORLDDEF Academic Board. In case of a revision, the presentations must be submitted on the requested date in order not to disrupt the process.

Note: For the efficient functioning of all processes, it is mandatory to comply with the dates on the BackOffice dashboard. WORLDDEF will not accept any responsibility for any file that will be sent after the specified dates.

Partner Entrance

Partner entries will be available from 08:00 on June 6-8. Quick entry to the area will be possible with the QR code that will be sent via DealRoom application before the event. Our partners will be able to obtain their badges from the registration desk in the foyer area. Partner companies can carry out promotional product placement, cleaning, catering preparations, etc. in their stands after 08:00. No repairs can be made in the booth area after the relevant time.

Visitor Entrance

Visitor entrances to the event will start at 09:00. Visitors will be able to enter the Place of the event with the QR code that will be sent via DealRoom application before the event. Visitors who want to obtain a badge will be able to obtain their badges from the registration tent located in the main entrance area of the event area.

Application of the Event

DealRoom application will be used in WORLDDEF ISTANBUL 2024. Area/stage entrances within the scope of the event will be provided with the QR code in the application. All appointment processes for B2B meetings will be carried out through DealRoom. The date when the DealRoom application will be available will be notified to the partners by WORLDDEF. In order to get maximum benefit from the event, company and person profiles must be completed until the date specified in the BackOffice dashboard.

Sessions

One2One:

One To One sessions will be organized by our 4 and 5 level partners.

- Our 5 Level speakers will have 45 minutes. 4 Level speakers will have 30 minutes.
- Our speakers will be invited to the technical team/regs at least half an hour before the session time for headset installation and technical checks.
- Our speakers will be able to follow the session duration on the timer screen.
- Situations such as session chair intervention are possible for speakers whose time has expired.
- The form containing the information required for the social media banners of our speakers must be completed within 1 week at the latest from the date of submission.

Session:

- Session topics are determined by the WORLDDEF Academic Board and speaker positioning is made accordingly.
- It consists of 1 session chair and 4 speakers in line with the determined topic. Session duration is limited to 50 minutes.
- Within the time limit, 2 different questions are asked by the session chair and 2 rounds of questions are answered between the speakers.

Debates:

- Debates will take place on the Future Commerce Stage on Day 3 of the event.
- Case Study and Mess Up Stage will not be active on Day 3 of the event.
- Debate topics will be determined by the WORLDDEF Academic Board.
- While one of the debate speakers will be determined by the WORLDDEF Academic Board, the other speaker will be determined according to the results of the competition organized by WORLDDEF.
- It consists of 1 session chairman and 2 speakers in line with the determined topic.
- Our debate time is limited to 60 minutes.

Stand Process

WORLDDEF is not responsible for the stand construction process to be carried out by partner companies. Partner companies can carry out their stand processes with the stand suppliers listed on the supplier page in the BackOffice dashboard or with a different stand supplier. The area dimensions determined by WORLDDEF must not be exceeded. It is not allowed to carry out any operations in the event area outside the specified set-up and dismantling dates and times. Partner companies are obliged to fill in the information on the BackOffice dashboard regarding the stand processes.

Stand setup and Dismantling hours

Stand Setup will start on June 3, 2024 at 10:00 am and will be completed on June 5 at 00:00 pm. The preparations to be made inside the stand must be completed by 10:00 on June 6, 2024. No work will be allowed to be carried out in the area outside the specified hours. **(Since the stands numbered D1, D2 D3, D4 and B23 are located in front of the hangar door, the installation can start as of 12:00 on June 4, 2024).**

Dismantling will start with the end of the event. The operations must be completed between 18:00 - 00:00 on June 8. Dismantling will not be allowed in the area while the program is in progress.

Rules to be followed during the Event

- We kindly request that there are staff on duty at the stands throughout the event.
- In case of problems such as power outages etc. within the booth, we kindly ask you to contact the personnel in charge.
- There will be no storage area outside the booth during the installation and event.

Stand Layout Plan

You can access our event general layout plan and stand layout plan at <https://worlddef.com/events/istanbul-2024/fair-layout-plan/>

Registration Welcome Area

At the entrance of the area, you can pass through the turnstiles with the QR code sent to your e-mail and included in the Dealroom application. You can get your badge from our registration desk on the right at the entrance of the area.

Çırağan Palace VIP Reception

The VIP Reception will be held on Wednesday, 05.06.2024, between 20:00 - 22:00 at Çırağan Palace. Our 4 Level Partners will be able to attend the reception for 1 person and 5 Level Partners will be able to attend for 2 people. Participant information must be submitted by the date specified in the BackOffice dashboard. Our 5 Level Partners have the right to position their logo at the reception.

Use of VIP Lounge

Use of the VIP Lounge Access to the VIP Lounge is restricted. Only VIP ticket holders and our partners will have access to the designated area. Within their entitlements; our Level 3 Partners are granted access to the Executive Lounge for 1 individual, our Level 4 Partners for 2 individuals, and our Level 5 Partners for 5 individuals.

Use of Executive Lounge

Use of Executive Lounge Access to the Executive Lounge area is restricted. Only Executive and VIP ticket holders and our partners will be able to access the relevant area. Within their rights; Our 1 Level Partners have access to the Executive Lounge for 2 people, our 2 Level Partners for 3 people, our 3 Level Partners for 5 people, our 4 Level Partners for 8 people and our 5 Level Partners for 10 people.

MEDIA Lounge

Many local and foreign broadcasting organizations will be located in the MEDIA Lounge area. Within the scope of 5 Level Partner rights, 1 speaker determined by our partners within the scope of "Special PR Works" will be the live broadcast guest of these organizations. Many programs will be held in the area throughout the event.

VIP Sessions

VIP Sessions VIP sessions are unlimited for VIP and Executive ticket holders. The rest of our visitors will have 9 access rights to the stages. VIP sessions with our 5 Level and 4 Level partners will be held in One2One concept. One2One sessions will be moderated by the stage chairman. Our 5 Level Partners will be located on the FUTURE COMMERCE Stage and our 4 Level Partners will be located on the CASE STUDY Stage and MESS UP Stage. Session duration is 45 minutes for 5 Level Partners and 30 minutes for 4 Level Partners. VIP sessions with debate presentations will be held for 60 minutes.

Dealroom B2B Area

Dealroom B2B Area area is designed to take the event experience to the next level. In addition to our exhibitors, VIP and EXECUTIVE ticket holders will have access to this area where the leading companies of the sector will be located and many collaborations will take place. B2B matches will be made through the Dealroom application.

Masterclass Stage

At WORLDDEF ISTANBUL 2024, we aim to provide our exhibitors and visitors with impressive moments with our specially designed masterclass stage positioning.

The masterclass stages in the exhibition area offer our exhibitors the perfect opportunity to present their products, services or projects in the best possible way. Each partner who wants to be positioned on the mini stage has the opportunity to use the mini stage for 1 hour.

Information about using the Masterclass Stage:

Duration: Each partner will be able to use the masterclass stage for 1 hour. During this time, the partner company can introduce their projects and interact with the visitors

Right of Use: For the use of the masterclass stage, it is necessary to contact the WORLDDEF Sales team. Upon completion of the necessary processes, the calendar planning will be communicated to the relevant partners by the WORLDDEF Operations team.

Equipment: Masterclass stages are equipped with basic equipment (microphone, speakers, screen, etc.).

Sequencing: The order of use of the masterclass stage will be determined according to the order of application. Early booking partners will be able to choose their preferred time slots more easily.

WORLDDEF ISTANBUL 2024 offers our valuable exhibitors the opportunity to present their products and projects to a wide audience. Get ready to attract the attention of visitors with your creative and impressive presentations on the masterclass stages!

F.A.Q.

You can find answers to all your questions about the event [here](#).

Note: Simultaneous Turkish - English translation service will be available in each hall.