



## **BSDA 2010 - Extreme in arms for Otokar!**

Between the 13<sup>th</sup> and 15<sup>th</sup> April 2010, for the first time, Otokar, the main exporter of the Turkish Defense Industry, part of the Koc Group, participated at the third edition of the Black Sea Defense & Aerospace exhibition and conference, organized at RomAero, Bucharest with the assistance of Extreme's team.

Otokar had a well-exposed stand of 102 m<sup>2</sup>. Extreme Events & Promotion won the possibility of installing the stand according to the imaginations of the exhibitor and to the visual plans.

The stand's purpose was to accommodate the 2 exhibited vehicles, Cobra and Kaya by leading the spotlight on them, and to provide ambient, tranquil atmosphere for business discussions.

The authentic decoration was assured by 5,3 m high, 6 m wide, impressive prints, communicating the vehicle portfolio of the exhibitor and 2 pieces of 3 m wide round shaped logo-prints, hanging from above.

The clear out appearance was completed by modern, curved, white info desk and walls to show the elegance, power, dynamism and innovative approach of Otokar.

After the first 2 hours of the exhibition, what was kept exclusively for professional visitors, delegations, the gates of the exhibition were opened to anyone who is interested in military vehicles and equipments.

Otokar's participation as well as the exhibited vehicles themselves met success at BSDA 2010.

See you in 2011!