

IMTM 2019

25th INTERNATIONAL MEDITERRANEAN TOURISM MARKET

12-13 FEBRUARY

TLV CONVENTION CENTER ISRAEL



IMTM 2019

25th INTERNATIONAL MEDITERRANEAN TOURISM MARKET

ABOUT

ISRAEL MAIN EVENT FOR THE
TOURISM INDUSTRY

The largest annual professional tourism fair in the Eastern Mediterranean, The 25th Annual International Tourism Exhibition and Fair (IMTM 2019) will take place in Tel Aviv on February 12-13, 2019



IMTM 2019

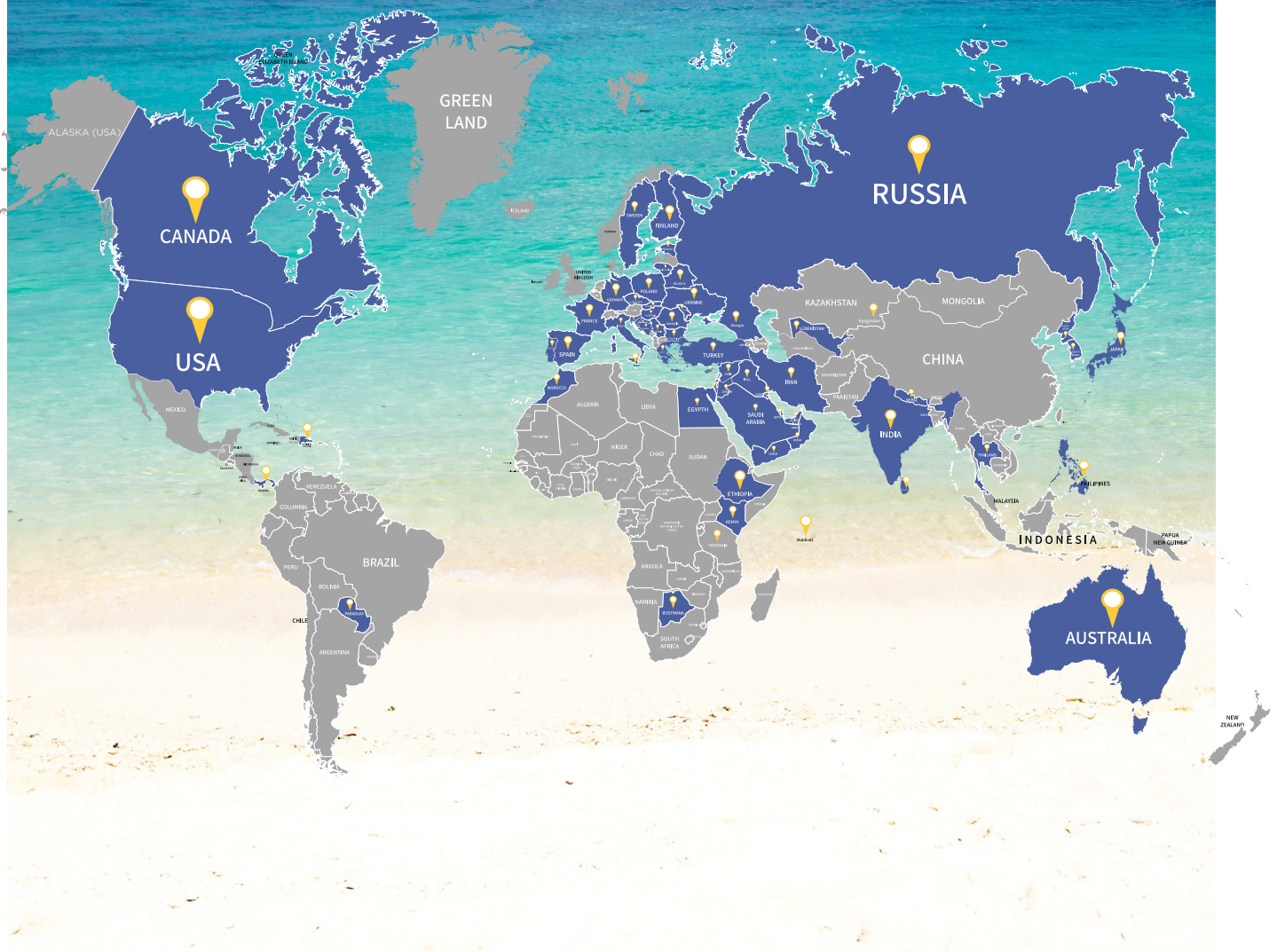
25th INTERNATIONAL MEDITERRANEAN TOURISM MARKET



Six years after the "Open Skies" agreement bringing a wave of new airline companies operating in Israel (**Cathay Pacific, Ryanair, Wizz Air, Hainan Airlines and Air India**) more than 17 million travelers passed through Ben Gurion , the Israeli market confirming a steady growth in Israeli Incoming and Outbound travel.

2017 was another breaking record year hitting unprecedented 3 millions incoming tourists and over 6 million overseas departures by air.

IMTM 2019 is a unique opportunity to reach an exceptional market of Tour Operators, Travel Agents, Corporate and Business new partners as well as Individual travelers.



WHERE?

Following the success of the 2018 event, IMTM 2019 will be held again in the Pavilion 2, a modernistic and unique in the landscape of the Tel Aviv Trade Fairs complex as well as in the complexes of similar businesses around the world. Anyone who chooses to present in it enjoys the best of all worlds: spacious exhibition floors covering an area of about 50,000 sq. m, advanced technology, professional, attentive and experienced staff to advise and who are ready to help with any questions and, of course, the surroundings of the complex - full of life with eight other exhibition pavilions and large grassy lawns for the benefit of everyone who comes to the various events.

The Israel Trade Fairs Center in Tel Aviv is located in the most strategic point of the metropolitan area, enabling quick and easy access to any point on the map of Israel. Major traffic arteries (the Ayalon Freeway, Geha Highway, the Coastal Road, Road Five) run directly to it; the adjacent train station is located within walking distance from the complex, as well as an abundance of bus stops

Because there is no other place like this...

FREE Shuttle Service

IMTM courtesy Shuttle Service will operate between Tel Aviv hotel district and the Fairgrounds.

For more information, please visit IMTM 2019 website at www.imtm-telaviv.com

Orly Spagnul

IMTM Business Development Manager

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Limor Urfaly

Industry Liaison & Exhibitions Manager

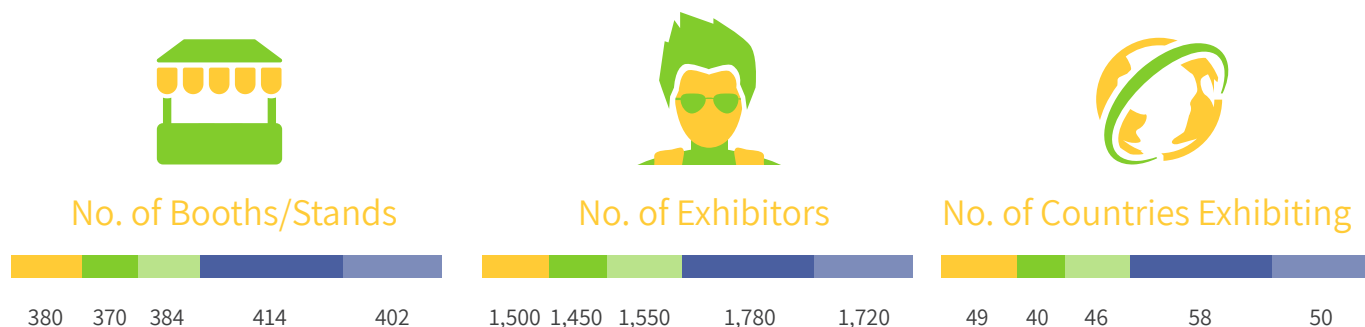
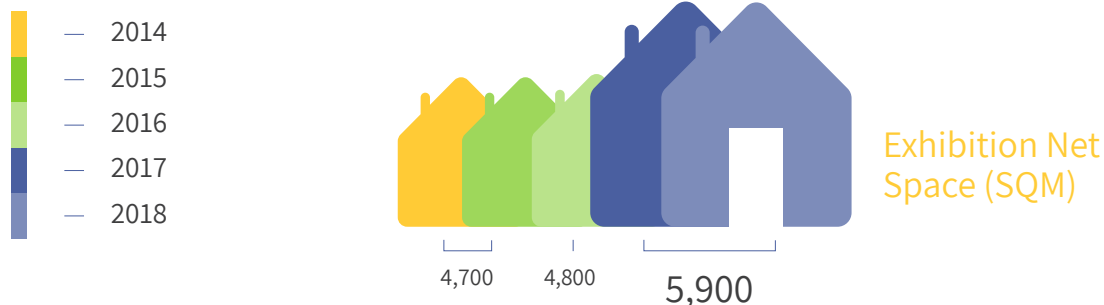
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IMTM 2019

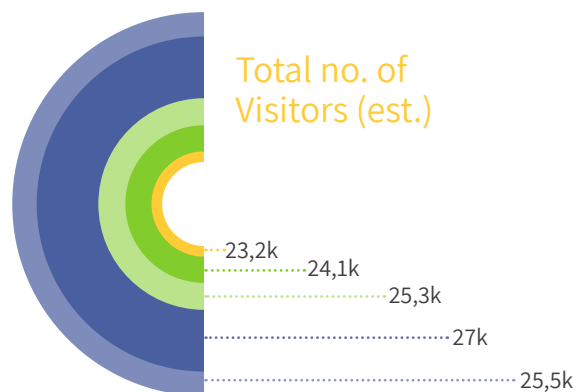
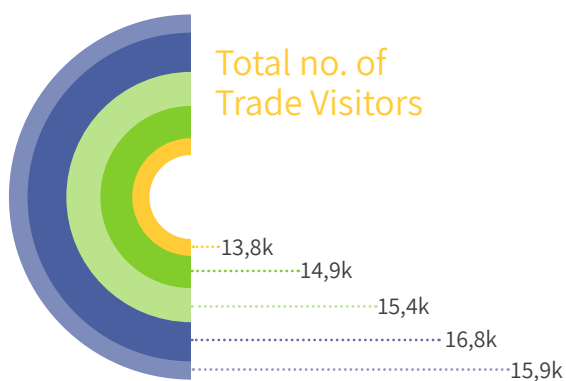
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No. of Trade Visitors from abroad



No. of Hosted Buyers from abroad



IMTM OFFERS FOUR LEVELS OF SPONSORSHIP: DIAMOND, PLATINUM, GOLD AND SILVER. EACH LEVEL OFFERS A LIMITED NUMBER OF OPPORTUNITIES. BENEFITS AND INCLUSIONS ARE SUBJECT TO PRINT AND PRODUCTION DEADLINES.

DIAMOND PACKAGE

180,000 NIS

BUSINESS LOUNGE SPONSORSHIP

The Business Lounge is the meeting place where exhibitors and their guests meet to relax. It is the IMTM gathering point to enjoy a nice glass of wine, network, discuss business, and initiate collaboration opportunities, ventures and adventures.

■ BUSINESS LOUNGE branding

- Sponsor's logo on lounge's invitations
- Sponsor's logo on lounge's signage
- Sponsor's advertisement on lounge's screens
- Opportunity to brand the lounge (branding items are to be supplied by sponsor in coordination with the fair organizer)

■ Sponsor's greeting at the fair opening ceremony

■ 40 sqm. exhibition space

■ Advertisement video including sound on the Main LED Screen at the Registration Area

(Video to be provided by the sponsor)**

- Up to 2 hours professional presentation at the exhibitors' hall
- Sponsor's advertisement on 20 billboards spread in Tel Aviv
- Sponsor's logo, Diamond level, on IMTM website
- Sponsor's profile on IMTM App
- Full page advertisement in the IMTM exhibitors' catalogue
- Sponsor's logo, Diamond level, on IMTM advertisements
- Sponsor's logo, Diamond level, on IMTM signage
- Sponsor's logo, Diamond level, in the IMTM exhibitors' catalogue

PLATINUM PACKAGE

150,000 NIS

IMTM TRADITIONAL BREAKFAST SPONSORSHIP

The IMTM Traditional Breakfast is a unique event that gathers 150 foreign and local high level diplomats and decision makers: ministers, ambassadors, consuls, diplomats, delegations' leaders, senior foreign affairs ministry staff, senior tourism ministry staff, head of airline companies, hotels and tourism operators, leading members of the tourism industry in Israel. The breakfast is held prior to the fair's opening ceremony.

■ IMTM Breakfast branding

- Sponsor's logo on event's invitations
- Sponsor's logo on the event's signage
- Opportunity to brand the event

(branding items are to be supplied by sponsor in coordination with the fair organizer)

■ 30 sqm. exhibition space

■ Advertisement video including sound on the Main LED Screen at the Registration Area

(Video to be provided by the sponsor)**

- Up to **1 hour professional presentation** at the exhibitors' hall
- Sponsor's advertisement on **10 billboards** spread in Tel Aviv
- Sponsor's logo, Gold level, on IMTM website
- Sponsor's profile on IMTM App
- Full page advertisement in the IMTM exhibitors' catalogue
- Sponsor's logo, Gold level, on IMTM advertisements
- Sponsor's logo, Gold level, on IMTM signage
- Sponsor's logo, Gold level, in the IMTM exhibitors' catalogue

GOLD PACKAGE

110,000 NIS

IMTM CAFÉ SPONSORSHIP

The IMTM Café is located next to the fair hosting exhibitors and visitors looking for a beverages and some light snack. The café is open throughout the fair's opening hours.

■ **IMTM Café branding**

- Sponsor's logo on dispensable coffee cups
- Sponsor's logo on the café's welcome signage
- Opportunity to brand the Café (branding items are to be supplied by sponsor in coordination with the fair organizer)

■ **25 sqm. exhibition space**

■ **Advertisement video including sound on the Main LED Screen** at the Registration Area (Video to be provided by the sponsor) **

- Up to 1 hour professional presentation at the exhibitors' hall
- Sponsor's advertisement on 10 billboards spread in Tel Aviv
- Sponsor's logo, Gold level, on IMTM website with hyperlink to sponsor's website
- Sponsor's profile on IMTM App
- Full page advertisement in the IMTM exhibitors' catalogue
- Sponsor's logo, Gold level, on IMTM advertisements
- Sponsor's logo, Gold level, on IMTM signage
- Sponsor's logo, Gold level, in the IMTM exhibitors' catalogue

SILVER PACKAGE

90,000 NIS

- **Lanyards sponsorship**
 - Sponsor's logo on dispensable coffee cups
- **18 sqm. exhibition space**
- **Advertisement video including sound on the Main LED Screen** at the Registration Area (Video to be provided by the sponsor)**
- Up to **1 hour professional presentation** at the exhibitors' hall
- Sponsor's advertisement on **5 billboards** spread in Tel Aviv
- Sponsor's logo, silver level, on IMTM website
- Exhibitor's registration on IMTM App
- Full page advertisement in the IMTM exhibitors' catalogue
- Sponsor's logo, silver level, on IMTM advertisements
- Sponsor's logo, silver level, on IMTM signage
- Sponsor's logo, silver level, in the IMTM exhibitors' catalogue

SILVER PACKAGE

90,000 NIS

- **Tote Bags sponsorship**
 - Sponsor's logo on the fair's tote bags handed to all professional visitors (apx. 12,000 visitors)
- **18 sqm. exhibition space**
- Sponsor's advertisement video on a 50 sqm. LED Screen at the exhibition (Video to be provided by the sponsor)**
- Up to **1 hour professional presentation** at the exhibitors' hall
- Sponsor's advertisement on 5 billboards spread in Tel Aviv
- Sponsor's logo, silver level, on IMTM website
- Exhibitor's registration on IMTM App
- Full page advertisement in the IMTM exhibitors' catalogue
- Sponsor's logo, silver level, on IMTM advertisements
- Sponsor's logo, silver level, on IMTM signage
- Sponsor's logo, silver level in IMTM exhibitors' catalogue

**Subject to a min. of 3 exposure (sponsorship) packages being sold

PROMOTIONAL PACKAGE

25,000 NIS

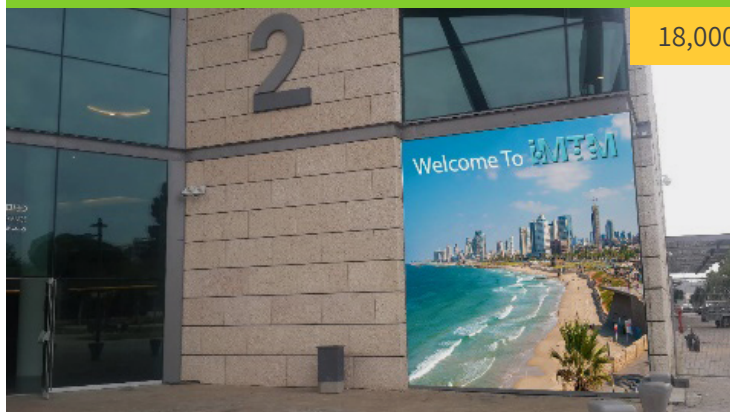
- Sponsor's column signage at the registration area
- **Advertisement video including sound on the Main LED Screen** at the Registration Area (Video to be provided by the sponsor) **Sponsor's advertisement on **5 billboards** spread in Tel Aviv
- Sponsor's logo on IMTM website
- Exhibitor's registration on IMTM App
- Full page advertisement in the IMTM exhibitors' catalogue
- Sponsor's logo on IMTM advertisements
- Sponsor's logo on IMTM signage
- Sponsor's logo in the IMTM exhibitors' catalogue

**Subject to a min. sale of 3 exposure packages. Sound will be lowered during registration hours.

ADVERTISEMENTS AND PROFESSIONAL PRESENTATION OPPORTUNITIES

FULL-SIZE 24 SQM MAIN WELCOME SIGNAGE

located at the fair main entrance (graphics are to be provided by sponsor)



18,000 NIS

PILLAR WRAPPING

Sponsors' signage at the registration areas columns

7,000 NIS (FOR 1 COLUMN)



PROFESSIONAL PRESENTATIONS HALL

IMTM 2019 will be dedicating a hall to exhibitors wishing to present their country, attraction or service to the fair's visitors. The exhibitors' hall includes 100 seats, sound and AV equipment. Hall rental is limited to 45 minutes for the presentation and additional 15 minutes for preparation. (The presentation and visitors invitations are at the sponsors sole responsibility)

3,700 NIS

Exhibition space

Open exhibition space includes:

- 1 Electrical outlet 3.5 kw
- Construction engineer's approval
- Constructed booth or exhibition space, according to the specifications as detailed above
- Exhibitor's registration in the IMTM exhibitors' catalogue
- Exhibitor's registration on IMTM App
- Exhibitor's registration on IMTM website
- Exhibitor's profile on IMTM App

Premium Exhibition space costs:

- 1,800 NIS per each 1 sqm and up to 40 sqm
- Over 40 sqm, each additional 1 sqm, only 1,550 NIS

Exhibition space costs:

- 1,700 NIS per each 1 sqm and up to 40 sqm
- Over 40 sqm, each additional 1 sqm, only 1,450 NIS

Constructed Booth

A constructed booth sized 2m. * 3 m. = 6 sqm, includes:

- Two side-panels and rear panel (white)
- Booth Signage (up to 30 characters)
- 1 counter
- 1 stool chair
- 1 coffee table
- 2 chairs
- 3 spotlights
- Electrical outlet (220 V) 1 phase 1KW
- Carpet
- 1 LED sign hanged on the top corner of the booth with fair's branding

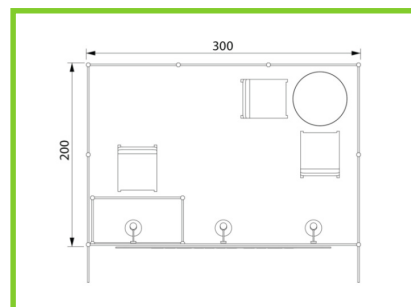
Premium Constructed Booth costs:

- 2,450 NIS per each 1 sqm and up to 12 sqm
- Over 12 sqm, per each additional 1 sqm, only 2,150 NIS

Constructed Booth costs:

- 2,300 NIS per each 1 sqm and up to 12 sqm
- Over 12 sqm, per each additional 1 sqm, only 2,000 NIS

- Constructed booth or exhibition space, according to the specifications as detailed above
- Exhibitor's registration in the IMTM exhibitors' catalogue
- Exhibitor's registration on IMTM App
- Exhibitor's registration on IMTM website
- Exhibitor's profile on IMTM App



Outdoor Exhibition space

Outdoor open exhibition space includes:

- Construction engineer's approval

Outdoor Exhibition Space costs:

- 50 NIS per each 1 sqm
- 120 NIS for per each 1 KW electricity outlet

*** All exhibition costs include:

- Constructed booth or exhibition space, according to the specifications as detailed above
- Exhibitor's registration in the IMTM exhibitors' catalogue
- Exhibitor's registration on IMTM App
- Exhibitor's registration on IMTM website
- Exhibitor's profile on IMTM App

Billboards Advertisement

- Billboard campaign (12 sqm per signs) spread in the Tel Aviv area.

Total costs: 10 to 100 billboards for 3,000 – 15,000 Euro (Depending on the number of signs purchased)

IMTM Catalogue Advertisement

Total cost:

- Catalogue Extra - 2 full pages article. A writer will arrive to your offices for the interview and background information – 1,650 Euro / 1,950 USD
- 1 full page advertisement - 950 Euro / 1,100 USD
- 1 Half page advertisement - 650 Euro / 750 USD

Design / graphic services are available at no extra charge.

A. Schedule & Program

Set Up:

Sunday, February 10, 2019

Booth constructions in open spaces	16:00 – 24:00
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Monday, February 11, 2019

Booth constructions in open spaces	06:00 - 20:00
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Entrance to exhibitors in open spaces	12:00 - 20:00
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Entrance to exhibitors in constructed booths	14:00 - 20:00
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Exhibition:

Tuesday, February 12, 2019

Finalizing set-ups	07:00-09:00
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IMTM Opening Ceremony	10:00-10:30
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The ceremony will take place in the presence of Israel's Minister of Tourism, ambassadors, press & leading members of the local tourism industry

Opening hours for tourism professionals	10:00-19:00
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Opening hours for the general public	14:00-19:00
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Wednesday, February 13, 2019

Opening hours for tourism professionals	09:00-18:00
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Opening hours for the general public	14:00-18:00
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Dismantling	18:00-23:59*
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***All spaces must be completely vacated by midnight. There will be no possibility to leave displays, constructions, carpets, equipment, products and/or flyers after midnight. The organizers have no responsibility for any equipment of any type remaining after midnight at the convention center, and all the remains might be thrown away.**

B. Marketing to the Tourism Industry

A. Advertising Rights

An advertising campaign has been launched in trade magazines and will be accompanied by editorials and “IMTM News” segments.

All intellectual property rights, including without limitation all rights in photos, articles and any advertisement of all kind whatsoever related to the IMTM fair, are the sole property of the organizers, and no person, company, corporate, association or any other body of any kind, will have no rights, claims and /or demand in any of the mentioned above. By signing on the reservation form, the exhibitor gives the organizers and anyone on their behalf, his full, express and irrevocable consent and approval to take photos of their displays, staff, suppliers and visitors, to use the photos according to their consideration, advertise, promote and publish the photos in any magazine, advertisements and platform as they see fit. The exhibitor hereby declare and obligate, that he and anyone on his behalf, shall have no claim, demand or suit related to the photos, articles and advertisement as mentioned above, against the organizers and any on their behalf. The exhibitor hereby obligates to inform in writing all of his employees, suppliers and visitors about the mentioned rights of the organizers. in addition, the exhibitor hereby obligates to pay, compensate and indemnify the organizers for all costs, expenses and / or damages, financial or others, caused by any claim, demand or suit caused by a breach of the specify above.

B. Invitations

If you wish to receive invitations for your clients, please contact Ortra Ltd. Tel: 972-3-6384444,

Email: imtm@ortra.com. Visitors' entrance is free of charge.

C. Technical & Logistical Guidelines

*** DUE TO THE SPECIAL SPECIFICATIONS OF THE VENUE - PLEASE NOTE THE GUIDELINES ***

Construction anchoring and hanging works - Important!

The venue has a very high ceiling (apx. 22 m. high). Due to safety issues, requirements and complexity of the construction work in the venue, **no construction company will be allowed to work in heights other than Simul Ltd!**

Any exhibitor or construction company wishing to anchor their booth, hang their construction or signage and / or lighting, will order the specific job from **Simul Ltd** which is **solely authorized** to do such work at the fair.

Simul has the exclusivity on all anchoring and hanging works and therefore no other company will be allowed to do such work other than via Simul. Any height work done by someone other than Simul Ltd. is forbidden!

Exhibitor, who needs anchoring, lighting and / or hanging works, will contact Mr. Avi Leibovitch at: avil@simul.co.il with all specifications of the work needed, **no later than January 15, 2019**. Anchoring and hanging works will be priced according to the works specifications.

Safety Regulations – Important!

The IMTM organizers provide construction engineer examination for all construction **free of charge** to all exhibitors. In order to receive such required engineer approval, exhibitors in open spaces are required to submit their design plan for prior approval, including the exact technical measurements and specifications to the fair's safety engineer – **B-Safe** – to Ms. Eti Elimelech Pasternak, at: Eti@b-safe.org.

- A. **Exhibitors and the construction company on his behalf are obligated to follow the safety manager and the exhibition's managers at all time. Those who will not do so will be requested to leave the venue and will not be allowed to enter.**
- B. A certificate of approval B-Safe's certified construction engineer **must be submitted for each construction according to the following:**

System - over 2.5 meters high / Truss – over 2.0 meters high / carpentry – all heights.

Exhibitor, who is required by Israeli law to construction approval by the safety engineer and did not obtain such approval from B-Safe's certified engineer, will not be allowed to construct their exhibition and maintain any activity.

- C. **All anchoring jobs, hanging construction, hanging signage and / or hanging lighting must be done using a special crane, operated exclusively by Simul Ltd, as clarified above.**
- D. Equipment used for demonstrations, must comply with Israel safety regulations.
- E. **IMPORTANT: Exhibits should not be taken in or out of booths during visiting hours.** Furthermore, it is strictly forbidden to dismantle display materials and equipment prior to the official closing time of the exhibition, i.e. 18:00 on Wednesday, February 13. For the sake of safety and good order, please plan your logistical arrangements accordingly.

Please note: since we previously received many complaints by the fair's visitors, we will prevent all exhibitors and their construction companies to dismantle and / or remove their exhibits prior to the closing of the fair on February 13, 2019. Therefore, please make sure to coordinate with your suppliers accordingly. **Exhibitors and / or their construction companies dismantling their exhibits and / or not following according to the organizers' instructions will be subject to a PENALTY FINE of 5,000 NIS and their construction company will not be allowed to work again in the IMTM fair or all other exhibition, produced by the organizers.**

Please avoid any inconvenience!

- F. Exhibitors must avoid obstruction, noise, music or anything that could cause inconvenience to other exhibitors. Performances using sound systems can be held only from 15:00, until 15:00 performances can be held with no sound systems.
- G. Exhibitors must avoid any use of open flames or any flammable exhibit unless coordinated previously with the fair's safety engineer.
- H. Smoking in Pavilion 2 is strictly forbidden.
- I. Blocking passes, hiding other exhibitors and / or invading other exhibitions, is forbidden!
- J. Organizers reserve their right to request the removal of any display and / or service that do not comply with safety requirements or causing interference.
- K. All delivery and / or leading of exhibitions and equipment to and from the exhibition is the sole responsibility of the exhibitor.

Electricity and Furniture - Important!

When ordering a constructed booth, the price includes 1 electricity outlet of 1 KW. When ordering an open exhibition space, the price includes 1 electricity outlet of 3.5 KW.

Exhibitors in open spaces or in standard booths, who require additional electricity and/or furniture (desks, bar stools, chairs, tables, flyers stand etc.), will contact in **advance** Sharon at **Sukonik Ltd.** Tel: 972-3-6830044, mobile: 972-50-2051055, Email: sharon@sukonik.net. **Electricity connection that is not pre coordinated with Sukonik Ltd. is forbidden and will be immediately disconnected.**

Constructed Booths - Important!

Drilling, holes or nails and / or any change or modifications done to the booth's walls, posting or gluing any posters or pictures on the booth's walls, of the constructed booth are not allowed. Such change or branding can be done only by **Sukonik Ltd.** If you wish to brand the walls, please contact Sharon at Tel: 972-3-6830044, mobile: 050-2051055, Email: sharon@sukonik.net. Exhibitor or any of his behalf, who will damage the booth and its furniture, will be billed accordingly by the construction company.

Focused Lighting - Important!

Exhibitors, who wish to order focused lighting to their exhibitions, will contact in **advance** Mr. Avi Leibovitch from Simul Ltd. at: avil@simul.co.il. **Simul Ltd.** has the exclusivity is all ceilings lighting jobs and therefore all lights reservations must be done by Simul Ltd. **No Construction company and no supplier will be working in heights other than Simul Ltd. Any height work done by someone other than Simul Ltd. is forbidden!**

Audiovisual Equipment Rental Services - Important!

Exhibitors, who wish to rent sound equipment for performances at their booth, please contact Mr. Avi Leibovitch from **Simul Ltd.** at: avil@simul.co.il.

Please note performances using sound systems are allowed only as of 15.00 during both exhibition days. Until 15.00 performances will be allowed without sound systems.

Exhibitors, who wish to rent AV equipment for their stands, such as LED, TV or Plasma screens, DVD, VCR etc. will contact Ofer from **UltraRent Ltd.**, Tel: +972-52-2800066, E-mail: main@ultrarent.co.il.

Entrance, parking and unloading:

Entrance - During exhibition days, vehicles entrance to the Fairgrounds will be via the Western administrative gate (G1) or via Rokach Blvd gate (G9) for those arriving from the North. During set-up days, entrance will be possible via the Western administrative gate only. The initial entrance will be done by taking a parking ticket.

Free Parking - Parking labels for exhibitors can be collected at the Organizers` office as of Monday, February 11th. Parking labels are daily.

Loading / Unloading - Trucks and vans will be permitted to load / unload at the rear entrances of the building, however vehicles must vacate the area immediately afterwards.

Private cars will be directed to the underground parking, in order to load / unload equipment by using the **freight elevator**.

Cleaning - It is the exhibitors and their construction companies responsibility to remove all remaining, including but not limited to any construction materials, banners, flyers, wood / iron walls, nails, trash etc. when dismantling all exhibits. The organizers are not responsible for any cleaning up or removing any of the elements / remaining.

Exhibitors and / or their construction company leaving, while elements remaining at their exhibition space will be subject to a PENALTY FINE in the amount of 5,000 NIS. Please avoid any inconvenience!

Exhibitors` Badges

Registration - Online registration will be used for the IMTM App, list of exhibitors on IMTM website, IMTM catalogue and the list of exhibitors in signage. Registration will be available as of January 2019. Confirmation email will be sent upon registration.

Visa – if Visa is necessary for you to enter Israel, please approach your local embassy for assistance. For official invitation letters, please contact Deborah at: Deborah@ortra.com

Exhibitors' badges, **with no charge**, will be available soon online through the <http://www.imtm-telaviv.com> under the "Exhibitors Information" menu and collected at the registration desk in Pavilion 2, from February 11 between 10:00-18:00. Note that badges can also be ordered on-site on February 11, set up day from 10:00 and on February 12-13. **You can order on-line badges for all Exhibitors in the stand with no charge.**

Signage (for standard booths)

Standard booths will bear the name of the exhibitor in English (up to 10 characters in each line per each 1 m. of the booth's front). Hebrew can be added **upon request**, providing there is enough space.

Listing in the Exhibition Application, Catalogue & Website

Listings in the Exhibition Application, Catalogue & Website, including a link to the exhibitor's website, are included in the exhibition rates. All visitors will receive the catalogue free of charge.

Application, Catalogue & Website on-line Registration Form will be available soon at:

www.imtm-telaviv.com/catalogue and on the Fair website. Exhibitors who did not complete the Catalogue & Website online Registration Form will NOT appear on the list of exhibitors on the website and the exhibition catalogue, and will not be entitle to no compensation.

Internet Access

Rates for wireless internet service (WI FI) will be provided upon request.

ADSL can also be purchased. For reservations, please contact: Limor at: limor@ortra.com

Security Services

The Organizers will provide peripheral security on the nights of February 11 and February 12. Those who wish to hire their own security guards should contact Limor at: limor@ortra.com

Insurance

Any company that participates in the exhibition is doing so at its sole responsibility and liability. Any such company must maintain an adequate insurance policy with a sufficient coverage for its property, employees, representatives and any visitors participating in the exhibition against any risk, loss and damage, of any kind whatsoever. It being clarified that an absence of such insurance policy or an invalidity of any such insurance policy shall neither derogate, in any manner, from the company's liabilities and responsibilities hereunder nor create a liability or responsibility of such kind for Ortra or anyone on its behalf, and Ortra will not be liable, whether financially or otherwise, towards any third party whatsoever in respect of any risk, loss and damage incurred by any third party, including the company or anyone on its behalf.

Currency

For your convenience, rates for participation in IMTM 2019 are quoted in New Israel Shekels (NIS), As at July 2018, \$1 = approximately 3.6 NIS / 1 Euro = approx. 4.4 NIS. (Subject to change).

Water and Drainage

Rates for water connection and drainage will be provided upon request.

For reservations, please contact Limor at: limor@ortra.com

Food & Beverages

The organizers and exhibitors are not permitted to sell, serve, or provide food and beverages within the convention center site and **in the display stands** of the exhibitors, **unless by means of the food franchise-holders of the convention center.**

If you wish to order refreshments and beverages to be served at your booth, please contact Eran from **Bar's** at: mybars1@gmail.com or +972-52-8514853.

For catering services, please contact Limor at: limor@ortra.com for the list of companies allowed operating in the convention center. The only exception for this regulation, are food & beverages that are inseparable parts of the display.

For instance: wine from the Galilee, representing a winery in the Galilee Tourism Association stand or olive oil from the Golan Heights in the Golan Heights Tourism Association stand, will be allowed for tasting. On the other hand, exhibitors who wish to serve sandwiches, snacks, popcorn, coffee etc., which are supplied by bar, food and catering service providers, or exhibitors who wish to rent coffee machines, popcorn machines etc., must use Bar's or one of the franchise-holders companies.

If you need more information or are unsure whether the food / beverages that you plan to bring can be considered an inseparable part of your display, **please check in advance** with Limor at limor@ortra.com, in order to avoid inconvenience during the exhibition.

Cafeteria

The cafeteria of Pavilion 2 will be open on February 11 and during exhibition days. The “Yellow” convenience store located outside the fairgrounds near Rokach Road (Gate 9) is open 24/7.

Accommodation, Tours , Events and tourist services

Offering a wide range of possibilities Tel Aviv can soon become a real headache for its visitors

In order to offer you the best experience IMTM 2019 has appointed **Ortra Ltd** as its exclusive agent for accommodation, tours and travel services.

Exhibitors and their affiliates who wish to enquire/ book their accommodation, tours, transfers, special events, should contact **Ortra Ltd** dedicated team at the following:

For group inquiries please feel free to contact Mr Eric Benharrou at:

eric@ortra.com ; Office: +972-3-6384454 ; Cell: +972-54-6787819

Animals

According to the business license terms (as of October 2011) of The Israel Trade Fair & Convention Center, animals / birds of any kind are not allowed inside the exhibition area.

Cleaning Services

A. The organizers will provide cleaning services for public spaces only. Exhibitors are responsible for cleaning their own booths/ exhibition spaces. **Those wishing to purchase cleaning services will contact Ms. Limor Urfaly, Ortra Ltd at limor@ortra.com. Exhibitors are not allowed to order cleaning services by themselves or through their construction / production company, other than through the organizers.**

B. It is the exhibitors and their construction companies responsibility to remove all remaining, including but not limited to any construction materials, banners, flyers, wood / iron walls, nails, trash etc. when dismantling all exhibits. The organizers are not responsible for any cleaning up or removing any of the elements / remaining. Exhibitor or the

construction on his behalf that will not remove the remains of the display out of the trade fair convention center at the end of the fair, will be charged in the amount of the remains removal, according to the organizers consideration.

- C. Exhibitors are requested to **flatten/ squash empty packages/ cartons**.
- D. Immediately after the opening of IMTM the Minister of Tourism, his guests and members of the press will visit the exhibition. **Therefore empty package materials i.e. boxes, cartons etc. should be placed in the aisles no later than 08:00 and displays should be ready no later than 10:00.**
- E. Storage space for empty packages / crates will be available on the 2nd floor of the building, as indicated on-site by the organizers.

Customs & Forwarding

Goods delivered to the fair should be addressed as follow:

Israel Trade Fairs & Convention Center (Company no. 520022229) - IMTM 2018 Exhibition, Stand No. X, Pavilion No.2, Rokach Blvd. Ganei Ha` Taarucha, Tel Aviv 61210, Israel.

NOTE: Goods are NOT to be delivered to the Fairgrounds prior to February 5, 2018. Please make sure the goods must arrive the Israel custom services at least 14 days prior to the event, in order for the release process to be done on for the exhibition.

Note

The organizers have the right to change the size of each exhibition booth, change the allocation of the booths in the floor plan and/or the layout, change locations of exhibitors, add booths, postpone the exhibition or change it's venue, all under their consideration.

Payments

Outstanding balances should be paid to Ortra Ltd. **no later than February 1, 2019.**

Please Note: the full payment for the exhibition must be fully paid according to the mentioned above. Exhibitor who will not transfer the full amount as requested, his construction company will not be allowed to construct the booth and the exhibitor will not be participate the exhibition.

Cancellation Policy

- o Cancellation notice arriving no later than December 1, 2018 – Refund of 75% of the total amount
- o Cancellation notice arriving as of December 1, 2018 – Refund of 50% of the total amount
- o Cancellation notice arriving as of January 1, 2019 – Refund of 50% of the total amount if the exhibition space was sold to another. Otherwise, no refund will be issued.



IMTM Secretariat (C/O Ortra Ltd.)

Tel. 972-3-6384444, Fax. 972-3-6384455

Email: imtm@ortra.com

Website: www.imtm-telaviv.com

Contact persons on-site (as of February 10, 2019)

Limor Urfaly: 972-54-7001770

Michael Orion: 972-52-8928929

We wish you an enjoyable stay in Israel and a successful exhibition!

IMTM Organizers

Please complete in PRINTED LETTERS and return to Limor Urfaly, Ortra Ltd:
Tel: 972-3-6384493 | Mobile: 972-54-700-1770 | Fax: 972-3-6384455 | Email: limor@ortra.com

Exhibitor Details

Name of Exhibitor:

Contact Person:

Title:

Address:

City:

Zip Code:

Country:

Phone:

Fax:

E-Mail:

Website:

Reservation Details (please mark V on the left column next to the items requested). Thank you

Exhibition

*Constructed booth no.

Sqm.

Total cost

NIS

Premium Constructed booth cost: 2,450 NIS per each 1 sqm and up to 12 sqm.
Over 12 sqm, per each additional 1 sqm, only 2,150 NIS

Constructed booth cost: 2,300 NIS per each 1 sqm and up to 12 sqm.
Over 12 sqm, per each additional 1 sqm, only 2,000 NIS

Please write the exhibitor name, as you wish for it to appear on the booth signage:

*Open space no.

Sqm.

Total cost

NIS

Premium Exhibition space cost: 1,800 NIS per each 1 sqm and up to 40 sqm.
Over 40 sqm, per each additional 1 sqm, only 1,550 NIS

Exhibition space cost: 1,700 NIS per each 1 sqm and up to 40 sqm.
Over 40 sqm, per each additional 1 sqm, only 1,450 NIS

*Outdoor space no.

Sqm.

Total cost

NIS

Are you interested in an electrical outlet 1KW (please circle your choice)? Yes No

Outdoor open space cost: 50 NIS per each 1 sqm.
Electric outlet 1KW cost: 120 NIS per each outlet.
In case of cancellation of registration for any reason, including weather conditions, the obligation to pay in full is valid.

Sponsorship

Diamond Package / Business Lounge (inc. 40 sqm. exhibition space)	180,000 NIS
Platinum Package / Ambassadors' Breakfast (inc. 30 sqm. exhibition space)	150,000 NIS
Gold Package / IMTM Café (inc. 25 sqm. exhibition space)	110,000 NIS
Silver Package / Name Tag Lanyards (inc. 18 sqm. exhibition space)	90,000 NIS
Silver Package / Tate Bags (inc. 18 sqm. exhibition space)	90,000 NIS
Promotion Package	25,000 NIS
"Welcome to the IMTM Exhibition" signage (in addition to the exhibition cost)	18,000 NIS
Sponsor's Signage on 1 column at the registration area (in addition to the exhibition cost) - per each column	7,000 NIS
Professional Presentation (in addition to the exhibition cost)	3,700 NIS

Advertising

Quantity of billboards		Total cost	
Billboards in the Tel Aviv area – 12 sqm. per sign – 3,000 – 15,000 Euro (depends on the amount of signs)			
Size of advertisement	Full page / Half page	Total cost	
Advertisement in the IMTM catalogue distributed to all visitors (extra catalogue 1,650 Euro / full page 950 Euro / half page 650 Euro)			

Utilities and Cleaning

Description	Cost per unit	Quantity requested	Total cost
**Drain	600 NIS		NIS
**Water	1,200 NIS		NIS
**Air Pressure (up to 500 liter per minute)	1,750 NIS		NIS
**Air pressure (up to 1,000 liter per minute)	2,500 NIS		NIS
Exhibition cleaning services (during fair's open hours)	30 NIS per 1 sqm.		NIS
Total Reservation Amount			NIS

* Booth / space no. might be changed once all exhibitors will be allocated. Please note changing the number will not be a change in the location chosen. The number will be used in the fair's floor plan and will help the visitors to find you while visiting the fair. Please contact the fair's secretariat in order to receive the final number, before posting the number in various publications.

** Costs may change as from January 2019

Name of Invoice as in the Exhibitor details above, if different please mention below:

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If several entities will split the amount to be paid, please send all details in a separate email.

Invoice to be issued in (Currency options are NIS / US\$ / Euro): _____

Please Note: the full payment for the exhibition must be fully paid by January 25, 2019. Exhibitor who will not transfer the full amount as requested, his construction company will not be allowed to construct the booth and the exhibitor will not be participate the exhibition.

We are hereby confirm we have read all terms and conditions specified in the Exhibitor Manual above, agree and obligated to follow them all –

Last Name:		First Name:	
Signature & Stamp:		Date:	