

# iMTM2021

27TH INTERNATIONAL MEDITERRANEAN TOURISM MARKET

**MORE THAN EVER**

**9/2-16/6**

**VIRTUAL**

**15-16/6**

**EXPO TEL AVIV**

**ENGAGE. CONNECT. CREATE.**

Exhibitors from 9.2.2021 (for uploading materials)  
Tourism professionals from 1.3.2021



**ONE** EVENT. **TWO** PARTS. **ENDLESS** POTENTIAL.

Join the innovation at **IMTM2021**  
27TH INTERNATIONAL MEDITERRANEAN TOURISM MARKET  
**A single event divided into two parts,**  
entirely customised to maximise industry  
connectivity and visibility.

## WHY CHOOSE IF YOU CAN HAVE BOTH?

For the first time EVER, IMTM offers a unique  
format that changes the way business is done -  
**Starting** with a special **VIRTUAL PLATFORM**  
and **closing** with a **PHYSICAL FAIR in TLV!**

9/2-16/6

VIRTUAL

15-16/6

EXPO TEL AVIV

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New for 2021

Create your Stand

Exhibitor's Dashboard

Upload Materials

Booth Representatives

Booth Sketch



# FOR THE FIRST TIME!

Exhibitors who guarantee their participation in **JUNE 2021** will have an **ADDITIONAL VIRTUAL BOOTH** for an extended period of 4 months' brand visibility launching on **February 9, 2021!**

And here is THE REVOLUTIONARY PART - instead of a meetings' marathon at the physical event and afterward trying to jumpstart relevant collaborations - **WE REVERSED THE PRACTICE.**

In IMTM 2021 you'll have **4 MONTHS FOR UNLIMITED B2B MEETINGS** with a potential of more than 30,000 tourism professionals, so by the time we'll meet in **TEL AVIV ON JUNE 15-16, 2021,** you'll already have **CONFIRMED CONNECTIONS** ready to seal the deal with a face to face handshake.



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# IMTM IS THE PLACE TO...



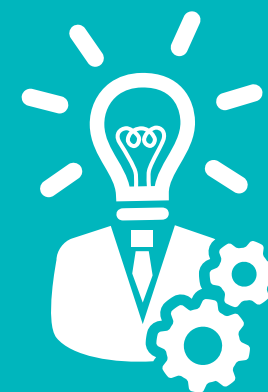
## ENGAGE

Capture the attention of a global audience during the virtual exhibition with an online showcase and space to directly connect and communicate with vendors and clients.



## CONNECT

Solidify the relationships built and reinforce your industry presence during the virtual exhibition and during the in-person event.



## SOCIALISE

Increase exposure by sharing your thoughts and images in the IMTM online social community **#IMTMTLV**



## LEARN

Get updates on the latest industry innovations, destinations, attractions and more. Watch, hear and learn from leading experts and speakers and participate in attractive webinars and lectures.



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# NEW FOR 2021

ONLINE EXHIBITOR TOOLS and directory to maximise your visibility to buyers and enhanced educational experience.



**IMTM EXHIBITORS** gain access to **thousands of trade visitors**, as well as our unique appointment system, complete with comprehensive tools to help attract buyers for more meaningful meetings.



**IMTM NETWORKING** system allows exhibitors to respond to trade visitors and get ahead and prepare for appointments at the fair or conduct a live video chat prior to the in-person event.



**IMTM DEDICATED TEAM** are on hand to support you throughout your exhibitor journey. Whether you're one of our long-standing exhibitors or new to IMTM, we'll guide you through each step of the way for successful business.



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## FREE OF CHARGE

### AS AN IMTM EXHIBITOR, YOU WILL BENEFIT FROM THE FOLLOWING FREE OF CHARGE:

- Virtual booth to promote yourself in the online platform
- IMTM catalogue listing
- Access to thousands of quality trade visitors
- Two-way online appointment scheduling (exhibitors and trade visitors)
- Marketing opportunities through the virtual platform
- Media & PR support
- Comprehensive support, guides & videos
- High quality education programme
- Live webinars to showcase your product (additional fee)



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# CREATE YOUR STAND

- STEP **1** **REGISTER** via the online registration form **REGISTER HERE**
- STEP **2** Make sure to state your **company name accurately** under **“Organisation”** - it will automatically assign you as an exhibitor in your company
- STEP **3** Confirmation email will be sent to you upon registration
- STEP **4** Main representative of the company (the contact who will be uploading booth materials) – **Please send an email back to the IMTM** Secretariat stating that you are the main contact for the booth
- STEP **5** Upon approving your status, your permissions will change and you will be able to **design your booth**



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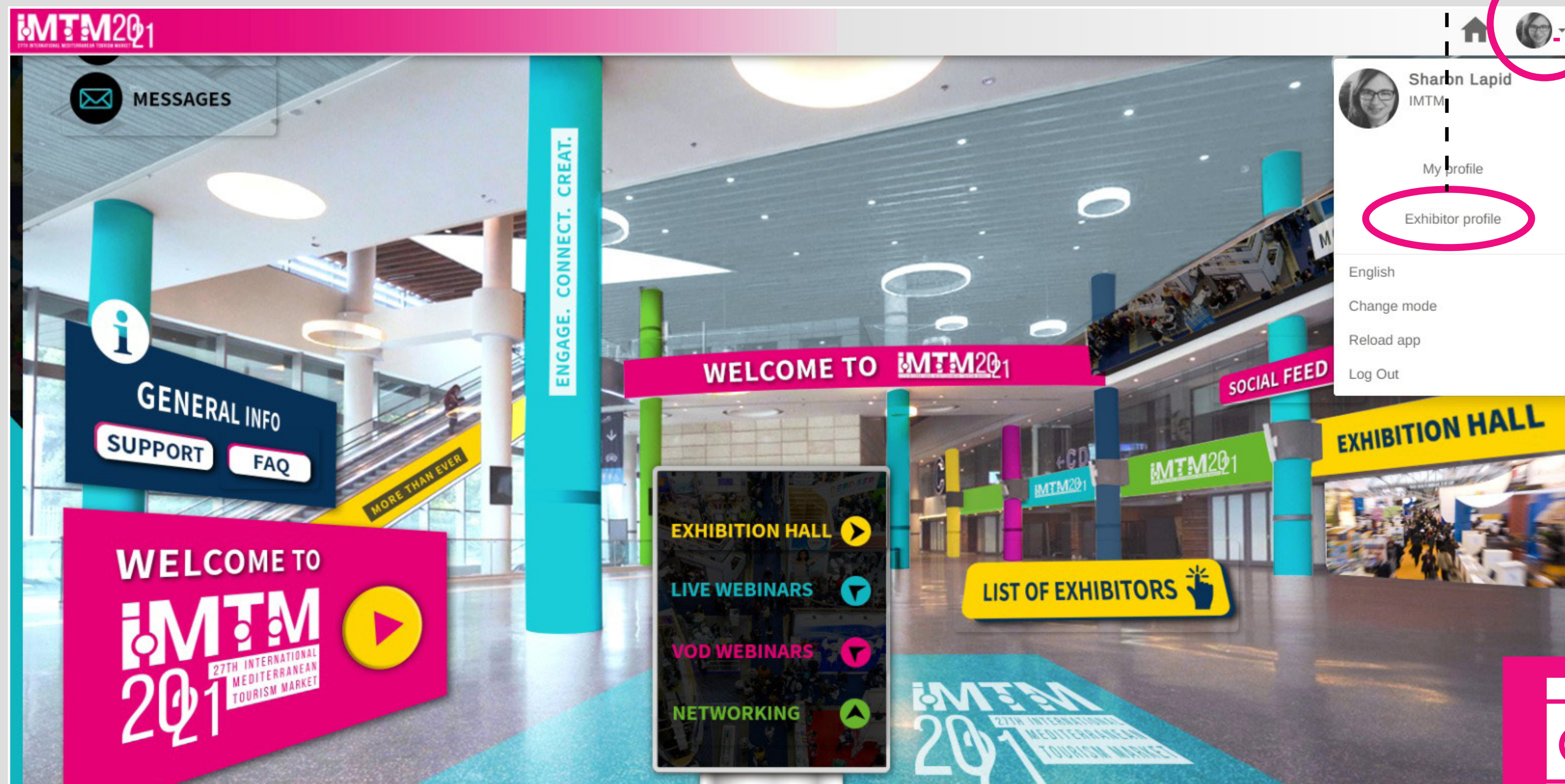
# LET'S START

1

Press the profile icon on the top left side of the screen

2

Choose "Exhibitor Profile"



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# EXHIBITOR'S DASHBOARD

1 Update your profile

2 Update company representatives

GENERAL DETAILS

4 STAFF

0 LEADS

0 MEETINGS

Privacy Policy | Cookie Policy

eventact

ORTRA MEETING POINT

I.T. Israel Travel

4 Check meetings

3 Check collected leads

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# UPLOAD MATERIALS

1

IMTM

Logo

1. Logo 225\*450 px



Cover image

2. Cover image 500\*1500 px



Recommended size: 1500x500

Also known as

Description

An innovation in global networking and industry insight, IMTM 2021 draws together the best of virtual and in-person visibility. Designed to connect professionals from all levels of business and service in tourism and travel,

348 characters. Maximum 2,000 characters.

3. Description – up to 60 words

2

Website

<https://www.imtm-telaviv.com/>

4. Website

Link 1

<https://youtu.be/MsvWOVXxoZU>

5. YouTube video

Link 2

<https://ibb.co/nC9f7KZ>

6. Picture 480\*720 px

Link 3

7. Links to 3 flyers

Country

Israel

8. Country

Contact Details

Email

9. Email

Phone

+972

10. Phone number

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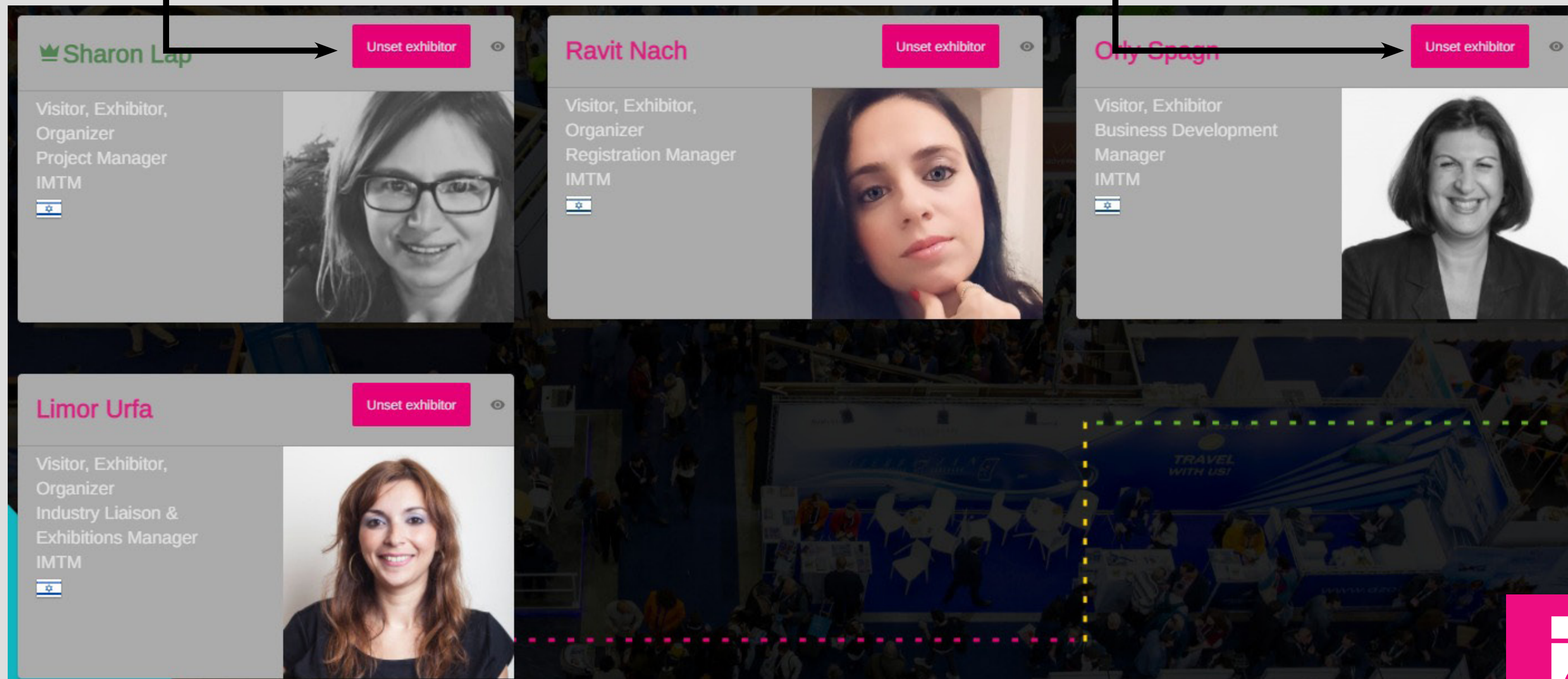
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# BOOTH REPRESENTATIVES

1. Update representative to be the main exhibitor if needed (the contact who will be uploading booth materials)

2. Set representatives to the booth (available for text and/or video chats)



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# SAMPLE VIRTUAL BOOTH



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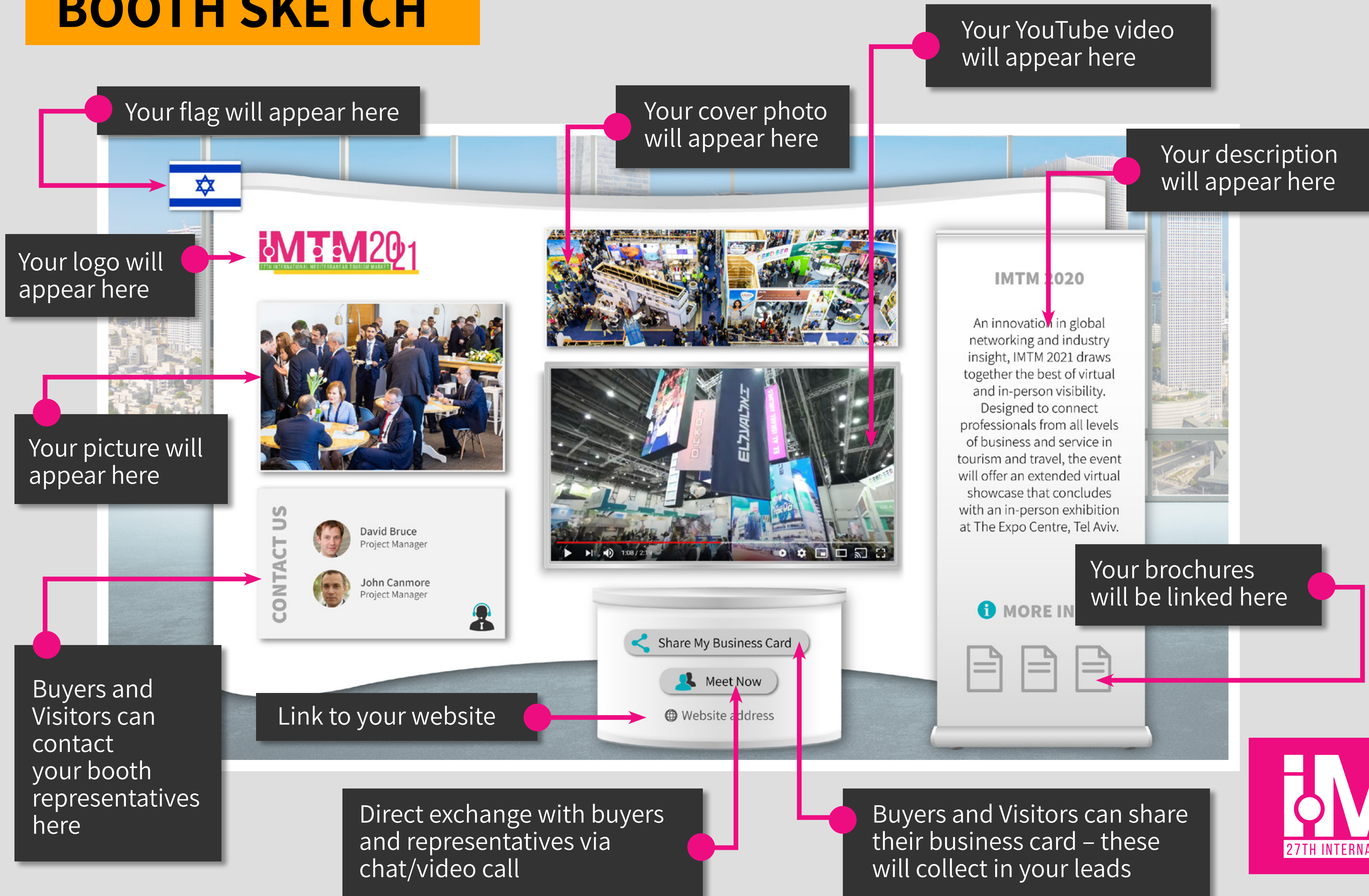
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# BOOTH SKETCH



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