

IMTM 2017 – International Tourism Exhibition in Israel

The Annual Main event of the Tourism Industry in Israel

IMTM 2017, the 23rd annual international tourism exhibition and fair, will take place in Tel Aviv on February 7-8, 2017. IMTM is the official and only professional exhibition for the tourism trade market in Israel and is considered the meeting place and trendsetter for the global and local tourism industry.

This year we are offering you an even **GREATER** experience at the **The New and Bigger Exhibition Hanger in the Middle East** IMTM 2017 will maintain its international high standards. The two-day fair will be held at the large pavilion of the Tel Aviv Trade Fair & Conference Center and will welcome trade professionals all day, as well as the general public in the afternoons.

IMTM is the largest annual professional tourism fair in the Eastern Mediterranean. It is **YOUR** chance to reach Israelis, the most widely-traveled people in the world. Israel, a country with about 8 million people, registers over 4 million trips abroad annually. Israelis travel increasingly frequently, with a generous spending budget and average stays of 4-10 nights. Per capita, this outpaces all other travelers in the region, and even some European countries. Israeli business travel has also seen major growth, including trips to conferences and trade shows in Europe, Asia, the US and other worldwide destinations.

Why exhibit?

Israelis are justifiably famous for their enthusiastic approach to travel and discovering new destinations. More and more Israelis are also taking heritage tours to visit the countries from which their families originally emigrated. **Israelis travel all year around and in particular on major Jewish holidays; April/May and September/October are the busiest travel periods.**

Cultural Tourism is a global mega-trend. An increasing number of people decide where to spend their travel \$\$\$ based on the cultural attractions offered at various destinations. Wellness or cultural tourism, beach holidays or city breaks, package tours or tailor-made trips; all these options will be exhibited at the tourism forums as well as at various international presentations.

Who exhibits?

Among our exhibitors from abroad at previous exhibitions you can find:

Europe Bulgaria, Croatia, Russia, Romania, Cyprus, Greece, Ukraine, France, Germany-Air Berlin, Italy, Serbia, Slovenia, Belarus, Portugal, Spain, Estonia, Lithuania, Czech Republic, Georgia, Uzbekistan, Malta, Bosnia-Republic of Srpska, Hungary, Slovakia, Moldova, Sweden, Poland, Finland, Turkey, Kyrgyzstan.

Asia Pacific India, Japan, Sri-Lanka, Korea, Philippines, Nepal, Vietnam, Taiwan.

Africa Tanzania, Ethiopia, South Africa, Morocco.

Latin America Ecuador, Dominican Republic, Panama, Peru.

Middle East Israel, Palestine: Arab Hotels Association, Egypt – Air Sinai.

USA California.

And many many more...

Who visits?

At the previous exhibition, IMTM 2016, we had representatives from 46 countries; 1,550 exhibitors and over 25,000 trade visitors, including professionals from the local tourist industry and thousands of Israeli public visitors and overseas travel agents.

We are determined to make the 2017 exhibition even bigger and better!

IMTM 2017 will be held under the auspices of the Israel Ministry of Tourism; their generous support ensures a significant promotional budget. Other sponsors include; Israel Association of Travel Agencies & Consultants, Israel Hotel Association, Israel Incoming Tour Operators Association. We also co-operate with Tel Aviv Hotel Association, which traditionally participates in the IMTM Hosted Buyers Program.

We hope that you will join and be one of the satisfied participating countries and companies that exhibited at previous IMTM trade fairs.

Hurry up and reserve your participation and location!

For more information, please visit our website at www.imtm-telaviv.com.
We will be happy to be at your service for further information and assistance.

Sincerely,

Limor Urfaly

Tel: +972-3-6384493

Mobile: +972-54-7001770

Email: limor@ortra.com

Orly Spagnul

Tel: +972-3-7584696

Mobile: +972-54-6701008

Email: orly@ortra.com



Sponsorship Opportunities

Country Diamond Sponsorship / Business Lounge..... 200,000 NIS

The IMTM Business Lounge serves as a meeting place for all exhibitors and their visitors for relaxing, enjoying a glass of wine, networking and holding business meetings to create new collaboration opportunities, ventures and adventures.

- ✓ Sponsor's branding of the Business Lounge –
 - Sponsor's logo on lounge's invitations
 - Sponsor's logo on the welcome signage at the lounge's entrance
 - Sponsor's advertisement on the screen posted in the lounge
 - The sponsor will be allowed to brand the lounge in coordination with the fair organizers (branding the lounge will be done by the sponsor and on his expense)
- ✓ Greeting by the sponsor at the fair opening ceremony
- ✓ 40 sqm. exhibition space
- ✓ Up to 2 hours professional presentation at the exhibitors' hall
- ✓ Sponsor's advertisement on the LED signage spread around the fair
- ✓ Sponsor's advertisement on 20 billboards spread in Tel Aviv
- ✓ Sponsor's logo featured as a Diamond level on IMTM website with hyperlink to sponsor's website
- ✓ Full page advertisement in the IMTM exhibitors' catalogue
- ✓ Sponsor's logo featured as a Diamond level on IMTM advertisements
- ✓ Sponsor's logo featured as a Diamond level on IMTM signage
- ✓ Sponsor's logo featured as a Diamond level in the IMTM exhibitors' catalogue

Country Platinum Sponsorship / IMTM Traditional Breakfast ... 175,000 NIS

The IMTM Traditional Breakfast is a unique event that gathers 150 ambassadors, consuls and foreign diplomats, ministers and leaders of foreign delegations, senior Foreign Affairs Ministry staff, senior Tourism Ministry staff and leading members of the Tourism industry in Israel, head of airline companies, hotels and tourism operators. The breakfast will be held before the fair's opening ceremony.

- ✓ Sponsor's branding of the event –
 - Sponsor's logo on event's invitations
 - Sponsor's logo on the welcome signage at the event's entrance
 - The sponsor will be allowed to brand the breakfast area in coordination with the fair organizers (branding the event will be done by the sponsor and on his expense)
- ✓ 30 sqm. exhibition space
- ✓ Up to 2 hours professional presentation at the exhibitors' hall
- ✓ Sponsor's advertisement on the LED signage spread around the fair
- ✓ Sponsor's advertisement on 15 billboards spread in Tel Aviv
- ✓ Sponsor's logo featured as a Platinum level on IMTM website with hyperlink to sponsor's website
- ✓ Full page advertisement in the IMTM exhibitors' catalogue
- ✓ Sponsor's logo featured as a Platinum level on IMTM advertisements



- ✓ Sponsor's logo featured as a Platinum level on IMTM signage
- ✓ Sponsor's logo featured as a Platinum level in the IMTM exhibitors' catalogue

***** Please note the sponsorship is not exclusive**

Country Gold Sponsorship / IMTM Café 120,000 NIS

The IMTM Café located next to the fair hosts all fair exhibitors and visitors when looking for warm or cold beverages and some light snacks. The café is open during all of the fair's opening hours.

- ✓ Sponsor's branding of the café –
 - Sponsor's logo on all dispensable coffee cups used by the café
 - Sponsor's logo on the welcome signage at the café's entrance
 - The sponsor will be allowed to brand the café's area in coordination with the fair organizers (branding the café will be done by the sponsor and on his expense)
- ✓ 25 sqm. exhibition space
- ✓ Up to 1 hour professional presentation at the exhibitors' hall
- ✓ Sponsor's advertisement on the LED signage spread around the fair
- ✓ Sponsor's advertisement on 10 billboards spread in Tel Aviv
- ✓ Sponsor's logo featured as a Gold level on IMTM website with hyperlink to sponsor's website
- ✓ Full page advertisement in the IMTM exhibitors' catalogue
- ✓ Sponsor's logo featured as a Gold level on IMTM advertisements
- ✓ Sponsor's logo featured as a Gold level on IMTM signage
- ✓ Sponsor's logo featured as a Gold level in the IMTM exhibitors' catalogue

Country Silver Sponsorship / Name Tags Lanyards 100,000 NIS

- ✓ Sponsor's branding of the fair's name tags' lanyards handed to all professional visitors at the fair (apx. 12,000 visitors)
- ✓ 18 sqm. exhibition space
- ✓ Up to 1 hour professional presentation at the exhibitors' hall
- ✓ Sponsor's advertisement on the LED signage spread around the fair
- ✓ Sponsor's advertisement on 5 billboards spread in Tel Aviv
- ✓ Sponsor's logo featured as a silver level on IMTM website with hyperlink to sponsor's website
- ✓ Full page advertisement in the IMTM exhibitors' catalogue
- ✓ Sponsor's logo featured as a silver level on IMTM advertisements
- ✓ Sponsor's logo featured as a silver level on IMTM signage
- ✓ Sponsor's logo featured as a silver level in the IMTM exhibitors' catalogue



County Silver Sponsorship / Tote Bags.....100,000 NIS

- ✓ Sponsor's branding of the fair's tote bags' handed to all professional visitors at the fair (apx. 12,000 visitors)
- ✓ 18 sqm. exhibition space
- ✓ Up to 1 hour professional presentation at the exhibitors' hall
- ✓ Sponsor's advertisement on the LED signage spread around the fair
- ✓ Sponsor's advertisement on 5 billboards spread in Tel Aviv
- ✓ Sponsor's logo featured as a silver level on IMTM website with hyperlink to sponsor's website
- ✓ Full page advertisement in the IMTM exhibitors' catalogue
- ✓ Sponsor's logo featured as a silver level on IMTM advertisements
- ✓ Sponsor's logo featured as a silver level on IMTM signage
- ✓ Sponsor's logo featured as a silver level in IMTM exhibitors' catalogue

Logo and Professional Presentation Sponsorship..... 12,000 NIS

One of the fair's halls will be dedicated to exhibitors wishing to present their country, attraction or service to the fair's visitors. The exhibitors' hall has 100 seats, sound and projection equipment. Each presenter will have 45 minutes for the presentation and additional 15 minutes for preparation.

- ✓ Sponsor's advertisement on LED signage spread around the fair
- ✓ Sponsor's logo featured on IMTM website with hyperlink to sponsor's website
- ✓ Sponsor's logo featured on IMTM advertisements
- ✓ Sponsor's logo featured on IMTM signage
- ✓ Sponsor's logo featured in the IMTM exhibitors' catalogue

For additional or special AV equipment and/or refreshments for the presentation, please contact Limor Urfaly at: limor@ortra.com

Logo sponsorship (without the presentation) – 10,000 NIS

Professional Presentation (without the sponsorship) – 3,500 NIS

Exhibition Opportunities

Exhibition space

Open exhibition space includes:

- ✓ Electrical outlet 3.5 kw
- ✓ Construction engineer's approval

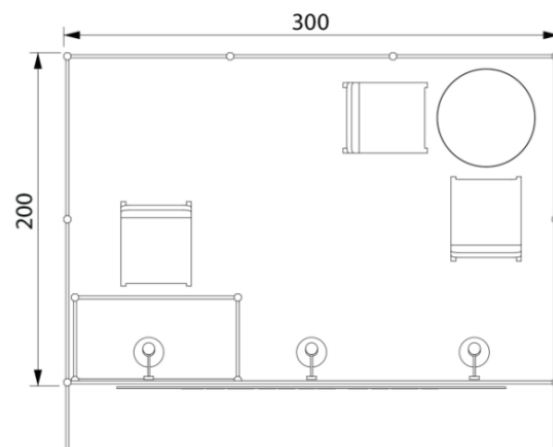
Exhibition space costs:

- ✓ 1,550 NIS per each 1 sqm and up to 40 sqm
- ✓ Over 40 sqm, per each additional 1 sqm, only 1,300 NIS

Constructed Booth

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

- ✓ two side-panels and rear panel (white)
- ✓ Signage for Booth (up to 30 digits)
- ✓ 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



Constructed booth costs:

- ✓ 2,200 NIS per each 1 sqm and up to 12 sqm
- ✓ Over 12 sqm, per each additional 1 sqm, only 1,900 NIS

*** 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

Special Advertising opportunities

Billboards

Billboard (12 sqm per sign) of the IMTM fair together with the exhibitor's advertisement posted in the Tel Aviv area for 14 days, 10 to 100 billboards

Total costs: 3,000 – 15,000 Euro (depends on the amount of signs)

IMTM Catalogue

1 full page advertisement / half page

Total cost:

- ✓ A full page advertisement - 850 Euro / 1,000 USD
- ✓ Half page advertisement - 580 Euro / 650 USD

Design / graphic services available at no extra charge.

Exhibitors' Manual

A. Schedule & Program

Set Up:

Sunday, February 5, 2017

Booth constructions in open spaces from 12:00
Set up activities will be allowed until midnight

Monday, February 6, 2017

Booth constructions in open spaces from 07:00
Entrance to exhibitors in open spaces from 12:00
Entrance to exhibitors in constructed booths from 14:00
Set up activities will be allowed until midnight

Exhibition:

Tuesday, February 7, 2017

Finalizing set-ups 07:00-09:00
IMTM Opening Ceremony 10:00-10:30

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 10:30-19:00
Opening hours for the general public 14:00-19:00

Wednesday, February 8, 2017

Opening hours for tourism professionals 09:00-18:00
Opening hours for the general public 14:00-18:00
Dismantling 18:00-23:59*

***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 on any equipment of any type remaining after midnight at the convention center, and all the remains might be thrown away.**

IMTM Program – professional conferences, events and commercial presentations for tourism professionals and for the public, will be held during exhibition days. Further details will be published in trade magazines and on IMTM Hebrew & English sites.



B. Marketing to the Tourism Industry

Advertising

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.

Invitations

H TML invitations to visit the fair were sent to travel agents and tourism professionals.

If you wish to receive invitations to send to your clients, please contact Ortra Ltd. Tel: 972-3-6384444, Email: imtm@ortra.com. Visitors' entrance is free of charge.

C. Technical & Logistical Guidelines

***** Since We Moved to the New Venue – Please Note the New Guidelines *****

Construction anchoring and hanging works – Important! NEW!

The new venue has a very high ceiling (apx. 22 m. high). In order to make it easier for the construction, we will construct a new ceiling that will be lower down to the height similar to that of the previous venue.

Due to safety issues and requirements and the complexity of the construction work in the new venue, **no construction company will be allowed to work in heights but 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 required from **Simul Ltd**, the only supplier that received authorization from the organizers 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.**

Exhibitor, who needs anchoring and / or hanging works, will contact Ms. Limor Urfaly at: limor@ortra.com with all specifications of the work needed, no later than January 10, 2017. Anchoring and hanging works will be priced according to the works specifications.

Safety Regulations – Important! NEW!

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. A certificate of approval by a 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, will not be allowed to construct his exhibition and maintain any activity.

- B. **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.** Exhibitors wishing to place an order for anchoring, lighting and / or hanging, will contact Limor at: limor@ortra.com for price quotation, with the exact technical specifications. **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!**
- C. Equipment used for demonstrations, must comply with Israel safety regulations.
- D. **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 8. 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 8, 2017. 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 fined in the amount 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!

- E. Exhibitors must avoid obstruction, noise, or anything that could cause inconvenience to other exhibitors.
- F. Exhibitors must avoid any use of open flames or any flammable exhibit unless coordinated previously with the fair's safety engineer.
- G. Smoking in Pavilion 1 is strictly forbidden.
- H. Blocking passes, hiding other exhibitors and / or invading other exhibitions, is forbidden!
- I. Organizers reserve their right to request the removal of any display and / or service that do not comply with safety requirements or causing interference.
- J. 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: 050-2051055, Email: sharon@sukonik.net. **Electricity connection that is not pre coordinated with Sukonik Ltd. is forbidden and will be immediately disconnected.**

For the full furniture list available, please see on the IMTM website www.imtm-telaviv.com.

Drilling, holes or nails and / or any change or modifications done to the booth's walls of the constructed booth are not allowed. Such change or branding can be done only by pasting posters or contacting Sharon at **Sukonik Ltd.** 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! NEW!

Exhibitors, who wish to order focused lighting to their exhibitions, will contact **in advance** Limor at: limor@ortra.com. **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 AV equipment for their stands, such as LED, TV or Plasma screens, DVD, VCR etc. will contact Avi from **Simul Ltd.** at: avil@simul.co.il Tel: +972-54-2616604 or 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 Tuesday, February 7th. Parking labels are daily.

Parking with Surcharge - Daily parking labels at the special rate are available for purchase at The Israel Trade Fair & Convention Center, Tel Aviv Fairgrounds. For details please contact Mr. Yaacob Liav: 972-3-6404460, liav@fairs.co.il

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 fined 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. Please register **as soon as possible** [HERE](#). Confirmation email will be sent upon registration.

If you have not received the confirmation email, please contact the conference secretariat: imtm@ortra.com. **Registration deadline – January 20, 2017.**

Visa - For Visa assistance, please download the visa form available on our website and send Deborah at: Debora@ortra.com

Exhibitors' badges, **with no charge**, can be ordered online through the <http://www.imtm-telaviv.com> under the "Exhibitors Information" menu and collected at the registration desk in Pavilion 1, from February 8 between 10:00-18:00. Note that badges can also be ordered on-site on February 6, set up day from 10:00 and on February 7-8. **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. If you did not forward your signage form, please fax or mail it to Limor ASAP at limor@ortra.com.

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 is available 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 entitled 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:

Mr. Morag Shaya, Tel: 972-52-3611641, Email: morag@b-zone.co.il.

Security Services

The Organizers will provide peripheral security on the nights of February 6 and February 7. Those who wish to hire their own security guards should contact Shefa Security Ltd., Mr. Eli Moyal, Tel. 972-3-5374246, Email: eli@shefasecurity.co.il.

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 2017 are quoted in New Israel Shekels (NIS), As at August 2016, \$1 = approximately 3.8 NIS / 1 Euro = approx. 4.29 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.**

For catering companies that to operate in convention center, please contact our secretariat: imtm@ortra.com

The only exception to 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 one of the franchise-holders listed above.

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 1 will be open on February 6 and during exhibition days. The "Yellow" convenience store located outside the fairgrounds near Rokach Road (Gate 9) is open 24/7. Exhibitors who wish to purchase lunch / refreshment vouchers for their staff should contact Neto Investment Ltd. Email: ariel@netoinv.com, Tel. 00972-50-7566167.

Tourist Services & FREE Shuttle Service

Exhibitors who wish to reserve accommodation, tours, transfers, or rent a car, should contact Ortra, Mrs. Deborah Ben David, at: deborah@ortra.com, Tel: 972-3-6384468.

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

Pick up points from south to north are:

- Dan Panorama Hotel (Herbert Samuel Street)
- Trumpeldor Street corner of Hayarkon St.
- Across the street from the Dan Hotel
- Next to Leonardo Basel Hotel
- Next to Melody Hotel (Jabotinsky Street corner of Hayarkon Street)
- Next to the Grand Beach Hotel

**The bus stop at the Fairgrounds is located under the Pedestrians Bridge.
Departure times are:**

On Tuesday, February 7, 2017

From Dan Panorama Hotel at: 07:30, 09:00, 14:00 & 16:00

From the Fairgrounds at: 11:00, 15:00, 17:00 & 19:30

On Wednesday, February 8, 2017

From Dan Panorama Hotel: 08:00, 09:30, 13:00 & 16:00

From the Fairgrounds: 11:30, 15:00, 17:00 & 18:30

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 should contact Ms. Limor Urfaly, Ortra Ltd at limor@ortra.com.**
- 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.
- 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:

IMTM 2017 Exhibition, Stand No. X, Pavilion No.1, Israel Trade Fairs & Convention Center, Rokach Blvd. Ganei Ha`Taarucha, Tel Aviv 61210, Israel.

The official customs & forwarding agent of IMTM is **Haim Nathaniel Ltd.**

Contact person: Mr. Ezra Izy Levy, Freight Forwarding Manager. Tel: 972-3-7104799, Fax: 972-3-5604777, Cell: 972-53-6619051, E-mail: ezra@nathaniel.co.il

NOTE: Goods are NOT to be delivered to the Fairgrounds prior to February 6, 2017.

Payments

Outstanding balances should be paid to Ortra Ltd. **not later than February 1, 2017.**

Cancellation Policy

- Cancellation notice arriving no later than December 1, 2016 – Refund of 75% of the total amount
- Cancellation notice arriving as of December 1, 2016 – Refund of 50% of the total amount
- Cancellation notice arriving as of January 1, 2017 – 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 6, 2017)

Limor Urfaly: 972-54-7001770

Michel Orion: 972-52-8928929

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

IMTM Organizers



Reservation Form

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.		Booth size	Sqm.	Total cost	NIS
Constructed booth cost: 2,200 NIS per each 1 sqm and up to 12 sqm. Over 12 sqm, per each additional 1 sqm, only 1,900 NIS						
Please write the exhibitor name, as you wish for it to appear on the booth signage:						
	*Open space no.		Space size	Sqm.	Total cost	NIS
Exhibition space cost: 1,550 NIS per each 1 sqm and up to 40 sqm. Over 40 sqm, per each additional 1 sqm, only 1,300 NIS						
	*Outdoor space no.		Space size	Sqm.	Total cost	NIS
In any case of cancellation, including due to weather, full payment will be charged. The cost of the outdoor space will be priced by the organizers according to the space size ordered. Final location will be set closer to the fair.						
Sponsorship:						
	Country Diamond Sponsorship / Business Lounge (inc. 40 sqm. exhibition space)					200,000 NIS
	Country Platinum Sponsorship / Ambassadors' Breakfast (inc. 30 sqm. exhibition space)					175,000 NIS
	Country Gold Sponsorship / IMTM Café (inc. 25 sqm. exhibition space)					120,000 NIS
	Country Silver Sponsorship / Name Tag Lanyards (inc. 18 sqm. exhibition space)					100,000 NIS
	Country Silver Sponsorship / Tate Bags (inc. 18 sqm. exhibition space)					100,000 NIS



	Logo and Professional Presentation Sponsorship (in addition to the exhibition cost)	12,000 NIS		
	Logo Sponsorship – without the presentation (in addition to the exhibition cost)	10,000 NIS		
	Professional Presentation (in addition to the exhibition cost)	3,500 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	Total cost		
Full page / Half page Advertisement in the IMTM catalogue distributed to all visitors (full page 850 Euro / half page 580 Euro)				
Utilities and Cleaning:				
	Description	Cost per unit	Quantity requested	Total cost
	**Drain	500 NIS		NIS
	**Water	1,000 NIS		NIS
	**Air Pressure (up to 500 liter per minute)	1,600 NIS		NIS
	**Air pressure (up to 1,000 liter per minute)	2,400 NIS		NIS
	***Exhibition cleaning services (during fair's open hours)	Will be priced according to the exhibition space size		NIS
Anchoring, Hanging and Lighting:				
	Focused Lighting	Exhibition space up to 8 sqm = 2,000 NIS		NIS
		Exhibition space up to 10 sqm = 2,500 NIS		NIS
		Exhibition space up to 16 sqm = 3,000 NIS		NIS
		Exhibition space up to 30 sqm = 6,000 NIS		NIS
		Exhibition space up to 40 sqm = 7,500 NIS		NIS
		Exhibition space over 40 sqm = will be priced according to the specific needs		NIS
	Anchoring / Hanging	Will be priced according to the technical specifications		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 2017

*** Costs will be determined soon

Name of Invoice as in the Exhibitor details above, if different please send by email separately.

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

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

Last Name: _____

First Name: _____

Date: _____

Signature & Stamp: _____
