

IMTM 2018

24th INTERNATIONAL MEDITERRANEAN TOURISM MARKET

6-7

FEBRUARY

TLV CONVENTION CENTER

ISRAEL

A. Schedule & Program

Set Up:

Sunday, February 4, 2018

Booth constructions in open spaces

Opens at 16:00 and throughout the night
Set up activities will be allowed all night long

Monday, February 5, 2018

Booth constructions in open spaces

Opens Sunday afternoon until 20:00

Entrance to exhibitors in open spaces

12:00-20:00

Entrance to exhibitors in constructed booths

14:00-20:00

Exhibition:

Tuesday, February 6, 2018

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, 2018

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 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

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

HTML invitations were sent to travel agents and tourism professionals.

If you wish to receive an 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 new venue has a very high ceiling (apx. 22 m. high). In order to make it easier for the construction, we will create a new lower ceiling similar to that of the previous venue.

Due to safety issues, requirements and 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 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.**

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, 2018**. 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. 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 their 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@dortra.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, 2018. 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 2 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!

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. Registration will be available as of January 2018 - **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 25, 2018.

Visa - For Visa assistance, please download the visa form available on our website and send 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 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 6-7. **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 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 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 2018 are quoted in New Israel Shekels (NIS), As at August 2016, \$1 = approximately 3.6 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 allowed to operate in the convention center, please contact our secretariat: imtm@ortra.com

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 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 2 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 6, 2018

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 7, 2018

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

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

Exhibition Changes

"The organizers reserve the right to upgrade the size of exhibition space reserved for a specific exhibitor, change the booths layout of the exhibition floor plan, change locations and/or add additional exhibitors in various areas of the venue, postpone or change the location of the exhibition, at their consideration."

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:

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.

Payments

Outstanding balances should be paid to Ortra Ltd. **no later than February 1, 2018.**

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, 2018 – Refund of 50% of the total amount if the exhibition space was sold to another. Otherwise, no refund will be issued.
- "Bank charges are the responsibility of the exhibitor and should be paid at source in addition to the reservation fees"

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 5, 2018)

Limor Urfaly: 972-54-7001770

Michel 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 Ortra Ltd:
Tel: 972-3-6384444 | Fax: 972-3-6384455 | Email: imtm@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 |
|------------------------|------|------------|-----|
|------------------------|------|------------|-----|

Constructed booth cost: 2,260 NIS per each 1 sqm and up to 12 sqm.
Over 12 sqm, per each additional 1 sqm, only 1,960 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: 1,700 NIS per each 1 sqm and up to 40 sqm.
Over 40 sqm, per each additional 1 sqm, only 1,450 NIS

Exhibition space cost: 1,600 NIS per each 1 sqm and up to 40 sqm.
Over 40 sqm, per each additional 1 sqm, only 1,350 NIS

| *Outdoor space no. | 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 |

| | |
|---|------------|
| "Welcome to the IMTM Exhibition" signage (in addition to the exhibition cost) | 20,000 NIS |
| Sponsor's Signage on 1 column at the registration area (in addition to the exhibition cost) – per each column | 8,000 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 | Full page / Half page | Total cost | |
| Advertisement in the IMTM catalogue distributed to all visitors (full page 850 Euro / half page 580 Euro) | | | |

Utilities and Cleaning

| Description | Quantity requested | |
|--|--------------------|-----|
| **Drain | | NIS |
| **Water | | NIS |
| **Air Pressure (up to 500 liter per minute) | | NIS |
| **Air pressure (up to 1,000 liter per minute) | | NIS |
| ***Exhibition cleaning services (during fair's open hours) | | 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 2018

*** 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: | |
| Signature & Stamp: | | Date: | |

We invite you to book and reserve your participation and location

For more information, please visit IMTM 2018 website at www.imtm-telaviv.com.

We will be happy to be at your service for further information and assistance.

Sincerely,

Limor Urfaly
Technical & On-Site Manager

Tel: +972-3-6384493
Mobile: +972-54-7001770
Email: limor@ortra.com

Orly Spagnul
Business Development
Manager IMTM

Tel: +972-3-6384459
Mobile: +972-54-6701008
Email: orly@ortra.com