

WEDNESDAY - THURSDAY  
May 7-8

EXPO  
Tel Aviv



More than  
30 Years  
of Global Tourism

# ABOUT

The 31st Annual International Tourism Exhibition (IMTM 2025), is the eastern Mediterranean largest professional tourism event of the year.

Join us and let's all meet in EXPO TLV.



## STEP UP YOUR BUSINESS

Global Tourism Industry flourishes again and travelers from all over the world are looking for their next destination. The world is booming with new sites and attractions and Israeli tourists are anxious for exciting new experiences.

**IMTM 2025 is an exceptional opportunity to showcase destinations, attractions, sites, and adventures. Reach an exceptional market of Tour Operators, Travel Agents, Corporate HR and Employee Experience Managers as well as Individual travelers- are waiting to meet you all in Tel Aviv.**



## Why?

Israel's outbound tourism demonstrates rapid growth, surpassing previous years.

## Who?

IMTM hosts 2,200 exhibitors from 65 countries and attracts over 30,000 trade visitors, including tourism industry professionals, corporate travel planners, and travel agents from Israel and abroad aside from thousands of the Israeli public.

IMTM 2025 is held under the auspices of the Israeli Ministry of Tourism; the Israel Association of Travel Agencies & Consultants; Israel Hotel Association and the Israel Incoming Tour Operators Association.

## Where?

IMTM 2025 will be held at the EXPO Tel Aviv Convention Center. A spacious exhibition floor, advanced technology, and, of course, the surroundings of the complex - large grassy lawns for the benefit of everyone to enjoy a sunny break during a busy day.

The Israel EXPO 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, adjacent train station located within walking distance as well as an abundance of bus stops.

### **FREE Shuttle Service**

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



### **For Sponsorship & Exhibition**

Orly Ishay  
Tel: +972-6384467 Mobile: +972-54-2020437  
Email: orly@ortra.com

Ronen Karpen  
Tel: +972-3-6384478 Mobile: +972-54-7475883  
Email: ronen@ortra.com

### **For Technical Assistance:**

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



## EXPOSURE OPPORTUNITIES



### DIAMOND PACKAGE

200,000 NIS

IMTM OFFERS FOUR LEVELS OF SPONSORSHIPS: DIAMOND, PLATINUM, GOLD AND SILVER. EACH LEVEL OFFERS A VAST VARIETY OF OPPORTUNITIES.

\*Benefits and inclusions are subject to print and production deadlines.

### BUSINESS LOUNGE SPONSORSHIP

The Business Lounge is the the main meeting place for exhibitors and their guests. It is the IMTM gathering point to enjoy a nice glass of wine, network and initiate collaborations, ventures and adventures.

#### ■ BUSINESS LOUNGE branding

- Sponsor's logo on lounge's signage
- Sponsor's advertisement on lounge's screen
- Opportunity to brand the hospitality space and entrance (branding items are to be provided by sponsor in coordination with the IMTM organizer)

#### ■ 40 sqm. exhibition space including cleaning services

#### ■ Promotional video on the Main LED Screen at the venue's entrance (Video to be provided by the sponsor)\*\*

#### ■ Free entrance to the exhibitor's representatives to the IMTM Business Lounge

#### ■ Up to 2 hours hall use at the venue for a professorial session of your choice

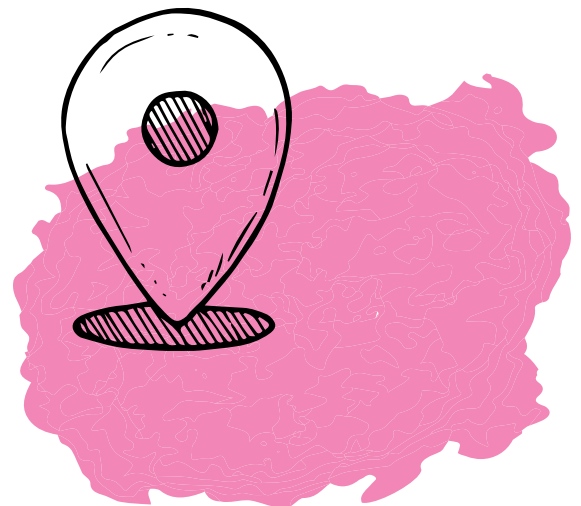
#### ■ Sponsor's logo included on 20 billboards spread in Tel Aviv

#### ■ Digital ad at the IMTM App (Graphics at sponsor's responsibility)

#### ■ Sponsor's logo, **Diamond level**, on IMTM website

#### ■ Sponsor's logo, **Diamond level**, on IMTM publications

#### ■ Sponsor's logo, **Diamond level**, on IMTM signage



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



## PLATINUM PACKAGE

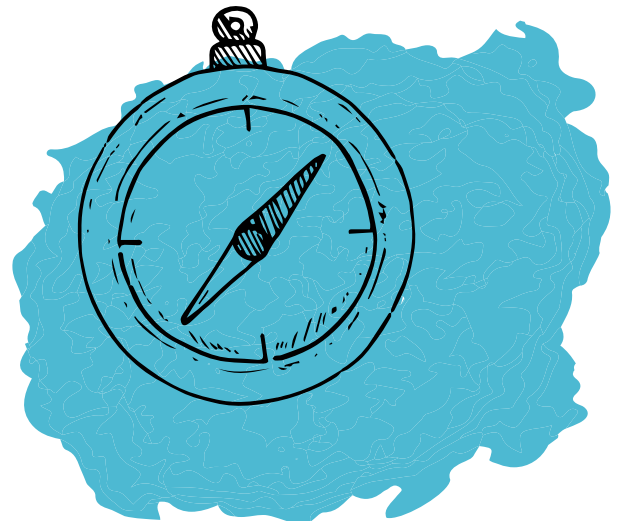
160,000 NIS

## EXPOSURE OPPORTUNITIES

### IMTM MORNING VIP EVENT SPONSORSHIP

The IMTM morning VIP event is an exclusive gathering for more than 300 local and international diplomats, decision makers and industry leaders: Ministers, ambassadors, high level corporates executives and leading members of the tourism ministry. The event is held prior to the IMTM's opening ceremony.

- **IMTM Morning event 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 provided by sponsor in coordination with the IMTM organizer)
- **30 sqm. exhibition space including cleaning services**
- **Promotional video on the Main LED Screen at the venue's entrance**  
(Video to be provided by the sponsor)\*\*
- Free entrance to the exhibitor's representatives to the IMTM Business Lounge
- Up to 1 hour hall use at the venue for professional use of your choice
- **Sponsor's alogo included on 10 billboards spread in Tel Aviv**
- **Digital ad at the IMTM App** (Graphics at sponsor's responsibility)
- Sponsor's logo, **Platinum level**, on IMTM website
- Sponsor's logo, **Platinum level**, on IMTM publications
- Sponsor's logo, **Platinum level**, on IMTM signage



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



## EXPOSURE OPPORTUNITIES

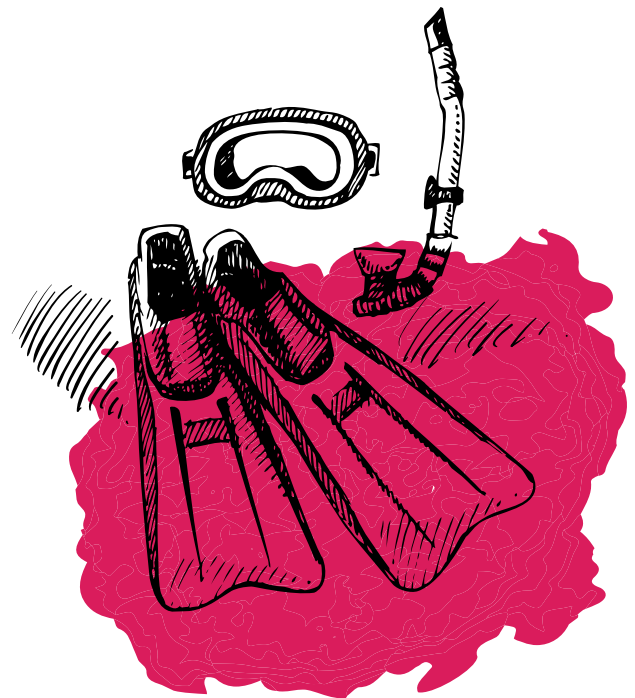


120,000 NIS

### IMTM RED CARPET PAPARAZZI SPOT SPONSORSHIP

Fun Spot at IMTM entrance with branded Red Carpet, 3D IMTM letters and Paparazzi Wall with sponsor's logo. A professional photographer will capture memorable moments to be printed on magnets as a souvenir.

- **IMTM Paparazzi Spot**
  - Sponsor's logo on paparazzi wall
  - Sponsor's logo on pictures' frame
- **25 sqm. exhibition space including cleaning services**
- **Promotional video on the Main LED Screen at the venue's entrance**  
(Video to be provided by the sponsor)\*\*
- Free entrance to the exhibitor's representatives to the IMTM Business Lounge
- Up to 1 hour hall use at the venue for professional use of your choice
- **Sponsor's logo included on 10 billboards spread in Tel Aviv**
- **Digital ad at the IMTM App** (Graphics at sponsor's responsibility)
- Sponsor's logo, **Gold level**, on IMTM website
- Sponsor's logo, **Gold level**, on IMTM advertisements
- Sponsor's logo, **Gold level**, on IMTM signage



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

## EXPOSURE OPPORTUNITIES



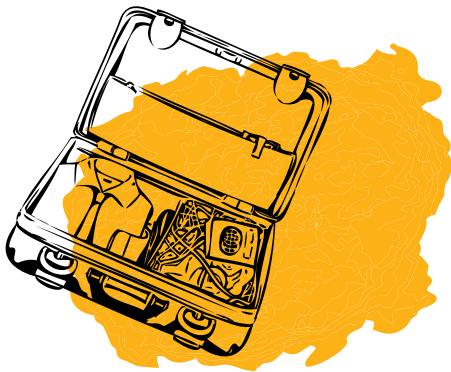
### SILVER PACKAGE

105,000 NIS

#### DELEGATE PACKAGE SPONSORSHIP

Sponsor's logo on participants lanyards

- 18 sqm. exhibition space including cleaning services
- Promotional video on the Main LED Screen at the venue's entrance at the Registration Area (Video to be provided by the sponsor)\*\*
- Free entrance to the exhibitor's representatives to the IMTM Business Lounge
- Up to 1 hour hall use at the venue for professional use of your choice
- Sponsor's logo included on 5 billboards spread in Tel Aviv
- Digital ad at the IMTM App (Graphics at sponsor's responsibility)
- Sponsor's logo, **Silver level**, on IMTM website
- Sponsor's logo, **Silver level**, on IMTM publications
- Sponsor's logo, **Silver level**, on IMTM signage



### PROMOTIONAL PACKAGE

27,000 NIS

- Sponsor's branding on a pillar at the IMTM entrance (1 pillar, graphics are to be provided by sponsor)
- Promotional video on the Main LED Screen at the venue's entrance at the venue's entrance (Video to be provided by the sponsor)
- Sponsor's logo included on 5 billboards spread in Tel Aviv
- Digital ad at the IMTM App (Graphics at sponsor's responsibility)
- Sponsor's logo on IMTM website
- Sponsor's logo on IMTM publications
- Sponsor's logo on IMTM signage

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



# EXPOSURE OPPORTUNITIES

## ADVERTISEMENTS & PROFESSIONAL PRESENTATION OPPORTUNITIES

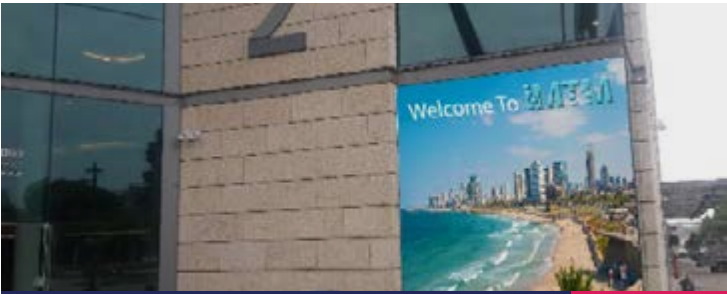


**BILLBOARDS** 15,000-40,000 NIS

**BILLBOARDS INCLUDING SPONSOR'S LOGO**

Billboard campaign (12 sqm per sign) spread in Tel Aviv including sponsor's logo.

Total costs:  
10 to 100 billboards for 15,000-40,000 NIS  
(Depending on the number of billboards purchased)



**WELCOME SIGNAGE** 20,000 NIS

**FULL-SIZE 24 SQM MAIN WELCOME SIGNAGE**

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



**PILLAR WRAPPING** 8,000 NIS (FOR 1 PILLAR)

**PILLAR WRAPPING**

Sponsor's promotional ad on a pillar at the IMTM entrance



**PROFESSIONAL PRESENTATION** 4,500 NIS

**PROFESSIONAL PRESENTATION**

IMTM will be dedicating a hall to exhibitors wishing to present their country, attraction or service to the IMTM visitors. The exhibitors' hall includes 100 seats, sound and AV equipment. Hall rental is limited to 60 minutes for the presentation and additional 15 minutes for set up. (Content and visitors invitations are at the sponsors sole responsibility)

**DIGITAL AD IN THE IMTM APP - 3,000 NIS**





# EXPOSURE OPPORTUNITIES

## Exhibition space

### Open exhibition space includes:

- 1 Electrical outlet 3.5 kw
- Construction engineer's approval
- Listing in the IMTM app
- Listing in the IMTM Website
- Cleaning services
- Free entrance to the exhibitor's representatives to the IMTM Business Lounge

### Premium Exhibition space costs:

- 2,100 NIS  
Per each 1 sqm and up to 40 sqm
- Over 40 sqm, each additional 1 sqm, only 1,950 NIS

### Exhibition space costs:

- 1,950 NIS  
Per each 1 sqm and up to 40 sqm
- Over 40 sqm, each additional 1 sqm, only 1,700 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
- Cleaning services
- listing in the IMTM app
- Listing in the IMTM website
- Free entrance to the exhibitor's representatives to the IMTM Business Lounge

### Premium Constructed Booth costs:

- 2,800 NIS  
Per each 1 sqm and up to 12 sqm
- Over 12 sqm, each additional 1 sqm, only 2,475 NIS

### Constructed Booth costs:

- 2,675 NIS  
Per each 1 sqm and up to 12 sqm
- Over 12 sqm, each additional 1 sqm, only 2,400 NIS



For IMTM highly recommended design & construction vendors, please contact us at [limor@ortra.com](mailto:limor@ortra.com)

Please notify the organizers who is your chosen vendor by no later than March 1, 2025.



## EXPOSURE OPPORTUNITIES

### Outdoor Exhibition space

**Outdoor open exhibition space includes\*:**

- Construction engineer's approval
- Listing in the IMTM website
- listing in the IMTM app
- Free entrance to the exhibitor's representatives to the IMTM Business Lounge

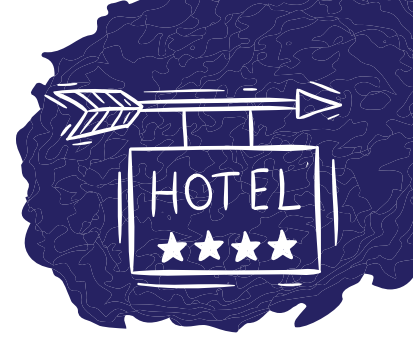
**Outdoor Exhibition Space costs:**

- 250 NIS per each 1 sqm
- 200 NIS per each 1 KW electricity outlet

\* Outdoor exhibition is subject to a minimum of 20 sqm.



<p><b>For Sponsorship &amp; Exhibition</b></p> <p>Orly Ishay Tel: +972-6384467 Mobile: +972-54-2020437 Email: orly@ortra.com</p> <p>Ronen Karpen Tel: +972-3-6384478 Mobile: +972-54-7475883 Email: ronen@ortra.com</p>	<p><b>For Technical Assistance:</b></p> <p>Limor Urfaly Tel: +972-3-6384493 Mobile: +972-54-7001770 Email: limor@ortra.com</p>
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# EXHIBITORS' MANUAL

## A. Schedule & Program

### Set Up:

#### Tuesday, May 6, 2025

Booth constructions in open spaces	07:00 - 20:00
Entrance to exhibitors in open spaces	12:00 - 20:00
Entrance to exhibitors in constructed booths	14:00 - 20:00

**All construction vendors and exhibitors will be requested to leave the venue at 20.00 with no exceptions! Exhibitors and/or their construction companies that will not finish their construction and clear the venue of all equipment and trash by 20:00 as requested, will be charged with a PENALTY FINE of 10,000 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!**

For IMTM highly recommended design & construction vendors, please contact us at [limor@ortra.com](mailto:limor@ortra.com)  
Please notify the organizers who is your chosen vendor by no later than March 1, 2025.

### Exhibition:

#### Wednesday, May 7, 2025

Finalizing set-ups	06:00-09:00
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#### IMTM Opening Ceremony

The ceremony will take place in the presence of Israel's Minister of Tourism, ambassadors, press & leading members of the local tourism industry

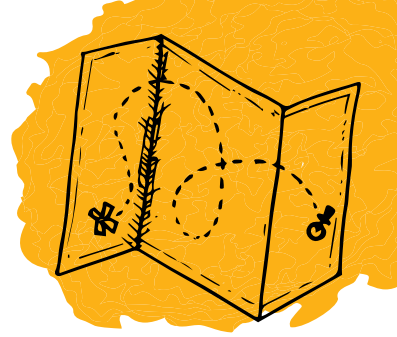
Opening hours for tourism professionals	10:00-19:00
Opening hours for the general public	14:00-19:00

#### Thursday, May 8, 2025

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 and the exhibitor will be charged for the evacuation of the items from the venue.**

Please note that dismantling is not allowed prior to the end of the exhibition on May 8, 2025, at 18:00, and in any case, only after the venue was cleared out of all visitors and the IMTM Exhibition Manager – Ms. Limor Urfaly, gave the approval to start dismantling. Exhibitors and/or their construction vendors that will enter the venue and/or start removing items, packages, and/or dismantle construction prior to the approval as clarified, will be charged with a PENALTY FINE of 10,000 NIS and their construction. Please avoid any inconvenience.



## EXHIBITORS' MANUAL

### B. Marketing to the Tourism Industry

#### A. Advertising Rights

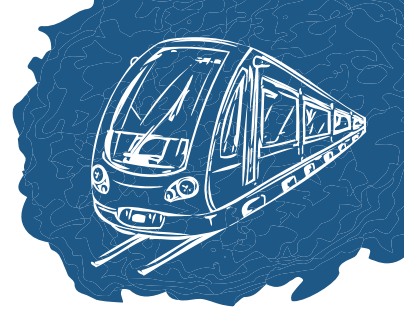
An advertising campaign has been launched in trade magazines and will be accompanied by editorials and “IMTM News” segments.

All intellectual property rights, including without limitation all rights in photos, articles and any advertisement of all kind whatsoever related to the IMTM exhibition, 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](mailto:imtm@ortra.com). **Visitors' entrance is free of charge.**



## EXHIBITORS' MANUAL

### 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. 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!**

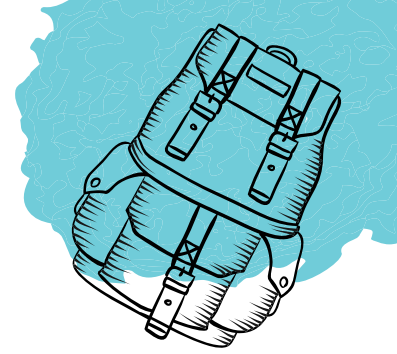
Any exhibitor or construction company wishing to anchor their booth, hang their construction or signage and / or lighting, will order the specific job from **Simul Ltd** which is **solely authorized** to do such work at the fair.

**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.Yossi Ben Simon at: **yossisimul.co.il** with all specifications of the work needed, **no later than April 1, 2025**. 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 Mrs. 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.



## EXHIBITORS' MANUAL

- 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 Thursday, May 8, 2025. 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 exhibition on May 8, 2025. 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 10,000 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 the fair area 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.



## EXHIBITORS' MANUAL

### 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 please contact **Sukonik** to mark the specific location requested for the electricity outlet. 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** Dany or Avi at **Sukonik Ltd.** Tel: 972-3-6830044, mobile: Dany 972-50-2051051 or Avi 972-50-2051060. Email: [dany@sukonik.net](mailto:dany@sukonik.net) / [avi@sukonik.net](mailto:avi@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 Dany or Avi at Tel: 972-3-6830044, mobile: Dany 972-50-2051051 or Avi 972-50-2051060, Email: [dany@sukonik.net](mailto:dany@sukonik.net) / [avi@sukonik.net](mailto:avi@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. Yossi Ben Simon from **Simul Ltd.** at: [yossi@simul.co.il](mailto:yossi@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

Exhibitors, who wish to rent LED screens and/or sound equipment for performances at their booth, will contact the **exclusive** supplier Mr. Yossi Ben Simon from **Simul Ltd.** at: [yossi@simul.co.il](mailto:yossi@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 TV, laptop, tablets etc. will contact the **exclusive** supplier - Ofer from **UltraRent Ltd.**, Tel: +972-52-2800066, E-mail: [main@ultrarent.co.il](mailto:main@ultrarent.co.il).



## EXHIBITORS' MANUAL

### 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. Parking for exhibitors will be provided through IMTM app. Further details will follow.

**Free Parking** - A validator parking ticket machine will be available at the exhibitors' office, as of Tuesday, May 6.

**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 10,000 NIS. Please avoid any inconvenience.**

### Exhibitors` Badges

Exhibitors' badges, **with no charge**, will be available from January online through the <https://www.imtm-telaviv.com/> under the "Exhibition Information" menu and collected at the registration desk, from May 6, between 10:00-18:00. Note that badges can also be ordered on-site on May 6, set up day from 10:00 and on May 7-8.

**You can order on-line badges for all Exhibitors in the stand with no charge.**

**Visa** – if Visa is necessary for you to enter Israel, please approach your local embassy for assistance. For official invitation letters, please contact [imtm@ortra.com](mailto:imtm@ortra.com).

### Listing in the Exhibition, Catalogue & Website **IMPORTANT**

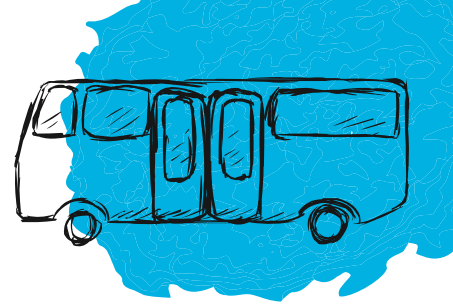
Listings in the IMTM Catalogue & Website, including a link to the exhibitor's website, are included in the exhibition rates. All visitors will receive the catalogue free of charge.

**Catalogue & Website on-line Registration Form will be sent to all exhibitors after signing the agreement.**

**If you don't get it, please contact us at: [imtm@ortra.com](mailto:imtm@ortra.com)**

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.





## EXHIBITORS' MANUAL

### 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](mailto:limor@ortra.com)

### Security Services

The Organizers will provide peripheral security without any kind of responsibility, on the nights of May 6-7.

Those who wish to hire their own security guards should contact Limor at: [limor@ortra.com](mailto:limor@ortra.com)

### Insurance

Any exhibitor that participates in the exhibition is doing so at its sole responsibility and liability. Any such exhibitor 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 exhibitor'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 exhibitor or anyone on its behalf.

### Currency

For your convenience, rates for participation in IMTM 2025 are quoted in New Israel Shekels (NIS), from November 2024, \$1 = approximately 3.7 NIS / 1 Euro = approx. 4 NIS. (Subject to change).

### Water and Drainage

For reservations, please contact Limor at: [limor@ortra.com](mailto:limor@ortra.com). All costs related to covering the water and drainage, are at exhibitor's responsibility.

### 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 services, please contact Limor at: [limor@ortra.com](mailto: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.



## EXHIBITORS' MANUAL

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 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](mailto:limor@ortra.com), in order to avoid inconvenience during the exhibition.

### Cafeteria

The cafeteria will be open on May 6 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 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 Ms. Yana Beliatsky at:

[yanab@ortra.com](mailto:yanab@ortra.com); Office: [+972-3-6384487](tel:+972-3-6384487); Cell: [+972-54-4469779](tel:+972-54-4469779)

### Animals

According to the business license terms of The Israel EXPO, animals / birds of any kind are not allowed inside the exhibition area.

### Cleaning Services

- A. All constructed booths and exhibition spaces, includes cleaning services before opening hours and during.**
- B. It is the exhibitors and their construction companies responsibility to remove all remaining, including but not limited to any construction materials, banners, carpets, flyers, wood / iron walls, nails, trash etc. at the end of construction works and after 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 EXPO at the end of the fair in addition to a fine of 10,000 NIS, will be charged in the amount of the remains removal, according to the organizers consideration.**



## EXHIBITORS' MANUAL

- 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 as indicated on-site by the organizers.

### Customs & Forwarding

Goods delivered to the fair should be addressed as follow:

Israel EXPO (Company no. 520022229) -IMTM 2025 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 May 6, 2025. 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.

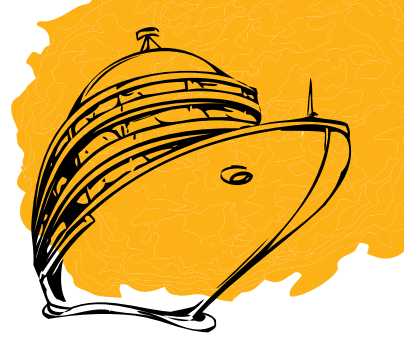
### Payments Terms

50% of the fees must be paid as a deposit, no later than 21 days from date on the invoice.

Outstanding balances should be paid to Ortra Ltd. no later than April 10, 2025. All payments will be made according to the NIS amount set in the invoices. Any payment done in USD or EURO, will be done in accordance to the currency on the date of the payment. Please note that the organizers reserve the right to issue an additional invoice for any balance that may be, due to currency differences.

All Bank fees will be paid by the exhibitor, on top of the reservation amount.

Please Note: the full payment for the exhibition must be fully paid according to the mentioned above. An 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 participate in the exhibition. Payment can be sent by bank transfer to account



## EXHIBITORS' MANUAL

number 49260000, Bank Leumi, branch number 865 on 43 Brodetski st. Ramat Aviv Tel Aviv, named after Ortra Ltd. no. 510936347 or through a check to Ortra Ltd. sent to the company's offices at 94 Yigal Alon St., 2 Alon Tower, PO Box 9352, 28th floor, Tel Aviv 6109202.

IBAN: IL 12 0108 6500 0004 9260 000 | SWIFT CODE: LUMIILITTLV

Any payment by any other means or to another bank account that is not in accordance with the above, will not be accepted and will be considered as if not paid at all.

### Cancellation Policy

In case a national security situation in Tel Aviv will prevent the exhibition from taking place or prevent an exhibitor from attending, a full refund will be made. If IMTM will be held as planned, the following will apply:

- Cancellation notice received no later than March 1, 2025 – Refund of 75% of the total amount
- Cancellation notice received as of March 2, 2025 – Refund of 50% of the total amount
- Cancellation notice received as of April 6, 2025 – Refund of 50% of the total amount if the exhibition space is sold to another. Otherwise, no refund will be issued.
- For the avoidance of any doubt, it is hereby clarified, that no refund will be made, full or partial, under any circumstances, on items already produced, such as billboards, lanyards, etc.

### Legal Jurisdiction

IMTM and all exhibitors' reservations shall be governed by and construed under the laws of the state of Israel. The competent courts of Tel Aviv, Israel, shall have the sole and exclusive jurisdiction over this Agreement

### IMTM Secretariat (C/O Ortra Ltd.)

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

Email: [imtm@ortra.com](mailto:imtm@ortra.com)

Website: [www.imtm-telaviv.com](http://www.imtm-telaviv.com)

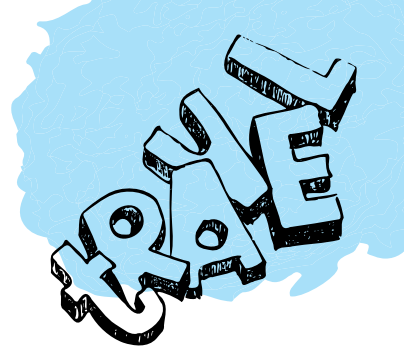
### Contact persons on-site (as of May 6, 2025)

Limor Urfaly: 972-54-7001770

Ronen Karpen: 972-54-7475883

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

IMTM Organizers



# RESERVATION FORM

Please complete in PRINTED LETTERS and return to Ortra Ltd:  
Tel: 972-3-6384467 | Mobile: 972-54-2020437 | Email: [orly@ortra.com](mailto:orly@ortra.com)

Exhibitor Details		
Name of Exhibitor:		
Contact Person:		
Title:		
Address:		
City:	Zip Code:	Country:
Phone:	Mobile:	
E-Mail:	Website:	

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

Exhibition					
Open Space	*Open space no.		Sqm.	Total cost	NIS
	<b>Premium Exhibition space cost:</b> 2,100 NIS per each 1 sqm and up to 40 sqm. Over 40 sqm, per each additional 1 sqm, only 1,950 NIS				
	<b>Exhibition space cost:</b> 1,950 NIS per each 1 sqm and up to 40 sqm. Over 40 sqm, per each additional 1 sqm, only 1,700 NIS				
Constructed Booth	*Constructed booth no.		Sqm.	Total cost	NIS
	<b>Premium Constructed booth cost:</b> 2,800 NIS per each 1 sqm and up to 12 sqm. Over 12 sqm, per each additional 1 sqm, only 2,475 NIS				
	<b>Constructed booth cost:</b> 2,675 NIS per each 1 sqm and up to 12 sqm. Over 12 sqm, per each additional 1 sqm, only 2,400 NIS				
	Please write the exhibitor name, as you wish for it to appear on the booth signage:				
Outdoor Exhibition	*Outdoor space no.		Sqm.	Total cost	NIS
	Are you interested in an electrical outlet 1KW for additional cost of 200 NIS per each outlet (please circle your choice)? Yes No				
Outdoor open space cost: 250 NIS per each 1 sqm. Subject to a minimum order of 20 sqm In case of cancellation of registration for any reason, including weather conditions, the obligation to pay in full is valid.					



## RESERVATION FORM

Sponsorship				
	Diamond Package / Business Lounge (inc. 40 sqm. exhibition space)		200,000 NIS	
	Platinum Package / Morning VIP Event (inc. 30 sqm. exhibition space)		160,000 NIS	
	Gold Package / IMTM Paparazzi Spot (inc. 25 sqm. exhibition space)		120,000 NIS	
	Silver Package / Delegate Package (inc. 18 sqm. exhibition space)		105,000 NIS	
	Promotion Package		27,000 NIS	
	"Welcome to the IMTM Exhibition" signage (in addition to the exhibition cost)		20,000 NIS	
	Sponsor's promotional ad on 1 pillar at the IMTM entrance (in addition to the exhibition cost) - per each pillar		8,000 NIS	
	Professional Presentation (in addition to the exhibition cost)		4,500 NIS	
Advertising				
	Quantity of billboards		Total cost	
	Billboards in the Tel Aviv area – 12 sqm. per sign –15,000 – 40,000 NIS (depends on the amount of signs)			
	Digital ad on IMTM app 3,000 NIS			
TV Screens & Utilities				
	Description	Cost per unit	Quantity requested	Total cost
	42" TV screen	800 NIS		NIS
	50" TV screen	1,200 NIS		NIS
	55" TV screen	1,400 NIS		NIS
	60" TV screen	1,800 NIS		NIS
	65" TV screen	2,400 NIS		NIS
	75" TV screen	3,500 NIS		NIS
	86" TV screen	7,000 NIS		NIS
	98" TV screen	10,000 NIS		NIS
	Laptop	400 NIS		NIS
	Tablet (without SIM card - if needing with SIM card - to be priced separately)	400 NIS		NIS
	Receiving the files prior the event, testing and uploading them	400 NIS		NIS
	Internet Wi-Fi connection	_____ NIS	_____ Users	NIS
	Internet Lan connection - Connection is limited to 1 device only	1,500 NIS		NIS



# RESERVATION FORM

Utilities and Cleaning				
	Description	Cost per unit	Quantity requested	Total cost
	**Drain	700 NIS		NIS
	**Water	1,400 NIS		NIS
	**Sink	900 NIS		NIS
	<b>Total Reservation Amount</b>			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.

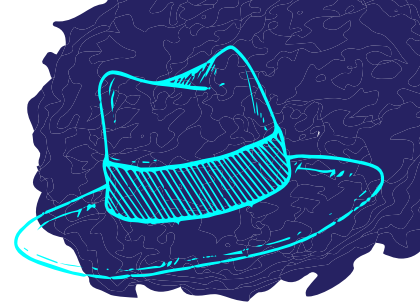
**Name of Invoice as in the Exhibitor details above, if different please mention below:**

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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):** \_\_\_\_\_

**Payment Terms**

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 Outstanding balances should be paid to Ortra Ltd. no later than April 10, 2025 All payments will be made according to the NIS amount set in the invoices. Any payment done in USD or EURO, will be done in accordance to the currency on the date of the payment. Please note that the organizers reserve the right to issue an additional invoice for any balance that may be, due to currency differences.  
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 IBAN: IL 12 0108 6500 0004 9260 000 | SWIFT CODE: LUMIILITTLV  
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**Legal Jurisdiction**

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**We hereby confirm we have read all terms and conditions specified in the Exhibitor Manual above, including but not limited to setup and dismantle regulations, penalties payments if will apply, exclusive vendors and jurisdiction, agree, and are obligated to follow them all and confirm -**

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

