



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
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

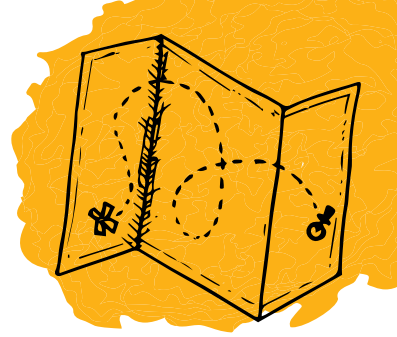
Opening hours for tourism professionals	10:00-19:00
Opening hours for the general public	14:00-19:00

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.



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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. **Visitors' entrance is free of charge.**



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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.



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- 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.



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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 / 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 / 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. **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. 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.



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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.

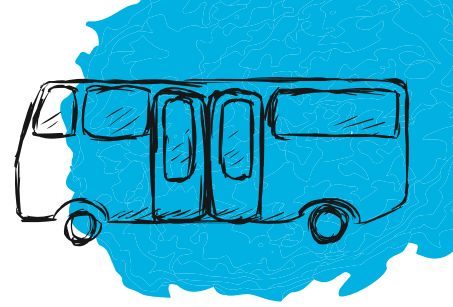
Listing in the Exhibition, Catalogue & Website **IMPORTANT**

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

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.



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Internet Access

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

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

Security Services

The Organizers will provide peripheral security 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

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. 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 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.



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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, 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:

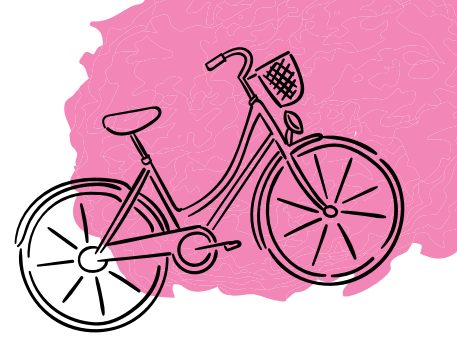
yanab@ortra.com; Office: [+972-3-6384487](tel:+972-3-6384487); Cell: [+972-54-4469779](tel:+972-54-4469779)

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.**



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- 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.

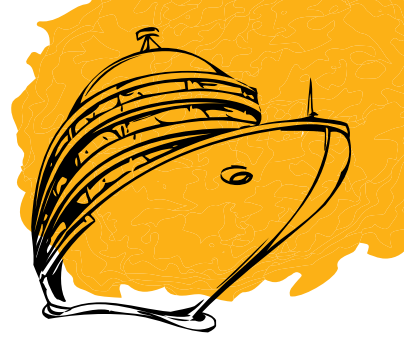
Payments Terms

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



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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

Website: 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