

### A. Schedule & Program

#### Virtual exhibition

After receiving the signed reservation form, a link will be sent to upload all materials and information for the virtual exhibition.

#### Set Up:

##### Sunday, October 24, 2021

Booth constructions in open spaces 16:00 – 24:00

##### Monday, October 25, 2021

Booth constructions in open spaces 06:00 - 20.00

Entrance to exhibitors in open spaces 12:00 - 20.00

Entrance to exhibitors in constructed booths 14:00 - 20.00

#### Exhibition:

##### Tuesday, October 26, 2021

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 10:00-19:00

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

##### Wednesday, October 27, 2021

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.**

### 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 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.

#### 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.

### 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. Avi Leibovitch at: [avil@simul.co.il](mailto:avil@simul.co.il) with all specifications of the work needed, **no later than September 30, 2021**. 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](mailto: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.

## EXHIBITORS' MANUAL

- 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.
- 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 Wednesday, October 27, 2021. 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 October 27, 2021. 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 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!**

- 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.

### 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** Sharon at **Sukonik Ltd.** Tel: 972-3-6830044, mobile: 972-50-2051055, Email: [sharon@sukonik.net](mailto:sharon@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 Sharon at Tel: 972-3-6830044, mobile: 972-50-2051055, Email: [sharon@sukonik.net](mailto: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** Mr. Tal Lachyani from **Simul Ltd.** at: [tal@simul.co.il](mailto:tal@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, please contact Mr. Tal Lachyani from **Simul Ltd.** at: [tal@simul.co.il](mailto:tal@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 computers, DVD, VCR etc. can contact Ofer from **UltraRent Ltd.**, Tel: +972-52-2800066, E-mail: [main@ultrarent.co.il](mailto:main@ultrarent.co.il).

TV screens can be ordered only from the organizers by contacting Limor Urfaly at [limor@ortra.com](mailto:limor@ortra.com) or via the reservation form.

### 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 Monday, February 10th

**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 5,000 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 October 25 between 10:00-18:00. Note that badges can also be ordered on-site on October 25, set up day from 10:00 and on October 26-27. **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)

### 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.

### 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 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: Limor at: [limor@ortra.com](mailto:limor@ortra.com)

### Security Services

The Organizers will provide peripheral security on the nights of October 25-26. Those who wish to hire their own security guards should contact Limor at: [limor@ortra.com](mailto:limor@ortra.com)

### 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 2021 are quoted in New Israel Shekels (NIS),

As at May 2021, \$1 = approximately 3.25 NIS / 1 Euro = approx. 4.0 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.**

**All food and beverages served must be in accordance with the COVID-19 restrictions.**

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.

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 Bar's or 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 October 25 and during exhibition days and will maintain all COVID-19 restrictions. 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 2021 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, 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. **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, will be charged in the amount of the remains removal, according to the organizers consideration.**
- 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 2021 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 October 24, 2021. 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

25% 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 September 1, 2021.**

**Please Note: the full payment for the exhibition must be fully paid according to the mentioned above. 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 be participate the exhibition. Please Note: that according to the Israeli Tax Law, there is no exemption from VAT for virtual participation only. Therefore, in any case of virtual participation only, whether because the June exhibition will be cancelled or otherwise, an invoice for additional payment of 17% VAT of the total reservation, issued.**

Payment can be sent by bank transfer to account number 49260012, Bank Leumi, branch number 666 on 2 Shoham st. Ramat Gan, 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 64 0106 6600 0004 9260 012 | SWIFT CODE: LUMIILITLV

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 light of the COVID-19 and its limitations and as the IMTM 2021 includes a virtual exhibition benefit to the exhibitors, please see the following new cancellation policy:

For NEW reservations received as of May 1, 2021 - A written cancellation notice within 14 days of the reservation - a refund of 100% only if the organizers has yet to set up the virtual booth.

A written cancellation notice of the physical exhibition in October received by August 31, 2021, whether by the exhibitor or by the organizers due to COVID-19 restrictions - The exhibitor will be charged 15% plus 17% VAT of the exhibition reservation amount and in any case, no less than 5,000 NIS plus 17% VAT. As of September 1, 2021, in case the physical exhibition in October will be held, as the Israeli COVID-19 restrictions will allow it, any cancellation of the exhibition by the exhibitor - a 50% cancellation fee will be charged of the total order (plus VAT of 17%), and no less than NIS 5,000 plus 17% VAT.

A cancellation of the virtual exhibition after the virtual booth was set by the organizers, will not be allowed.

Reservations received before May 1, 2021 – no change in the cancellation policy.

### 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 October 24, 2021)

Limor Urfaly: 972-54-7001770

Michael Orion: 972-52-8928929

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

IMTM Organizers