

iMTM2021

27TH INTERNATIONAL MEDITERRANEAN TOURISM MARKET

MORE THAN EVER

9/2-27/10

VIRTUAL

26-27/10

EXPO TEL AVIV

ENGAGE. CONNECT. CREATE.

ONE EVENT. **TWO** PARTS. **ENDLESS** POTENTIAL.

Join the innovation at **IMTM2021**
27TH INTERNATIONAL MEDITERRANEAN TOURISM MARKET
A single event divided into two parts,
entirely customised to maximise industry
connectivity and visibility.

WHY CHOOSE IF YOU CAN HAVE BOTH?

For the first time EVER, IMTM offers a unique
format that changes the way business is done -
Starting with a special **VIRTUAL PLATFORM**
and **closing** with a **PHYSICAL FAIR in TLV!**

9/2-27/10

VIRTUAL

26-27/10

EXPO TEL AVIV

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New for 2021

Create your Stand

Exhibitor's Dashboard

Upload Materials

Booth Representatives

Booth Sketch

FOR THE FIRST TIME!

Exhibitors who guarantee their participation in **OCTOBER 2021** will have an **ADDITIONAL VIRTUAL BOOTH** for an extended period of 4 months' brand visibility launching on **February 9, 2021!**

And here is THE REVOLUTIONARY PART - instead of a meetings' marathon at the physical event and afterward trying to jumpstart relevant collaborations - **WE REVERSED THE PRACTICE.**

In IMTM 2021 you'll have **8 MONTHS FOR UNLIMITED B2B MEETINGS** with a potential of more than 30,000 tourism professionals, so by the time we'll meet in **TEL AVIV ON OCTOBER 26-27, 2021** you'll already have **CONFIRMED CONNECTIONS** ready to seal the deal with a face to face handshake.



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IMTM IS THE PLACE TO...



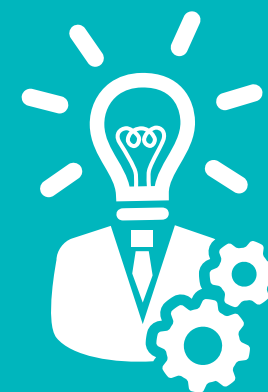
ENGAGE

Capture the attention of a global audience during the virtual exhibition with an online showcase and space to directly connect and communicate with vendors and clients.



CONNECT

Solidify the relationships built and reinforce your industry presence during the virtual exhibition and during the in-person event.



SOCIALISE

Increase exposure by sharing your thoughts and images in the IMTM online social community **#IMTMTLV**



LEARN

Get updates on the latest industry innovations, destinations, attractions and more. Watch, hear and learn from leading experts and speakers and participate in attractive webinars and lectures.



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NEW FOR 2021

ONLINE EXHIBITOR TOOLS and directory to maximise your visibility to buyers and enhanced educational experience.



IMTM EXHIBITORS gain access to **thousands of trade visitors**, as well as our unique appointment system, complete with comprehensive tools to help attract buyers for more meaningful meetings.



IMTM NETWORKING system allows exhibitors to respond to trade visitors and get ahead and prepare for appointments at the fair or conduct a live video chat prior to the in-person event.



IMTM DEDICATED TEAM are on hand to support you throughout your exhibitor journey. Whether you're one of our long-standing exhibitors or new to IMTM, we'll guide you through each step of the way for successful business.



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FREE OF CHARGE

AS AN IMTM EXHIBITOR, YOU WILL BENEFIT FROM THE FOLLOWING FREE OF CHARGE:

- Virtual booth to promote yourself in the online platform
- IMTM catalogue listing
- Access to thousands of quality trade visitors
- Two-way online appointment scheduling (exhibitors and trade visitors)
- Marketing opportunities through the virtual platform
- Media & PR support
- Comprehensive support, guides & videos
- High quality education programme
- Live webinars to showcase your product (additional fee)



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CREATE YOUR STAND

- STEP **1** **REGISTER** via the online registration form **REGISTER HERE**
- STEP **2** Make sure to state your **company name accurately** under **“Organisation”** - it will automatically assign you as an exhibitor in your company
- STEP **3** Confirmation email will be sent to you upon registration
- STEP **4** Main representative of the company (the contact who will be uploading booth materials) – **Please send an email back to the IMTM** Secretariat stating that you are the main contact for the booth
- STEP **5** Upon approving your status, your permissions will change and you will be able to **design your booth**



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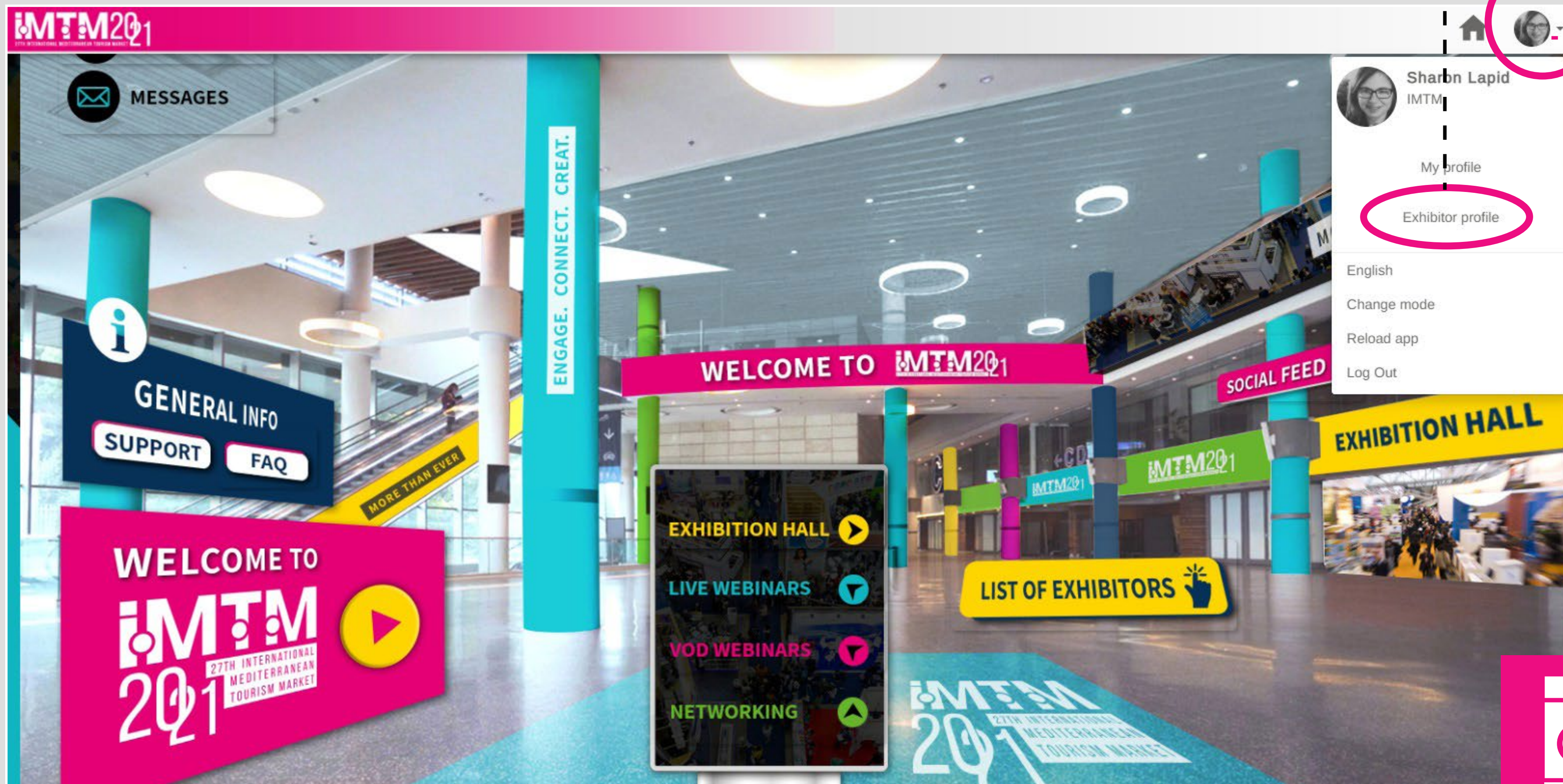
LET'S START

1

Press the profile icon on the top left side of the screen

2

Choose "Exhibitor Profile"



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iMTM201
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EXHIBITOR'S DASHBOARD

1 Update your profile

2 Update company representatives

The screenshot displays the iMTM2021 Exhibitor's Dashboard. The interface includes a header with the iMTM2021 logo and navigation icons. Below the header is a large banner image showing a busy trade show floor. The main content area contains four summary cards: 'GENERAL DETAILS' (circled in pink), '4 STAFF' (circled in yellow), '0 LEADS' (circled in orange), and '0 MEETINGS' (circled in green). At the bottom, there are links for 'Privacy Policy' and 'Cookie Policy', and logos for 'eventact', 'ORTRA MEETING POINT', and 'I.T. Israel Travel'.

4 Check meetings

3 Check collected leads

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UPLOAD MATERIALS

1

IMTM


Logo

1. Logo 225*450 px



Cover image

2. Cover image 500*1500 px



Recommended size: 1500x500

Also known as

Description

An innovation in global networking and industry insight, IMTM 2021 draws together the best of virtual and in-person visibility. Designed to connect professionals from all levels of business and service in tourism and travel,

348 characters. Maximum 2,000 characters.

3. Description – up to 60 words

2

Website

<https://www.imtm-telaviv.com/>

4. Website

Link 1

<https://youtu.be/MsvWOVXxoZU>

5. YouTube video

Link 2

<https://ibb.co/nC9f7KZ>

6. Picture 480*720 px

Link 3

7. Links to 3 flyers

Country

Israel

8. Country

Contact Details

Email

9. Email

Phone

+972

10. Phone number

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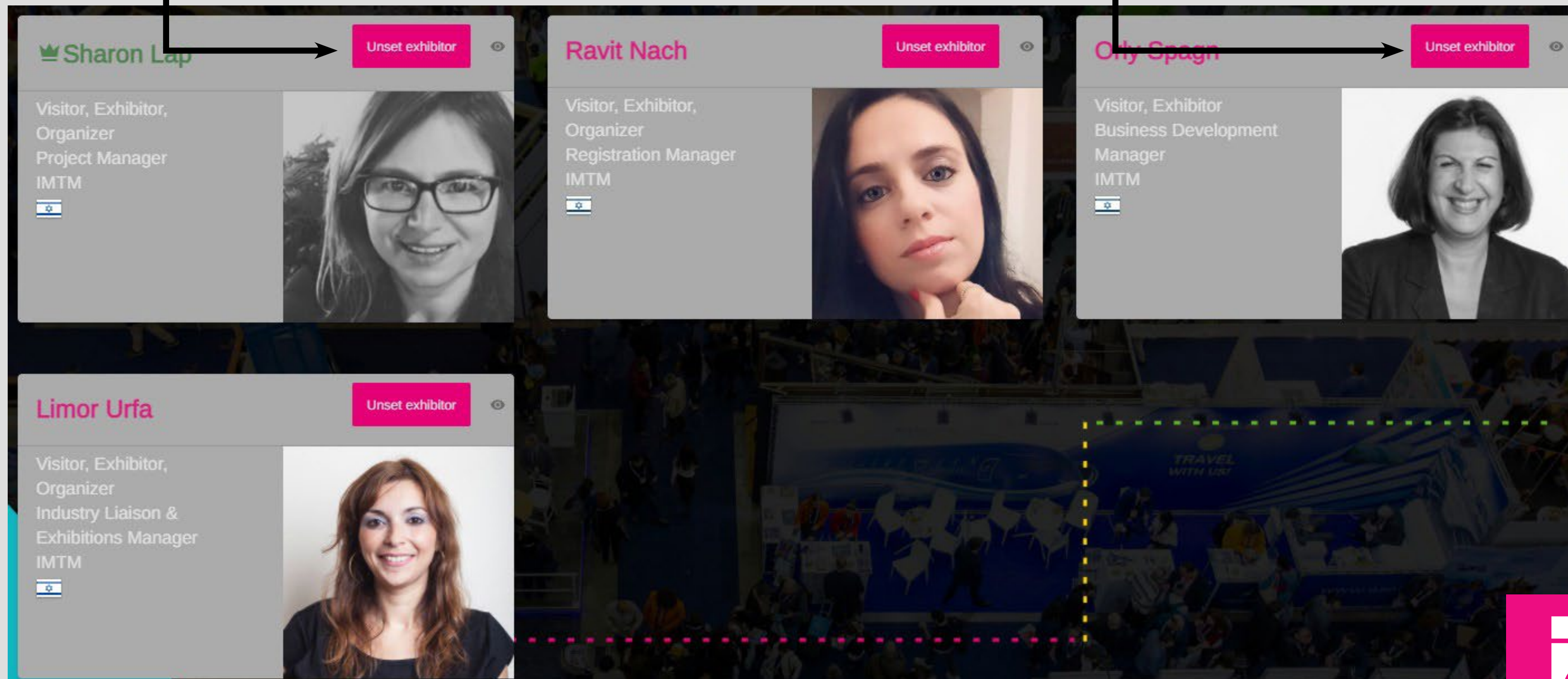
Booth Sketch

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BOOTH REPRESENTATIVES

1. Update representative to be the main exhibitor if needed (the contact who will be uploading booth materials)

2. Set representatives to the booth (available for text and/or video chats)



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SAMPLE VIRTUAL BOOTH



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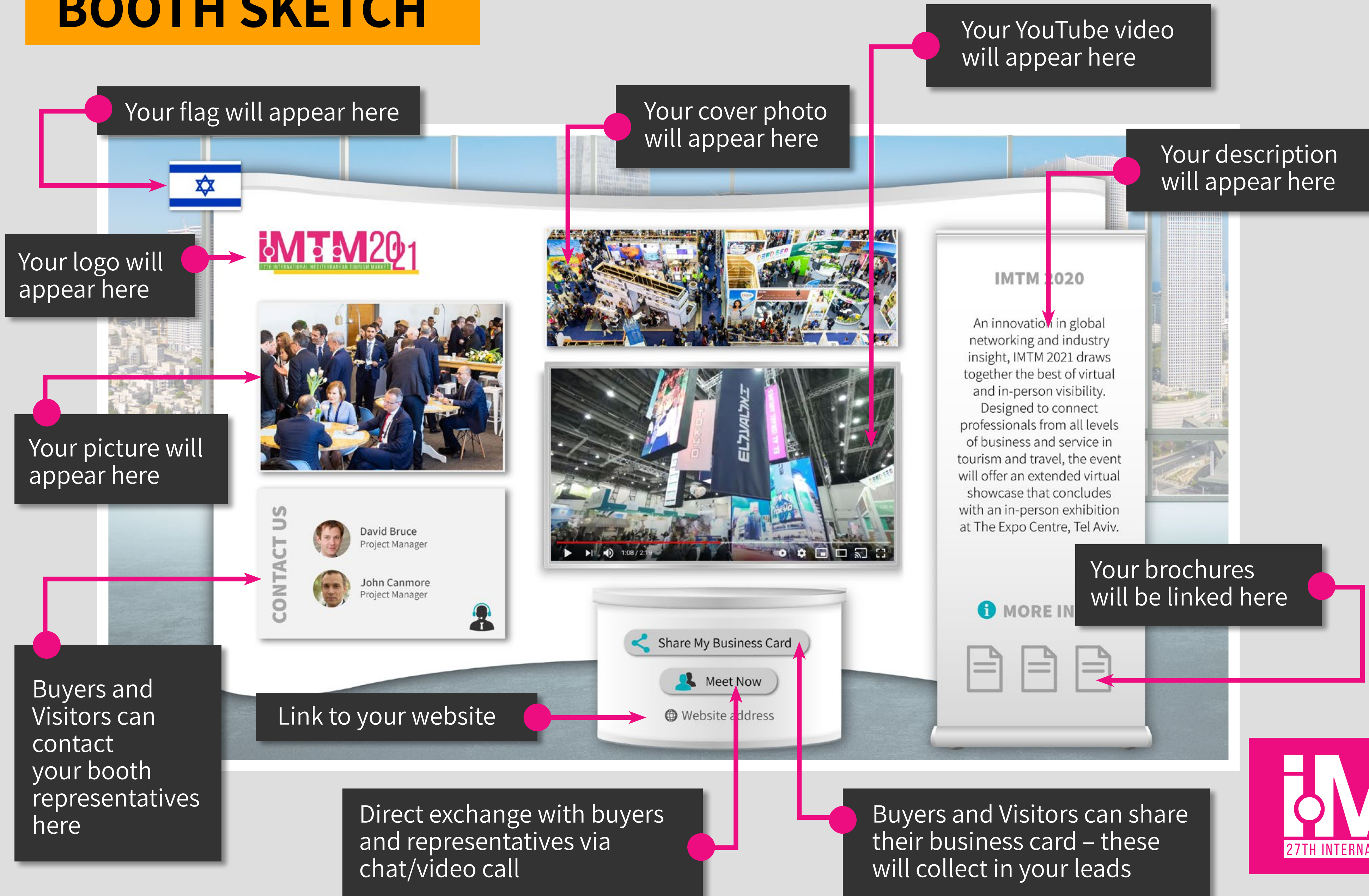
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BOOTH SKETCH



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