

# The 33<sup>rd</sup> International Exhibition for Food and Beverage

isra  
food

Nov. 29 - Dec. 1, 2016

Israeli Trade Fairs & Convention Center, Tel Aviv



In Conjunction with:



The exhibition for equipment, services & technologies for the  
Hospitality Industry, the Retail and Institutional Sectors

**Israfood** is the main & most important trade event for the food and beverage industry in Israel.

This exhibition is the main platform for a professional and business encounter between manufacturers & importers, and representatives of the institutional, professional, retail chains sectors as well as the private sector.

**Israfood 2016** will be held within the "**Israeli Food & Hospitality Week**" events, and Concurrently with **Hotex** exhibition, for equipment, services & technologies for the Hospitality Industry, the Retail and Institutional Sectors.

**Israfood is held annually at the Israeli Trade Fairs & Convention Center in Tel Aviv - Hall No. 10 & Hall 11.**

## Exhibition Topics:

<b>FOOD</b>	Cheese	Natural Food	Chocolate	Alcoholic	Refrigerators
Fresh Food	Milk & Dairy	Organic Food	Sweets	Beverages	Shipping
Frozen Food	Products	Diet Products	Ingredients	<b>GOURMET</b>	Transportation
Canned Food	Sauces	Health Food	<b>BEVERAGE</b>	<b>BOULEVARD</b>	Trucks
Ready-made food	Oil	Ethnic Food	Soft Drinks	<b>FOODPACK</b>	Cars
Meat	Olives	Pastry & Baked	Juice	Food Packaging	Lifting
Poultry	Spices	Food	Sparkling Drinks	Machines	Shelving
Fish	Food Ingredients	<b>DESERTS</b>	Wine	Design	Warehouse
Seafood	Vegetables	Pastry	Champagne	<b>FOOD LOGISTICS</b>	
Pasta	Fruits	Ice Cream	Beers	Cooling	

## Guests and Visitors:

**Approx. 20,000  
Attendees**

Among them, senior executives, managers & buyers from the F&B industry in Israel

**Professional Sector:** Executives, Buyers, Purchasing Managers, Chefs, Food & Beverage Managers, from: Restaurants, Coffee Houses, Bars, Hotels, Events & Banquet Halls, Catering & Food Service Companies as well as Pastry and Bakery shops.

**Institutional Sector:** Buyers and Purchasing Managers from Hospitals, I.D.F, Police, Governmental & Public institutions as well as Academic Institutions.

**Retail Chains & Private Sector:** Chain Managers, Purchasing Managers, Distribution Managers as well as Branches & Department Managers. Retailers, Private Supermarkets, Convenience & Grocery Stores.

**Food & Beverage Industry:** Manufacturers, Importers, Exporters, Distributors and the Food & Beverage companies in Israel.

Organizers: Stier group Ltd. 12 Tversky St., Tel-Aviv, Israel, 6721013; Email: expo@stier-group.com Tel: +972-3-5626090 Fax +972-3-5615463



Member of the Tel-Aviv Chamber of Commerce



### **ISRAFOOD 2016 is sponsored by:**

\* The Federation of Israeli Chambers of Commerce (FICC)

### **Exhibition Dates & Opening Hours:**

November 29<sup>th</sup> - December 1<sup>st</sup>, 2016.

### **Opening hours:**

Tuesday November 29<sup>th</sup> 12:00-20:00  
Wednesday November 30<sup>th</sup> 12:00-20:00  
Thursday December 1<sup>st</sup> 11:00-18:30

**Please note:** Due to the professional nature of the exhibition, babies, baby carriages, strollers, children and youth under the age of 18, are not allowed into the exhibition halls.

### **Events, conferences and seminar planned with in the framework of ISRAFOOD 2016:**

- **The 4<sup>th</sup> Annual Meeting for the Food & Retail Industry.**
- **The 3<sup>rd</sup> Annual Convention for the Restaurants Business in Israel.**
- **The 6<sup>th</sup> Conference for Architects & Interior Designers.**
- **Culinary Workshops presented by leading chefs.**

\* The program is subject to changes.

### **Exhibition Catalogue:**

The exhibition catalogue includes a classified listing of exhibiting companies (free of charge) and advertising at preferred rates.

### **Exhibitors' Instruction Manual:**

The Exhibitors' Instruction Manual will be available approximately 45 days before the event, and will include a detailed list of furniture rental options, display materials, electrical services and a selection of other optional services.

### **Space Rental Fees and Sponsorship Opportunities:**

#### **Registration Fee\***

Exhibition Space of 6 Sqm. (3m X 2m)  
(including modular package)

Floor space - 6-36 Sqm. - per 1 Sqm. (6 sqm. minimum)

Floor space - 37-48 Sqm. - per 1 Sqm.

Floor space - 49-60 Sqm. - per 1 Sqm.

Floor space - 61 Sqm. and up - per 1 Sqm.

"Advanced Modular Package" + carpet included:

### **Exhibition Website: [www.israfood.com](http://www.israfood.com)**

This site is always online. Three weeks prior the event, the site will be updated with exhibitor information as provided by the exhibitors, as well as additional information for Israeli visitors (conventions etc.).

### **Exhibition Promotion**

Stier Group will initiate a national campaign consisting of direct mail and full-page ads to be printed in large daily newspapers as well as leading professional magazines.

### **Assistance for Overseas Exhibitors:**

#### **Accommodation in Israel & Travel:**

The official travel agency for Israfood 2016 is HADASSIM TOURS LTD. Contact person: Mrs. Hila Tamir, Tel: +972-3-5104422, Mobile: +972-54-5318664, Fax: +972-3-5172061, e-mail: [hila@hadassim-tours.co.il](mailto:hila@hadassim-tours.co.il)

#### **Transport, Customs Clearance, Storage:**

Amit Ltd. has been appointed as the official forwarding and clearance agents. These services can be booked in advance: Transportation to and from the exhibition complex, freight forwarding, customs clearance and storage. **Exhibitors are advised to arrange their orders for Amit Ltd. at least 2 months prior to the exhibition at the latest, to avoid delays in processing their order.**

Amit Ltd. Customs Clearance & Transporters, Ben Gurion Airport, Maman Building, P.O.Box 58 Israel  
Contact Person- Exhibition Manager: Nili Menuhin, Tel: +972-3-9720127, Mobile: +972-54-5616635, Fax: +972-3-9720127, Email: [Nili.Menuhin@amit.co.il](mailto:Nili.Menuhin@amit.co.il)

**€ 213.00 / US\$ 230.00**

**€ 3,000.00 / US\$ 3,243.00**

**€ 425.00 / US\$ 460.00**

**€ 402.00 / US\$ 434.00**

**€ 377.00 / US\$ 407.00**

**€ 352.00 / US\$ 380.00**

**€ 75.00 / US\$ 81.00 (per each 1 Sqm.)**

\* Special early bird registration pricing: 10% discount on floor space, for those who register before May 1<sup>st</sup>, 2016.

\* Registration fee includes the following: company's web link on Israfood official website (this website will be updated 3 weeks before the exhibition and will stay updated for 3 months after the exhibition).

\* VAT will be paid according to the Israeli tax regulations.

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### **Advanced Modular Constructed Booth (6 sqm. Minimum)**

Technical specification includes: (See the blueprint for a 6 sqm. booth)

- White partitions.
- Fascia board with exhibitor's name in Hebrew & English.
- 1 spotlight - per each 1 frontage running meter.
- 1 Kw electricity outlet.
- Table - 102X52X75 cm.
- 2 chairs.
- 1 Shelf.
- Carpet (uniform color).
- Illuminated LED sign (at the end of line of booths).



\* This Picture is For Illustration Purposes Only.

### **Registration and Terms of Payment - Foreign Visitors:**

1. Registration must be completed on the official II Stier Group registration form.
2. Payments:
  - a. First payment of 50% must be attached when submitting the registration form.
  - b. Final payment (50%) is due no later than September 1<sup>st</sup>, 2016.
3. Rates quoted as of January 2016 and are subject to change without further notice. New price list will not include Companies who registered and already paid their participation fees.
4. Prices for foreign exhibitors are exclusive of VAT (Israeli exhibitors must add V.A.T).
5. All fees must be linked to the "Consumer Price Index" and/or to the US\$ exchange rate and only on condition that the "Consumer Price Index" and the US\$ exchange rate will rise above 5% of the indicated price list that was published on January 2016.
6. Goods displayed in the exhibition must fall within the categories of exhibition topics as it appears in this brochure. Any other goods must receive a written authorization from the organizers.
7. Important Notes: The setting up by the exhibitors will not be permitted prior to the settlement of all payments.
8. The number of the booth that is allocated and reserved for you is not the number that will be published on the final exhibition map a new number will be available 4 week before the exhibition opening.

### **Conditions of registration for the Exhibition include:**

- The Exhibition Brochure and its appendix.
- Stier Group Registration Form including Terms & Conditions.
- The Exhibitor's Instruction Manual, which will be dispatched 45 days prior to the opening of the exhibition.
- Exhibition updates on Israfood's official website.

### **Space only (Un-constructed area) fees include:**

1. Exhibition space as ordered.
2. 200 printed invitations for handing out by the exhibitor (exhibitors who require additional invitations, only by prior arrangement and against payment).
3. Free entry in the official exhibition catalogue both Hebrew and English (Advertising in the Exhibition catalogue at reduced rates, to be arranged with the publisher of the catalogue).
4. Parking permit ("sticker") for the company's car, in the parking garage adjacent to the exhibition pavilion located near the exhibition hall: Up to 20 Sqm. – 12 stickers, from 21 Sqm. to 30 sqm. - 24 stickers, Over 31 Sqm. - 36 stickers. These parking permits (single-use) can be used during the build-up period or each day of the exhibition.
5. Additional permits can be purchased in advance, according to the Israeli Trade-Fairs & Convention Center's price-list at the time of the exhibition.
6. Electricity supply of 1 Kw per each 5 sqm. of floor space. Please note that this model does not include installation of the electrical outlet which must be ordered and paid for separately.

### Important Notes:

- \* Additional and/or special equipment will be supplied upon prior request, according to previous price list in the Exhibitor's Instruction Manual.
- \* Exhibitors who book an exhibition area without construction must order power supply and electricity outlet points separately using the appropriate forms and against payment. Details will be listed in the Exhibitors' Instruction Manual, which will be sent to approximately 45 days prior the event.
- \* Exhibitors who book construction from designers are required to produce an authorization from a construction engineer acting on behalf of the designer, prior to the exhibition.

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### **Sponsorship Opportunities:**

#### **Platinum Sponsorship Package – visitors' badges (exclusive to 1 company):**

- ❖ Featured placement of company logo on visitors' badges - offers excellent exposure and high level branding. This guarantees a continuous display of the sponsors name and logo at the exhibition venue.
- ❖ Featured placement of company logo on printed invitations\*.
- ❖ Featured placement of company logo on all exhibition publishing materials (daily press and professional publications).
- ❖ Featured placement of company logo on the exhibition catalogue cover.
- ❖ 2 Roll-ups at the exhibition registration area.
- ❖ 2 hostesses at the entrance / exit of the exhibition venue - will be determined according to the discretion of the organizers.
- ❖ Banner and link on the exhibition website.

Price: € 9,500.00 / US\$ 10,270.00

#### **Gold Sponsorship Package (up to 5 companies):**

- ❖ Featured placement of company logo on printed invitations\*.
- ❖ Featured placement of company logo on all exhibition publishing materials (daily press and professional publications).
- ❖ Featured placement of company logo on the exhibition catalogue cover.
- ❖ 2 Roll-ups at the exhibition registration area.
- ❖ 2 hostesses at the entrance / exit of the exhibition venue - will be determined according to the discretion of the organizers.
- ❖ Banner and link on the exhibition website.
- ❖ Banner and link on the exhibition website.

Price: € 6,250.00 / US\$ 6,757.00

#### **Conference Sponsorship Opportunities:**

- ❖ Congress-hall branding.
- ❖ Lunch or Coffee-Break sponsorship.
- ❖ Conference bag sponsorship.

This Sponsorship offers excellent & comprehensive exposure.

#### **Distribution of Promotional Material:**

A stand to distribute promotional material.

- ❖ 1 person + 1 table + 1 roll up (up to 1 Sqm.).

Price: from € 3,000.00 / US\$ 3,243.00 (for non-exhibiting company)

Price: from € 2,000.00 / US\$ 2,162.00 (for an exhibiting company)

#### **Tailor-made Sponsorship Opportunities:**

We will create a customized package to meet your company's objectives.

If you have an idea, please do not hesitate to contact us.

\*\* Please note: all elements mentioned above include media purchasing only and does not include production & operational Expenses / costs.

**For further information, please contact us at: Stier Group Ltd,**

Tel: + 972 3 5626090, Fax: + 972 3 5615463

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website: [www.israfood.com](http://www.israfood.com)

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