

FISCOM



The exhibition for Office & Computer Equipment, Services & Technologies

November 7-9, 2011 | Tel Aviv Fairgrounds

FisCom is the main exhibition in Israel for office & computer equipment, services & technologies.

Venue: Israeli Trade Fairs & Convention Center, Tel Aviv.
Halls. 15, 14, 13.

Exhibition Dates & Opening Hours

November 7th-9th, 2011.

Opening Hours:

| | | |
|-----------|--------------------------|-------------|
| Monday | November 7 th | 12:00-20:00 |
| Tuesday | November 8 th | 12:00-20:00 |
| Wednesday | November 9 th | 10:00-19:00 |

Guests and Visitors

The exhibition is designed for the global business communities including: CEOs, industry & Institutional buyers, CFOs, marketing & sales directors, IT managers, network & system managers, R&D, project managers, operational & logistics managers, architects & interior designers. These professional groups are represented within the business organizations, SOHO, SMB, ENTERPRISE from the Public, Private and institutional sectors, including, high-tech, communication, Trade & services, advertising agencies, publishing & media firms as well as banking & financing, printing houses, government and public companies and more.

Invitations by the organizers

The organizers will send tens of thousands of invitations to FisCom' potential audience as specified above. The invitations do not permit entrance of children and youth under the age of 18 (except youth on Thursday between 16:00-19:00 accompanied by an adult and including an entrance fee).

Exhibition Website: www.stier-group.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 .

Exhibition Topics:
Modern Office - Technologies

Computerized Office

Peripheral Equipment

Communication

Software

Security & Internet

IT Pro

Intelligent Office

Banking & Finance

Media & Marketing

Office Design

Business Services

Gadgets

Office Equipment

Outsourcing

Organizers: Stier group Ltd. 12 Tversky St. 67210 expo@stier-group.com Tel: +972-3-5626090 Fax +972-3-5615463



Member of the Tel-Aviv Chamber of Commerce



Timetable:

Setting up of exhibition stands November 6th, 2011
Opening Day: Monday November 7th, 2011
Closing Day: Wednesday November 9th, 2011
Dismantling of stands November 9th, 2011 until 24.00.

Please note that there must be no equipment remaining in the exhibition halls after this hour.

Congresses and Meetings:

Companies interested in renting lecture rooms in order to conduct seminars or to integrate their program in the seminar program of the exhibition, are invited to contact Stier Group Conventions Department: conventions@stier-group.com, fax:03-5615463. The framework of the conventions that will be held at the exhibition will be published within Stier website: www.stier-group.com.

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.

Assistance for Overseas Exhibitors:

Accommodation in Israel & Travel:

The official travel agency for Fiscom 2011 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.

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

Tel: +972-3-9720120 Fax: +972-3-9720107, Mobile: 972-54-5616637 E-mail: noap@amit.co.il, Contact Person: Mrs. Noa Peretz.

Space Rental Fees and Sponsorship Opportunities:

| | |
|--|--|
| Registration Fee: | NIS 700.00 / € 172.00 |
| Exhibition Space of 6 Sqm. (3m X 2m) (Including modular package) | NIS 10,560.00 / € 2,347.00 |
| Exhibition Space of 6 Sqm. (3m X 2m) (Un-Constructed area) | NIS 9,000.00 / € 2,000.00 |
| Floor space - Un-Constructed area of 7 to 37 Sqm. (per 1 Sqm.) | NIS 1,500.00 / € 556.00 |
| Floor space - Un-Constructed area of 37 to 48 Sqm. (per 1 Sqm.) | NIS 1,410.00 / € 314.00 |
| Floor space - Un-Constructed area of 49 to 60 Sqm. (per 1 Sqm.) | NIS 1,320.00 / € 294.00 |
| Floor space - Un-Constructed area of 61 and up. (per 1 Sqm.) | NIS 1,230.00 / € 274.00 |
| For additional "Modular Package" | NIS 260.00 / € 58.00 (per each 1 Sqm.) |
| For additional "Modular Package" + carpet included: | NIS 300.00 / € 67.00 (per each 1 Sqm.) |

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

* Special early bird registration pricing: 10% discount on floor space only, for those who register before May 1st, 2011.

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

Registration and Terms of Payment - Foreign Visitors:

1. Registration must be completed on the official II Stier Group registration form.
2. Please complete the details on the registration form as well as:
 - a. First payment of 50% must be attached when submitting the registration form.
 - b. Final payment (50%) is due no later than September 8th, 2011.
3. Rates quoted as of December 2010 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). All fees must be linked to the "Consumer Price Index" and/or to the € exchange rate and only on condition that the "Consumer Price Index" and the

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€ exchange rate will rise above 5% of the indicated price list that was published on December 2010.

5. 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.

Important Notes: The setting up by the exhibitors will not be permitted prior to the settlement of all payments.

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.

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 Fiscom'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 in the parking garage adjacent to the exhibition pavilion located near the exhibition hall: Up to 20 Sqm. - 1 parking space, from 21 Sqm. to 30 sqm. - 2 parking spaces, Over 31 Sqm. - 3 parking spaces.
*Additional parking permits (daily & single-use permits) can be purchased at reduced rate of 30 NIS (*this price list is subject to changes).
5. 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 on 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.

Modular Package includes (6 sqm. minimum):

1. Two side panels and a back wall (modular stand height is 2.46 meter).
2. Additional panels can be ordered to divide the stand into separate sections.
3. Fascia sign that includes company name in Hebrew or English (10 letters per running meter) placed on exhibition booth. Corner stands may have company name displayed on each side of exhibition booth.
4. Two chairs, one table and one shelf per stand up to 8 Sqm.
5. Spotlights - one per frontage running meter.
6. One electrical outlet of one kilowatt per 8 Sqm. Additional power supply including three-phase sockets etc. can be ordered and paid for separately.
7. 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).

* Carpet: It is strongly recommended that you should carpet your space. The cost of carpeting is NIS 40.00 / € 9.00 per 1 Sqm.

* A variety of extra services and rental options are available at an additional fee. Further details will be listed in the Exhibitors' Instruction Manual, Which will be sent to approximately 45 days prior the event.

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 the invitations (printed and electronic version)*.
- ✓ 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.

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- ✓ 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: NIS 38,000.00 / € 8,445.00

Gold Sponsorship Package (up to 5 companies):

- ✓ Featured placement of company logo on the invitations (printed and electronic version)*.
- ✓ 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: NIS 25,000.00 / € 5,556.00

Sponsorship of the VIP Lounge (exclusive to 1 company):

- ✓ Offers excellent exposure and high level branding within the VIP lounge. This Lounge is for the use of the press, exhibitors and VIP guests and includes sitting areas and refreshments.
- ✓ The Lounge area will function as a platform for promotional materials.
- ✓ Different options of branding the lounge.

VIP Lounge is an ideal place for business contacts establishment with visitors, meetings with key industry leaders, officials and media. This package will be adjusted to meet the customer's budget.

Price: from NIS 26,400.00 / € 5,867.00

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 NIS 12,000.00 / € 2,667.00 (for non-exhibiting company)

Price: from NIS 8,000.00 / €1,778.00 (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.

* Excluding VIP Invitations.

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

For further information, please contact: Il Stier Group Ltd, Stier Group House, 12 Tversky St., Tel Aviv 67210.
Tel: + 972 3 5626090, Fax: + 972 3 5615463. E-mail: expo@stier-group.com, website: www.stier-group.com

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