

The 37th International Exhibition for Food and Beverage



Nov. 24-26, 2020 | EXPO TEL AVIV, ISRAEL

In Conjunction with the following exhibitions:



Equipment, supplies & ingredients for the Bakery & Pastry Industry



Technologies, equipment & services for Institutional Kitchens & Restaurants



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 2020 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.

Kitex exhibition, for Technologies, equipment & services for Institutional Kitchens & Restaurants. **Bake & Cake**, for Equipment, services & technologies for the Hospitality Industry, the Retail and Institutional Sectors.

Israfood is held annually at the Expo Tel-Aviv - Hall No. 1

Exhibition Topics:

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

Guests and Visitors:

Senior executives, managers & buyers from the Food & Beverage 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 2020 is sponsored by:

* The Federation of Israeli Chambers of Commerce (FICC)

Exhibition Dates & Opening Hours:

November 24th - November 26th, 2020.

Opening hours:

Tuesday November 24th 11:00-19:00

Wednesday November 25th 11:00-19:00

Thursday November 26th 10:00-17:00

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 planned within the framework of ISRAFOOD 2020:

- **The Annual Meeting for the Food & Retail Industry.**
- **The Annual Convention for the Restaurants Business in Israel.**
- **Hospitality & Hotel Conference.**
- **Culinary Workshops.**

* 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

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:

materials, electrical services and a selection of other optional services.

Exhibition Website: 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:

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, Airport City, Ben Gurion Airport, Amit Building, P.O.Box 77 Israel.

Contact Person: Yehudit Hazan Bergel, Direct: +972-3-9720101, Tel: +972 3 9720000, Mobile: +972-54-5616612, Fax: +972 3 9720100, email: yehudit@amit.co.il, web: www.amit.co.il

€ 263.00 / US\$ 280.00

€ 3,860.00 / US\$ 4,110.00

€ 556.00 / US\$ 593.00

€ 509.00 / US\$ 542.00

€ 480.00 / US\$ 509.00

€ 447.00 / US\$ 476.00

€ 88.00 / US\$ 94.00 (per each 1 Sqm.)

* Spaces with 2 open fronts (prime exposure) are subject to an additional 3% on the rates above.

* Spaces with 3 or 4 open fronts (prime exposure) are subject to an additional 5% on the rates above.

* Final payment will be determined according to the local currency conversion rate at the day of the payment.

Minimum conversion rate for 1 US\$ is 3.2 NIS and for 1 € is 3.4 NIS.

Notes:

* Special early bird registration pricing: 10% discount on floor space, for those who register before May 1st, 2020.

* Late registration pricing: additional 10%, for those who register after September 1st, 2020.

* 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).

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

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).



* 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. 2nd payment of 25% of the total no later than July 1st 2020.
 - c. Final payment (25%) is due no later than September 1st, 2020.
3. Rates quoted as of December 2019 and are subject to change without further notice. New price list will not include Companies who registered and already paid their participation fees.
4. 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:

1. The setting up by the exhibitors will not be permitted prior to the settlement of all payments.
2. 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 for the company's car, permits and number of permits will be provided according to Expo Tel Aviv regulations at the day of the exhibition.
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 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.

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* 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.

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: € 11,176.00 / US\$ 11,875.00

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: € 7,353.00 / US\$ 7,812.00

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 € 3,530.00 / US\$ 3,750.00 (for non-exhibiting company)

Price: from € 2,353.00 / US\$ 2,500.00 (for an exhibiting company)

The opportunity to place a hostess at the venue*:

- ❖ The sponsor can have a hostess placed in public areas outside the exhibition building and in coordination with the Stier Group production department.

Price: € 588.00 / US\$ 625.00

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, personnel or any operational Expenses / costs.

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

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