RAX The 26th International Exhibition for Electrical Engineering in Israel

Control, Instrumentation, Automation, Pneumatics, Lighting Systems, Energy & Energy Efficiency

JUNE 15-17, 2021 | **EXPO Tel Aviv**

RAX is the main and most important trade event in Israel for Electrical Engineering, Control, Instrumentation, Automation, Pneumatics, Lighting Systems, Energy and Energy Efficiency.

RAX is held biennially and attracts thousands attendees.

Exhibition Dates & Opening Hours:

Dates: June 15th – 17th 2021.

Opening Hours:	Tuesday	June 15th	10:00-17:00
	Wednesday	June 16th	10:00-19:00
	Thursday	June 17th	10:00-17:00

Location:

Hall No. 10, 11, Israel Trade Fairs & Convention Center.

Exhibition Topics:

- **Electricity infrastructures**
- **Lighting infrastructures**
- **Automation & Control Systems**
- **Energy**
- **Safety & Fire safety systems**
- **Equipment & components for the electricity, lighting, control & automation sectors**

Guests and Visitors:

Electricity: electrical engineers, consulting firms, electricians, electrical contractors and technicians.
Lighting: lighting engineers, lighting contractors, lighting technicians.
Electronics: electronic engineers, electrical control engineers, electrical control operators, mechanical technicians and technicians.
General: industrial maintenance engineers, maintenance managers, logistics & purchasing managers, energy managers, architects and designers, building contractors, building and construction engineers, consulting engineers, city engineers, Regional councils, kibbutzim, moshavim and security officers.
Wholesalers, retailers, manufacturers & importers in the electricity sector as well as lighting and electronics sectors.

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

STIER International Trade Fairs & Exhibitions GROUP

Member of the Tel-Aviv Chamber of Commerce

Industry sectors: government offices, cities and regional councils, kibbutzim, moshavim, government companies, local security forces (army, police etc.), institutions, large buildings and public buildings such as hospitals, stadiums, shopping malls, hotels and museums, factories, large concerns and companies.

Timetable:

Setting up of exhibition stands	Monday, June 14th, 2021
Opening Day	Tuesday, June 15th, 2021
Closing Day	Thursday, June 17th, 2021
Dismantling of stands	Thursday, June 17th, 2021 from 19:00 until 24:00.

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

Conventions and Meetings

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

* 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.

Assistance for Overseas Exhibitors:

Accommodation in Israel & Travel:

Please contact our conventions department for any assistance with hotels and flights arrangements, at +972-3-5626090 ext. 5 or via e-mail: conventions@stier-group.com

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: Yehudit Hazan Bergel - COO Export Air and Sea , Tel: +972-3-9720101, Fax: +972-3-9720100, Cell: +972-54-5616612. Email: YEHUDIT@amit.co.il | website: www.amit.co.il

Space Rental Fees and Sponsorship Opportunities *:

Registration Fee:	**€ 230.00 | US$ 265.00**
Exhibition Space of 6 Sqm. (3m X 2m) (Un-Constructed area)	€ 2,919.00 / US$ 3,375.00
Exhibition Space of 6 Sqm. (3m X 2m) (Including Construction)	€ 3,405.00 / US$ 3,938.00
Floor space - Un-Constructed area of 7 to 18 Sqm. (per 1 Sqm.)	€ 465.00 / US$ 538.00
Floor space - Un-Constructed area of 19 to 50 Sqm. (per 1 Sqm.)	€ 414.00 / US$ 479.00
Floor space - Un-Constructed area of 51 to 80 Sqm. (per 1 Sqm.)	€ 369.00 / US$ 427.00
Floor space - Un-Constructed area of 81 to 100 Sqm. (per 1 Sqm.)	€ 346.00 / US$ 400.00
Floor space - Un-Constructed area of 100 Sqm. and up (per 1 Sqm.)	€ 295.00 / US$ 340.00
For additional "Modular Construction Package" + carpet included:	€ 81.00 / US$ 94.00 (per each 1 Sqm.)

Outdoor Exhibition Space:

Exhibiting Unit of 10 to 30 Sqm. Per 1 Sqm.	€ 216.00 / US$ 250.00 (per each 1 Sqm.)
Exhibiting Unit of 30 Sqm. (Min. 30 sqm. per unit)	€ 4,730.00 / US$ 5,469.00 per unit

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

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* Spaces with 3 or 4 open fronts (prime exposure) are subject to an additional 5% on the rates above.
*The space rental fees are based on Dec. 2018 local currency (NIS) price list.
In case that on the day of payment, foreign currency conversion rate will be lower than 1 US$ = 3.2 NIS and 1 € = 3.7 NIS, final payment amount will be determined according to the conversion rate on the day of the payment.

Notes:
* Special early bird registration pricing: 10% discount on floor space, for those who register before 01.07.2020.
* Late registration pricing: additional 10%, for those who register after 01.07.2020.
* Registration fee includes the following: company's web link on Rax 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.

Registration and Terms of Payment:

1. Registration must be completed on the official II Stier Group registration form.
2. a. First payment of 50% must be attached when submitting the registration form.
   b. Final payment (50%) is due no later than 2 month before the exhibition-opening day.
3. Rates quoted as of Dec. 2018 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: 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 Rax's official website.

Space only (Un-constructed area) fees include:

Space only (Un-constructed area) fees include:

1. Exhibition space as ordered.
2. 300 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. Additional permits can be purchased in advance, according to the Israeli Trade-Fairs & Convention Center's price-list at the time 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 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.

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Modular Construction Package includes (6 sqm. minimum):

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

* 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.
- 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: € 10,270.00 / US$ 11,875.00

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: € 6,757.00 / US$ 7,813.00

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 € 3,784.00 / US$ 4,375.00 (for non-exhibiting company)
Price: from € 2,703.00 / US$ 3,125.00 (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 expanses/costs.

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