

Exhibitor's Technical Manual

A. Timetable, checklist and payments

Entry to the exhibition setup and will be allowed with the exhibitor's badges only.

Receipt of those badges after finalizing all at Stier's offices. Organizing at the exhibition area will be allowed until the end of the setup day. No setup arrangements, or taking material in or out, will be allowed at the opening day of the exhibition. Companies working with designers are responsible for giving them entry passes. Entrance of designers will be allowed with those passes only. Please contact Stier Group for more information.

Dismantling of the booths will take place on the closing day from the closing hour till midnight.

Evacuation of all the booths (indoor/outdoor) has to be executed before 21:00.

Electricity disconnection - immediately after closing the exhibition - for safety reasons.

Exhibitors who hire designers, etc. - Designers have to leave the exhibition area from the closing time until midnight.

Exhibitors with modular booths have to evacuate all their material before 21:00.

Materials that will not be completely evacuated on time will stay on the exhibition area and the exhibitor will have to pay Stier Group all the following costs and/or damages.

Timetable of payments and receipt of authorizations to enter the exhibition.

All payments should be settled no later than 6 weeks prior the event.

Payment can be made by cheque or through bank transfer:

CHEQUE or by BANK TRANSFER

Payable to: I.I. Stier Group Ltd.

I.I Stier Group Ltd c/o Bank Leumi Le'Israel Bank No. 10

12, Tversky St. Tel Aviv 67210

Branch No. 809 "Heichal Hatarbut",

Tel Aviv Israel Account #677100/15

B. Exhibition Area

Constructed area (indoor ground + modular booths-sima systems)

Unconstructed area (naked ground in exhibition area)

Outdoor area (ground only outdoor)

Stier Group - Stier Group Building

12 Tverski st., Tel Aviv 67210, Israel

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

E-mail: expo@stier-group.com

Web: www.stier-group.com

C. Constructed Area

1. A standard modular booth contains the following items:

Two side panels and a back wall.

Standard name panels English/Hebrew on the front.

One spotlight per running meter frontage (with 2 meter deep at least)

1 electric power outlet 1 phase of 1 kW per 8sqm.

1 table per 8sqm.

1 shelf per 8sqm.

2 plastic chairs per 8sqm.

Free entry in the official exhibition catalogue both English and Hebrew .

Exhibition invitations

Parking space (according to the booth size).

Exhibitor's badges.

To receive these items (free of charge) send us the order form 1-order of materials and standard services, to Stier Group.

It is possible to order **extra services** by sending the order form 3, 4, 6, 7 with the order including payment (+VAT). Orders without payment would not be accepted.

2. Technical description of a standard modular booth-Sima systems

General Construction: The booth is made of 1 back and 2 side walls. Each wall is made of 1-meter (rough) large white wood panels.

Each panel is inserted in an aluminum body that hold it so you see the separation between each panel.

On picture number 1: 3 panels on the back (to form a wall of 3 meters) and 2 panels on each side.

On the front - the name of the company (standard letters). On the back of the name panel, spots are fixed one meter from each other. (for example: for each 6m 3spots)

3. Exact technical sizes of the booth

The width of panels (net.) after inserted in aluminum body - 97 cm

The height of panels (net.) after inserted in aluminum body – 228 cm.

The height of the front panel – 27 cm (brut.)

Each row of the aluminum body – 6 cm

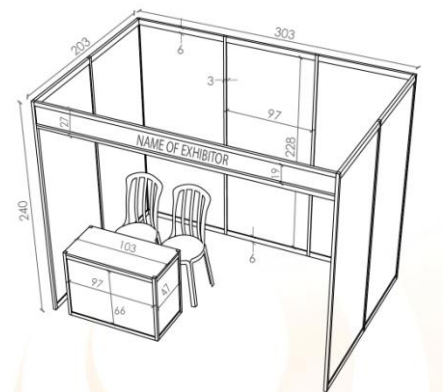
The width of the name panel (net.) – 19 cm

Size of the letters - 8cm (used to write the name of the company)

Bottom of the name panel – 6 cm

Each column of the aluminum body – 3 cm

Total height (from ground to top of the name panel) – 240 cm



4. **Hanging or sticking on panels**

Sticking will only be permitted with glue that will be given (free of charge) by the organizers (limited quantity). Hanging materials will be distributed (hooks and chains) until the end of the stock. It is forbidden to make any damages to the booth. You are not allowed to use all other material that could damage the panels, or to put any product on the booth that could damage the paint of the panels. The booth is very expensive, Please make sure you give it back at the exact same way as you received it. Any damages you will be charge on you.

D. Un-constructed area

Unconstructed area contains the ground only, as well as the following items:

Free entry on the official exhibition catalogue.

Invitations

Parking permits

Exhibitor's badges

Extra services are available against payment (order form 3, 4, 6, 7)

1. **Electricity order** is very important in particular for areas without construction. Electricity will be connected only after the authorization of the electric engineers at the exhibition center. You cannot order electricity without socket!

2. **Design of the booth**

Information about the designers (see General Instructions)

Exhibitors that have neighbors without construction have to build a nice separation to separate their booth from their neighbor. It is forbidden to leave the back and/or any other exposed parts without a nice finish. If the exhibitor has a neighbor with a constructed booth, a white separation will be installed by the organizers. Exhibitors without construction cannot use those separation panels except to attach their construction to the existing system.

3. **Island booth** - The exhibitor on an island booth (4 fronts open) has to keep the 4 fronts open.

E. Outdoor stands

See instructions of unconstructed booth.

An outdoor area is an unconstructed area: naked ground, green grass, road or pathway in the open air. For more information about the electricity contact Stier Group.

F. General Instructions

1. **Designers** – If you want to hire a designer your booth you can choose one of the designing company (a lists available in our offices).
2. **Exhibition Area** – Do not exhibit outside your booth.
3. **Guarding and insurance**
The day of the setup the guarding starts at 21:00.
Beware that at those hours there are still be workers who are working at the exhibition area, therefore, we are not responsible for the material that you leave in your booth.
During the exhibition - there is no guarding of the materials.
Guarding of the materials starts at the closing time of the exhibition until the opening time at the next morning. Stier Group is not responsible of any direct or indirect damages or losses of material of exhibitors.
We recommend to all exhibitors to insure themselves and their products at the exhibition while entering and leaving the exhibition area.
4. **Electricity** - Order of electricity contains two parts: 1. Installation of electric power outlet 2. Electricity consumption.
5. **Electric power outlet** -
Constructed booth - includes electricity according to 1 electric power outlet 1phases of 1kw per 8sqm, for an additional order (at extra your charge) see order form 3.
Un-constructed booth - see order form 3 to order different kinds of electric power outlet.
6. **Electricity consumption + excess of electricity.**
According to the instructions of the Israeli Trade Fairs & Convention Center, the electricity distribution will be of 1kw for each 5 m², of each booth (for constructed and un-constructed areas).
For example: if you have a booth of 16 m², you can order till 3kw.
7. **Night electricity (24 hours)**
At the end of the exhibition we disconnect the booths from power supply. If you need a 24 hour electricity, you have to order it in advance (See order form 4).
8. **Carpets** - Stier Group carpets the aisles only. Orders of extra carpeting inside the booth (recommended) is available in extra charge for the exhibitor (see order form 6).
9. **Panel Branding**
The exhibitor can order panel branding for modular booth, using form no. 6 (Cat. # 128).
The exhibitor must send the panel graphics according to the panel size & specifications:
H 230 cm X W 99 cm. You must place your order at least 21 days before the opening of the exhibition.

G. Additional Services

1. Public relations

If you have a new product / technology or service or please send us a brief including high resolution pictures to: marcom@stier-group.com.
This service is free of charge.

2. Catalogue and publicity

The exhibition catalogue includes a classified listing of exhibiting companies in English and Hebrew. See order form 2.
Please send it to: production@stier-group.com (via e-mail only)

3. Order of water point

Please note that there is not area a draining or water point at all the exhibition area.
Please contact Stier Group if you want to order water and or draining in your booth. (See order form 7)

4. Internet Services

B-Zone is the exclusive provider of Internet services at the Fairs Center.
For reservations and for more information please contact the B-Zone representative: Morag Shahaya Sales Manager, Mobile: 052-3611641 Email: morag@b-zone.co.il

5. Pictures

Stier Group orders a photographer to take pictures at the exhibition.
If you want pictures please contact Stier Group.

6. Accommodations in Israel & Travel:

The official travel agency for our Exhibitions is **Hadassim Tours Ltd.**
Contact person: Mrs. Hila Tamir:
Tel: +972-3-5104422,
Fax: +972-3-5172061 e-mail: hila@hadassim-tours.co.il

7. Transport, Customs Clearance, Storage

Amit Ltd. has been appointed as the official forwarding and clearance agents. These services can be booked in advance: Transport to and from the exhibition complex, freight forwarding, customs clearance and storage. Exhibitors are advised to arrange their orders for Amit Ltd. one month 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 9720000 Fax: +972-3-9720100 E-mail: Ran.Ophir@amit.co.il, Contact Person: Mr. Ran Ophir.