

The 28th International Exhibition for Food and Beverage



November 29 - December 1, 2011

Hall 1 | Tel Aviv Fairgrounds

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 2011 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 and **Kitex** exhibition, for Institutional Kitchens and Restaurants Supply & Technologies.

Israfood is held annually at the Israeli Trade Fairs & Convention Center in Tel Aviv - Hall No. 1.

Exhibition Dates & Opening Hours:

November 29th - December 1st, 2011. Israeli Trade Fairs & Convention Center in Tel Aviv.

Opening hours: Tuesday	November 29 th	12:00-20:00
Wednesday	November 30 th	12:00-20:00
Thursday	December 1 st	11:00-19:00

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.

Guests and Visitors:

More than 22,400 invited guests, among them are senior executives and managers from the food & beverage industry in Israel attend Israfood exhibition every year.

Professional Sector:

Executives, Buyers, Purchasing Managers, Chefs, Food & Beverage Managers, from: Restaurants, Coffee Houses, Bars, Hotels, Events & Banquet Halls as well as Catering & Food Service Companies.

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 and the food & beverage companies in Israel.

Israfood 2011 - Main Sections:

Food & Beverages, Gourmet Boulevard, Organic & Health Food, Food pack, Food Logistics, Israwine & Spirit, International Pavilion.

Conventions and Meetings:

Israfood will be held concurrently with the following conventions and meetings:

The Hotel Managers Association Conference.

The Annual Meeting of Event Organizers and Hall Managers.

Exhibition Topics

FOOD

Fresh Food
Frozen Food
Canned Food
Ready-made food
Meat
Poultry
Fish
Seafood
Pasta
Cheese
Milk & Dairy
Products
Sauces
Oil
Olives
Spices
Food Ingredients
Vegetables
Fruits
Natural Food
Organic Food
Diet Products
Health Food
Ethnic Food
Pastry & Baked
Food

DESERTS

Pastry
Ice Cream
Chocolate
Sweets
Ingredients

BEVERAGE

Soft Drinks
Juice
Sparkling Drinks
Wine
Champagne
Beers
Alcoholic
Beverages

GOURMET BOULEVARD

FOODPACK

Food Packaging
Machines
Design

FOOD LOGISTICS

Cooling
Refrigerators
Shipping
Transportation
Trucks
Cars
Lifting
Shelving
Warehouse

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



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Culinary Workshops - presented by leading chefs.

In addition, exhibitors are invited to submit proposals for oral presentations that may take place under commercial sessions. For proposals please contact: conventions@stier-group.com or by fax: +972- 3-5615463.

* The program is subject to changes.

Timetable:

Setting up of exhibition stands	Nov. 28 th , 2011
Opening Day	Nov. 29 th , 2011
Closing Day	Dec. 1 st , 2011
Dismantling of stands	Dec. 1 st , 2011 (from 19:00 until midnight)

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

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.

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.

Assistance for Overseas Exhibitors:

Accommodation in Israel & Travel:

The official travel agency for Israfood 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:

Exhibition Space of 6 Sqm. (3m X 2m) (Including Construction)	NIS 770.00 / € 172.00
Floor space - 6-36 Sqm. - per 1 Sqm. (6 sqm. minimum)	NIS 11,460.00/ € 2,546.00
Floor space - 37-48 Sqm. - per 1 Sqm.	NIS 1,650.00 / € 366.00
Floor space - 49-60 Sqm. - per 1 Sqm.	NIS 1,555.00 / € 345.00
Floor space - 61 Sqm. and up - per 1 Sqm.	NIS 1,455.00 / € 323.00
	NIS 1,355.00 / € 301.00

For space with 3 fronts additional 10%

For space with 4 fronts additional 15%

For additional "Modular Construction Package" NIS 260.00 / € 58.00 (per each 1 Sqm.)

For additional "Modular Construction Package" + carpet included: NIS 300.00 / € 67.00 (per each 1 Sqm.)

* 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).

* Special early bird registration pricing: 10% discount 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.

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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 29th, 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 € 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.
- 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. 100 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 25 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 Construction 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. Carpet costing 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:

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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: NIS 38,000.00 / € 8,445.00

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: 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: **II 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

Updated: Dec. 20th , 2010

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