

7-8
FEBRUARY

iMTM

2017

23rd INTERNATIONAL
MEDITERRANEAN
TOURISM MARKET

TLV Convention Center ISRAEL



IMTM 2017

23rd INTERNATIONAL MEDITERRANEAN TOURISM MARKET

צורה ארובה
rava Way

Vans & Vacations

ISRAEL

gonegev.

הר-שבע

ערבה

ירוחם

Manara diff and manara lodge

Eretz hagalil

ערבה

Make the IMTM magic work for YOU

IMTM 2017, the 23rd annual international tourism exhibition, **Tel Aviv, February 7-8, 2017**.

IMTM is under the auspices of the Israel Ministry of Tourism, the official and only professional exhibition for the tourism trade market in Israel.

The meeting place and trendsetter for the global and local tourist industry.

IMTM 2017 - Capture **YOUR** share of this quality travel market. **Per capita**, Israelis travel abroad more than any other nation in the world. Israelis make 4,000,000 high-budget trips per year, averaging 4-10 day stays; a traveling public always thirsty for both exotic and classic destinations.

Israelis travel all year around and in particular on major **Jewish holidays in April/May and September/October, are the busiest travel periods.**

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IMTM 2016 - short clips

- <https://www.youtube.com/watch?v=ThUn1fghI14>
- <https://www.youtube.com/watch?v=6fCS3SFzBP0>

Make the IMTM magic work for YOU

IMTM 2017 - Once again, the winning showcase for worldwide tourism and business in Israel, with thousands of eager visitors.

You should be there, so that the over 500 Israeli travel agents and about 40 wholesale tour operators can know about you.

IMTM - the largest professional tourism exhibition in the Eastern Mediterranean - is your chance to grab their attention.

Don't miss out!

Even in this digital age, personal meetings are the strongest and most important tool in the tourist industry. If you want your share of this lucrative market, we are here to help you get it, smoothly and professionally.

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IMTM 2016 on the News -

<https://youtu.be/w7GMMILfbFk>

Make the IMTM magic work for YOU

Your primary display window to Israeli tourists and businesses: The ever-growing numbers of exhibitors and visitors is proof of IMTM's excellent results.

IMTM Application & Business Networking

maximize your participation, join our networking community and schedule your B2B meetings. It's available from your Computer, iOS and Android devices.

Use it to: Plan whom to meet: find out who's attending and pinpoint potential connections.

Socialize: Communicate with fellow attendees and connect with them on your social networks.

Stay up to date: Browse the agenda, mark your favorite sessions, see offers from exhibitors and follow the event tweets.



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Make the IMTM magic work for YOU

We hosted representatives from 46 countries at IMTM 2016; 1,550 exhibitors and 15,400 trade visitors: professionals from the local tourist industry, overseas travel agents and the Israeli public. 2017 will be even bigger and better.

List of the countries & participants from abroad at IMTM 2015 and/or IMTM 2016:

Europe: Bulgaria, Croatia, Russia, Romania, Cyprus, Greece, France, Germany-Air Berlin, Italy, Serbia, Slovenia, Belarus, Portugal, Spain, Estonia, Lithuania, Czech Republic, Georgia, Uzbekistan, Malta, Bosnia-Republic of Srpska, Hungary, Slovakia, Moldova, Sweden, Poland, Finland, Ukraine, Turkey, Kyrgyzstan.

Asia Pacific: India, Japan, Sri-Lanka, Korea, Philippines, Nepal, Vietnam, Taiwan.

Africa: Tanzania, Ethiopia, South Africa, Morocco.

Latin America: Ecuador, Dominican Republic, Panama, Peru.

Middle East: Israel, Palestine: Arab Hotels Association.

USA: California.



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IMTM - Statistics

	IMTM 2016	IMTM 2015	IMTM 2014	IMTM 2013	IMTM 2012
Exhibition Net Space	4,800 sq m	4,700 sq m	4,700 sq m	4,400 sq m	4,400 sq m
No. of Booths/Stands	384	370	380	356	358
No. of Exhibitors	1,550	1,450	1,500	1,225	1,135
No. of Countries Exhibiting	46	40	49	39	36
No. of Trade Visitors from abroad	1,960	1,790	1,720	1,570	1,370
No. of Hosted Buyers from abroad	70	105	70	80	105
Total no. of Trade Visitors	15,400	14,900	13,800	12,300	11,800
Total no. of Visitors (est.)	25,300	24,100	23,200	21,900	23,500

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Make the IMTM magic work for YOU

This is YOUR chance to reach Israelis, the most widely-traveled people in the world.

Israelis travel more than all other peoples in the region, and even more than some European countries. Israeli business travel has also seen major growth, including trips to conferences and trade shows in Europe, Asia, the USA and other worldwide destinations.

Israelis travel to new destinations every year; also visiting the countries from which their families originally emigrated. Israelis decide where to spend their travel \$\$\$ based on the nature and historical attractions, wellness or cultural tourism, beach holidays or city breaks, package tours or tailor-made trips;

All these options are exhibited at the IMTM tourism forums and various international presentations.



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Make the IMTM magic work for YOU

It's EASY. We also offer promotional activities including PR & media promotion, press conferences, professional workshops and one-on-one meetings with Israeli travel agents/tour operators; outdoor publicity, printed & translated tourism material in Hebrew and other languages, and more.

IMTM - YOUR gateway to the future of tourism in Israel. A platform for you to demonstrate and expose travel professionals and travelers to diverse, innovative ideas in tourism to your country.

Considering its popularity during past IMTM fairs, the successfully effective IMTM Business Lounge will be available to exhibitors & hosted buyers from abroad for personal business meetings, thus enabling participants to promote and develop business connections in Israel.

See you next February 7-8 at IMTM 2017 in Tel Aviv
www.imtm-telaviv.com



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Rates for Participation in IMTM 2016

For your convenience, rates for participation in IMTM 2017 are quoted in New Israel Shekels (NIS);
(As at April 2016, 1\$ = approx. 3.84 NIS / 1 Euro = approx. 4.29 NIS.
Subject to change)

Floor surface only: 1,450 NIS per m².

Over 40 m², each additional m² only 1,200 NIS

Standard constructed booth: 2,100 NIS per m², for up to 12 m²
(Minimum small booth 4 m² cost 2,000 Euro , Standard small booth 6 m² cost 3,000 Euro, Comfort standard booth 9 m² cost 4,500 Euro). Over 12 m², each additional m² only 1,800 NIS.

Additional options for promotional activities

Advertising:

IMTM Billboards - 14 days, in Tel Aviv area; 10 to 100 billboards cost between 3,000 to 15,000 Euros.

IMTM Catalog - Distributed free of charge to every visitor & exhibitor.

Full page advertisement: 900 Euro/1,000 USD,
half page: 580 Euro/650 USD

Design/Graphic services available at no extra charge.

IMTM 2016 Digital Catalog -

<http://pages.richpaper.com/itn/1602IMTM2016/>

Hall for presentation

fully equipped, for 1 hour,
inside the Fair: 700 Euro/800 USD

IMTM Country Partner Sponsorship:

special benefits for Official IMTM Country Partner,
I will be happy to provide you with an offer tailored to you and more details.

Professional services:

Outdoor publicity until and during the fair,

PR & media promotion - during a period of 1 month before the fair and during the fair.

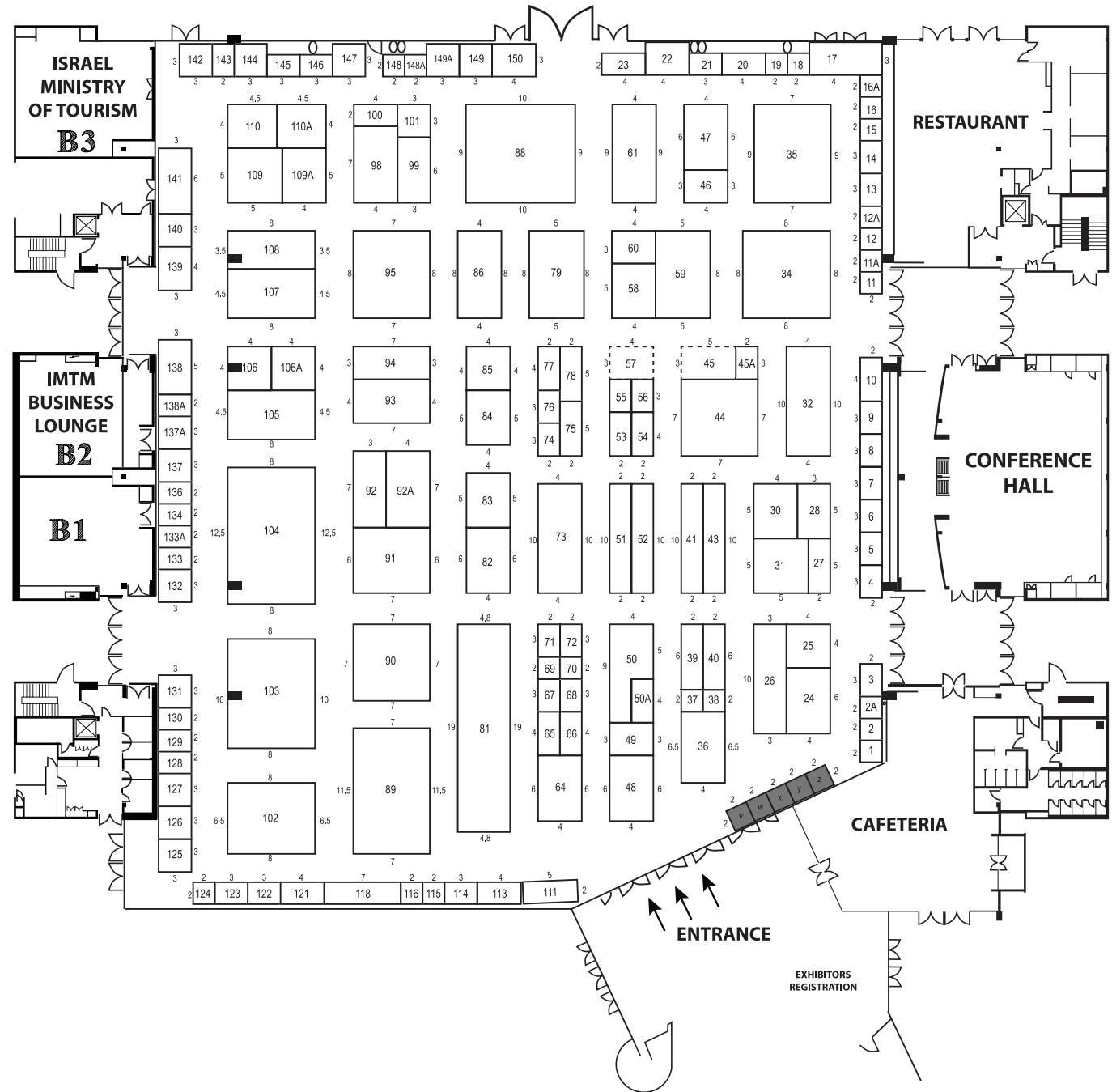
Press conference & presentation during the fair,
professional workshops and one-on-one meetings with Israeli travel agents/tour operators;

Printed & translated tourism material in Hebrew and other languages, and more.

Cost & offer will be provided upon request.

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IMTM 2017 - Exhibition Floor Plan



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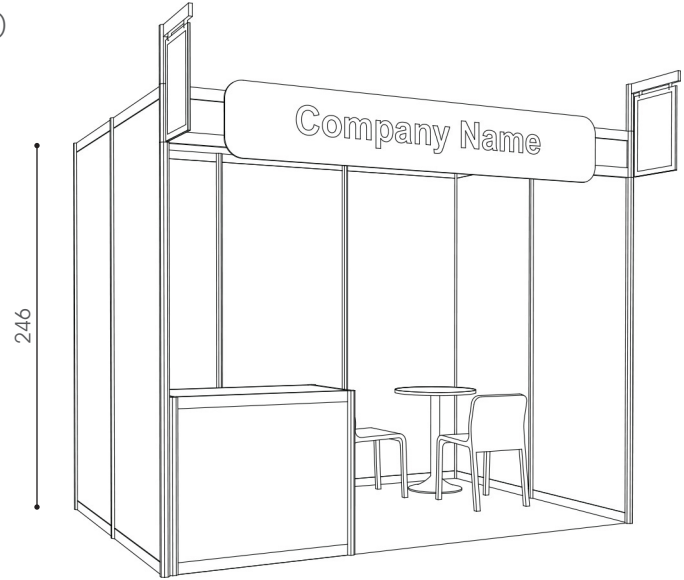
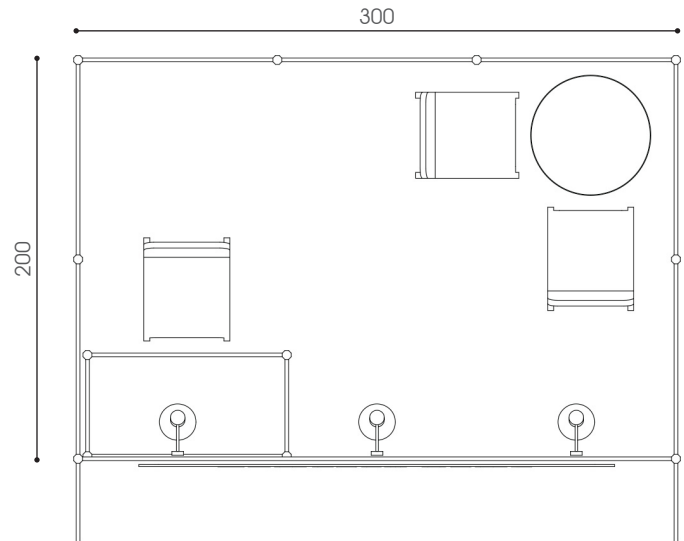
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IMTM - Standard Booth Specifications



IMTM Booth Specifications

- 1. Square Table
- 2. Plastic Chairs
- 1. Counter
- 1. Bar Stool
- 3. Spot Lights
- 1. Electricity Outlet (1 killowatt)
- 2. LED Printed Signs
- Fascia with Company Name
- Carpet



Experience Israel

“in the flesh”!

Mark your calendar now for
IMTM 2017 in Tel Aviv

For more information please visit the IMTM website:

www.imtm-telaviv.com, or contact me directly to receive an offer tailored to you: orly@ortra.com,

Tel: +972-3-7584696, +972-3-6384444 | **Mobile:** +972-54-6701008

Yours Faithfully,

Orly Spagnul

IMTM Business Development Manager

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