

# IMVC 2014

The 5<sup>th</sup> Israel Machine Vision Conference & Exhibition  
1.4.2014 ● David Intercontinental ● Tel Aviv

[www.imvc.co.il](http://www.imvc.co.il)



## [Exhibition and Sponsorship Manual](#)

Dear friends and colleagues,

Following the success of the previous IMVC Conferences in the field of Vision for Academy and Industry in Israel, we are pleased to announce The 5th Israel Machine Vision Conference and Exhibition on Image Processing, Video and Computer Vision (IMVC) which will take place on April 1, 2014 at the David Intercontinental Hotel in Tel Aviv.

The IMVC 2014 Conference will include presentations by leading Israeli researchers in image and video processing and computer vision. The Conference will feature parallel tracks (three), which will discuss the various aspects of machine vision, from the development to advanced analysis, image understanding and analysis of motion and peripheral vision.

The parallel tracks will allow researchers and engineers from the academy and industry, as well as leading companies to present their own work.

We thank you for your support and look forward to welcome you at IMVC 2014.

**Dr. Chen Sagiv and Dr. Jacob Cohen**

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## Why sponsor?

The conference will offer the best of both industry and academic expertise, and the opportunity to get in touch with current issues in field of machine vision.

The exhibition will give you the opportunity to network and get exposure for your brand and products to a highly relevant audience.

## Target Audience:

Researchers, engineers and managers from diverse fields:  
Technology leaders, CTOs and CEOs; Algorithm developers, software and hardware engineers;  
Researchers and advanced degree students at universities and colleges; Defense industries;  
Security companies; Medical device companies; print Industries; process control companies (Inspection); Wireless and cellular technologies; Gaming; Internet companies; Camera manufacturers; Optics companies; Sensor manufacturers; IDF and Security Services technological divisions.

## Networking Exhibition:

An exhibition booth at IMVC 2014 will enhance your company's exposure allowing the many participating potential customers, business people, investors, etc. direct access to your company/organization's message, products and services. The IMVC 2014 Exhibition is an integral part of the Conference in David InterContinental Tel-Aviv, held on April 1st, 2014. The conference's coffee breaks will be served within the exhibition area.

## Technical Exhibition:

The technical program will be complemented with a technical exhibition, which will be held on April 1st, 2014 offering companies and agencies a unique opportunity to visit Israel and present related products and services in display and printed advertisement.

## For more information:

**Maya Ravinsky Yatsiv**, Industry Liaison - Sales Manager ORTRA

Tel: +972-3-6384444

Mobile: +972-54-6787837

Email: [maya@ortra.com](mailto:maya@ortra.com)

Or visit: [www.imvc.co.il](http://www.imvc.co.il)

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## Patron's Packages

### Platinum Package

- ✧ 24 Sqm (sq. meter) standard unconstructed exhibition booth including 4 electrical outlets
- ✧ 8 complimentary tickets to IMVC 2014 including free admission to the exhibition, sessions and lunch.
- ✧ Company's logo on all conference publications (conference website, e- mails, conference book, and advertisements) with the title: Platinum Sponsorship.
- ✧ Company's logo on all events signs and branding.
- ✧ Company's logo on conference website with link to company's website.
- ✧ Insert or other marketing material in every conference and exhibition participant's bag.

**Platinum Package - 45,000 NIS**

### Gold Package

- ✧ 18 Sqm (sq. meter) standard unconstructed exhibition booth including 3 electrical outlets
- ✧ 6 complimentary tickets to IMVC 2014 including free admission to the exhibition, sessions and luncheons
- ✧ Company's logo on all conference publications (invitations, conference website, e- mails, conference book, and advertisements) with the title: Gold Sponsorship.
- ✧ Company's logo on all events signs and branding.
- ✧ Company's logo on conference website with link to company's website.
- ✧ Insert or other marketing material in every conference and exhibition participant's bag.

**Gold Package - 36,000 NIS**

### Silver Package

- ✧ 12 Sqm (sq. meter) standard unconstructed exhibition booth including 2 electrical outlets
- ✧ 4 complimentary tickets to IMVC 2014 including free admission to exhibition, sessions & lunch.
- ✧ Company's logo on all conference publications (invitations, conference website, e- mails, conference book, and advertisements) with the title: Silver Sponsorship.
- ✧ Company's logo on all events signs and branding.
- ✧ Company logo on conference website with link to company's website.
- ✧ Insert or other marketing material in every conference and exhibition participant's bag.

**Silver Package - 32,000 NIS**

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## Branded Session Package

- ✧ Branding the seats in one lecture hall with branded seat covers (limited to one color for 150 seats).
- ✧ One roll-up advertisement in entrance to session.
- ✧ 4 complimentary tickets to IMVC 2014 including free admission to the exhibition, sessions and lunch
- ✧ Company's logo on all conference publications (invitations, conference website, e-mails, conference book, advertisements).
- ✧ Company logo on conference website with link to company's website.
- ✧ Insert or other marketing material in every conference and exhibition participant's bag.

**Price - 27,000 NIS**

## Refreshment & Coffee Areas Branding

- ✧ Sponsorship of one coffee break (includes an option to distribute giveaway presents and flyers)
- ✧ Display booth (6 Sq m) in a preferred exhibit space in the Exhibition hall
- ✧ 2 complimentary tickets to IMVC 2014 including free admission to the exhibition, lectures and lunch
- ✧ Branded signs at refreshment and coffee areas.
- ✧ Company's logo on all conference publications (invitations, conference website, e-mails, conference book, advertisements).
- ✧ Company logo on conference website with link to company's website.

**Price - 23,500 NIS**

## Branded Participant Lanyards

- ✧ Company logo printed on participants' badge / lanyard (To be provided by the sponsoring company)
- ✧ 2 free tickets to IMVC 2014 including free admission to the exhibition, lectures and lunch
- ✧ Company logo on conference website with link to company's website.
- ✧ Company's logo on all conference publications (invitations, conference website, e-mails, conference book, advertisements).

**Price - 18,000 NIS**

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## Branded Conference Bags (limited to 3)

- ✧ Company logo printed on bags handed out to the conference participants.
- ✧ 2 free tickets to IMVC 2014 including free admission to the exhibition, lectures and lunch
- ✧ Company's logo on all events signs and branding.
- ✧ Company logo on conference website with link to company's website.
- ✧ Company's logo on all conference publications (invitations, conference website, e- mails, conference book, advertisements).

**Price - 18,000 NIS**

## Logo Sponsorship

- ✧ Company's logo on all events signs and branding.
- ✧ Company logo on conference website with link to company's website.
- ✧ Company's logo, as sponsors, on all conference publications (invitations, conference website, e- mails, conference book, advertisements).
- ✧ 2 free tickets to IMVC 2014 including free admission to the exhibition, lectures and lunch

**Price - 5,500 NIS**

## Conference Lunch Break Sponsorship Package

- ✧ Roll-up advertisement in entrance to dining hall.
- ✧ Branding the seats in the dining hall with branded seat covers (extra charge) or branded placements.
- ✧ Insert or other marketing material given in the dining hall.
- ✧ Optional: branded napkins at extra charge
- ✧ Company's logo on all conference publications (invitations, conference website, e- mails, conference book, advertisements).
- ✧ Company logo on conference website with link to company's website
- ✧ 2 free tickets to IMVC 2014 including free admission to the exhibition, lectures and lunch

**Price - 27,000 NIS**

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## Students Sponsorship

- ✧ Company's logo on all conference publications (invitations, conference website, e- mails, conference book, advertisements) with the title: Students Sponsorship.
- ✧ Company's logo on all events signs and branding.
- ✧ Company logo on conference website with link to company's website.
- ✧ Free entrance for 30 students from universities and colleges to lectures, lunch and exhibition
- ✧ Branded registration desk at entrance

**Price - 27,000 NIS**

## Students Award Sponsorship

- ✧ Financing two IPAD as awards.
- ✧ Participating in award ceremony.
- ✧ Company's logo on all conference publications (invitations, conference website, e- mails, conference book, advertisements) with the title: Students Competition Sponsorship.
- ✧ Company's logo on all events signs and branding.
- ✧ Company logo on conference website with link to company's website.
- ✧ 2 free tickets to IMVC 2014 including free admission to the exhibit, lectures and lunch

**Price - 13,000 NIS**

## Demos and Start-ups Area Sponsorship

- ✧ Branding the Demos and Start-ups area
- ✧ Display area of 6 sqm. In the Demos and Starts-up area.
- ✧ Roll-up at the Demos and Starts-up area
- ✧ Company logo on conference website with link to company's website.
- ✧ Insert or other marketing material given in the Demos and Starts-up area
- ✧ 2 free tickets to IMVC 2014 including free admission to the exhibition, lectures and lunch

**Price - 27,000 NIS**

## Video Booth

- ✧ 1 LCD screen in a prominent place.
- ✧ Company logo on conference website with link to company's website.
- ✧ 2 free tickets to IMVC 2014 including free admission to the exhibition, lectures and lunch

**Price - 6,500 NIS**

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## Constructed Booth

- ✧ Constructed display area of 6 sqm (3x2 sqm). The booth includes:
  - ✧ two side-panels and rear panel (white)
  - ✧ Signage for Booth (up to 30 digits)
  - ✧ A table & 2 chairs
  - ✧ Electrical outlet (220 V) 1 phase 1KW
  - ✧ Three spotlights
- ✧ Company logo on conference website with link to company's website.
- ✧ 2 free tickets to IMVC 2014 including free admission to the exhibition, lectures and lunch

**Price - 6,500 NIS**

## Unconstructed Booth

- ✧ Unconstructed display area of 6 sqm (3x2 sqm).
- ✧ Electrical outlet (220 V) 1 phase 1KW
- ✧ Company logo on conference website with link to company's website.
- ✧ 2 free tickets to IMVC 2014 including free admission to the exhibition, lectures and lunch

**Price - 5,500 NIS**

\* All prices do not include VAT.

Please NOTE: All Sponsorship Packages can be modified and adapted to your specific request.

Kindly contact Maya Ravinsky Yatsiv: [maya@ortra.com](mailto:maya@ortra.com) or call: 054-6787837

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## Registration Information

**Date:** Tuesday, April 1<sup>st</sup>, 2014  
**Conference Venue:** David Intercontinental Hotel, Israel

### Exhibition Timetable:

#### Monday, March 31, 2014

◇ 20:00 - 00:00\* Exhibition setup

\*Setup times are subject to change

#### Tuesday, April 1, 2014

◇ 06:00 – 07:30 Exhibition setup

◇ 08:00 – 17:00 hrs Exhibition opening hours\*

◇ 17:00 Exhibition dismantle

\*The exhibition will be open free of charge to pre-registered exhibitor's guests between 10:30 – 17:00.

The opening and set-up hours are subject to change.

### Conference Booklet & website:

All exhibitors will be listed in the official conference book distributed to the participants, as well as on the conference's website.

### Exhibition Registration:

- ◇ Interested parties are requested to complete and return the enclosed Exhibition Registration Form.
- ◇ Participation in the exhibition is subject to approval by the Exhibition Committee, based on the exhibitor's suitability and relevance to the Conference goals.

### Terms and Conditions of Participation:

Any company that participates in the exhibition is doing so at its sole responsibility and liability. Any such company must maintain an adequate insurance policy with a sufficient coverage for its property, employees, representatives and any visitors participating in the exhibition against any risk, loss and damage, of any kind whatsoever. It being clarified that an absence of such insurance policy or an invalidity of any such insurance policy shall neither derogate, in any manner, from the company's liabilities and responsibilities hereunder nor create a liability or responsibility of such kind for Ortra or anyone on its behalf, and Ortra will not be liable, whether financially or

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otherwise, towards any third party whatsoever in respect of any risk, loss and damage incurred by any third party, including the company or anyone on its behalf.  
See appendix 1 and enclosed registration form, which are an integral part of this document.

## Terms of Payment – Sponsorship and Exhibition:

- ✧ 50% of the fees must be paid as a deposit, no later than 21 days from date on the invoice.
- ✧ Remaining 50% to be paid by March 1, 2014.
- ✧ Payments can be made by one of the following options:
  - Bank draft to ORTRA Ltd., PO Box 9352, Tel Aviv 61092, Israel
  - ✓ Wire transfer in **New Israeli Shekels** to Bank Account. Details are - Ortra Ltd.: Bank Leumi (swift code LUMIILITLV), Branch no. 616, 9 Hashlosha ST., Tel-Aviv, Israel, Account no. 95100/90, IBAN: IL68 0106 1600 0000 9510 090.
  - ✓ Credit card (Visa, MasterCard, American Express or Diners).

## Cancellation policy:

### Exhibition Registration:

Refund of exhibition registration fees will be made with a written notification of cancellation to Ortra Ltd.:

- ✧ Before **January 1, 2014** exhibitor will be charged \$200 as handling fees.
- ✧ Between **January 2 to March 1, 2014** a refund of 50% of the fees
- ✧ From **March 2, 2014** a refund of 50% of the fees will be made, on condition that the space will be re-rented to another exhibitor of the Conference. Otherwise 100% cancellation fee will apply.

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## SPONSORSHIP & EXHIBITION REGISTRATION FORM

*Please complete in clear letters and return to:*

ORTRA Ltd. P.O. Box 9352, Tel Aviv 61092 ISRAEL, Fax: 972 3 6384455; E-mail: [maya@ortra.com](mailto:maya@ortra.com) Website: [www.imvc.co.il](http://www.imvc.co.il)

### 1. Details:

Company Name ..... General Manager .....

Address ..... City .....

Country ..... Zip code .....

Contact Person ..... Function .....

Telephone ..... Fax .....

Mobile ..... E-mail .....

Company ID Number ..... (for Israeli based companies)

### 2. Sponsor's Packages:

The selected package (Please specify if different)

<input type="checkbox"/> Platinum Package	NIS	45,000
<input type="checkbox"/> Gold Package	NIS	36,000
<input type="checkbox"/> Silver Package	NIS	32,000
<input type="checkbox"/> Branded Session Package	NIS	27,000
<input type="checkbox"/> Refreshment & Coffee Areas Branding	NIS	27,000
<input type="checkbox"/> Branded Participant Lanyards	NIS	18,000
<input type="checkbox"/> Branded Conference Bags (limited to 3)	NIS	18,000
<input type="checkbox"/> Logo Sponsorship	NIS	5,500
<input type="checkbox"/> Lunch Break Sponsorship Package	NIS	27,000
<input type="checkbox"/> Students Sponsorship	NIS	27,000
<input type="checkbox"/> Students Award Sponsorship	NIS	13,000
<input type="checkbox"/> Registration Package	NIS	13,200
<input type="checkbox"/> Demos and Start-ups Area Sponsorship	NIS	27,000
<input type="checkbox"/> Video Booth	NIS	6,500
<input type="checkbox"/> Constructed Booth	NIS	6,500
<input type="checkbox"/> Unconstructed Booth	NIS	5,500

\* All prices do not include VAT.

