



Israel Machine Vision Conference (IMVC) 2020

April 22, 2020

Pavilion 10, EXPO Tel Aviv



Sponsorship & Exhibition Prospectus



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 **11th Israel Machine Vision Conference and Exhibition** on Computer Vision and Machine Learning (IMVC) that will take place on April 22, 2020 at the EXPO Tel Aviv.

The goal of IMVC is to bring together the best experts, along with the entrepreneurs, thinkers, developers and engineers to meet in Tel Aviv to discuss a wide range of technology and business issues, ongoing trends and new applications in the field.

Don't miss the opportunity to be a part of this event and we look forward to your support.

INFORM THE MARKET

The Vision industry blusters with rapid development, new players entering the arena and investors looking for the next big thing. Enhance your visibility and make this event your platform to take your business to the next level.

EXPAND YOUR KNOWLEDGE

IMVC will allow senior manufacturers, developers, visionaries and investors to exchange ideas, initiate cooperation and fertilize each other toward the upcoming developments. Be there to be updated and lead this process.

We thank you for your support and look forward to welcome you at IMVC 2020.

Dr. Chen Sagiv and Dr. Jacob Cohen

The 11th Israel Machine Vision Conference & Exhibition
APRIL 22, 2020 • TEL-AVIV, ISRAEL

WHY SPONSOR?

IMVC 2020 is the 11th conference to be held in EXPO Tel Aviv. Over the years the conference has been established among the communities of researchers and engineers in the fields of computer vision, machine learning, software engineering and algorithms, as the place in which the most significant, revolutionary innovations that impact our everyday lives are presented.

IMVC is known today as the best event to offer both industry and academic expertise, and the opportunity to get in touch with state of the art technology in the field of machine vision, and meet in person the most influential people in the future of technology.

IMVC reputation has grown over the years to attract representatives of venture capital funds and companies from Israel and abroad to take significant part of the IMVC exhibition.

We are proud to showcase at IMVC a diverse fascinating exhibition hosting giant companies as Intel alongside small start-ups. International companies as Samsung alongside Israeli companies as Rafael. Thus presenting at IMVC exhibition allows unique interaction dedicated to discuss innovative technology directly with companies' developers themselves and pick into the brain behind the most innovative ideas.

Join us this year and be at the right place to network and expose your brand and products to a highly relevant audience.

TARGET AUDIENCE

Researchers, engineers and managers from diverse fields:

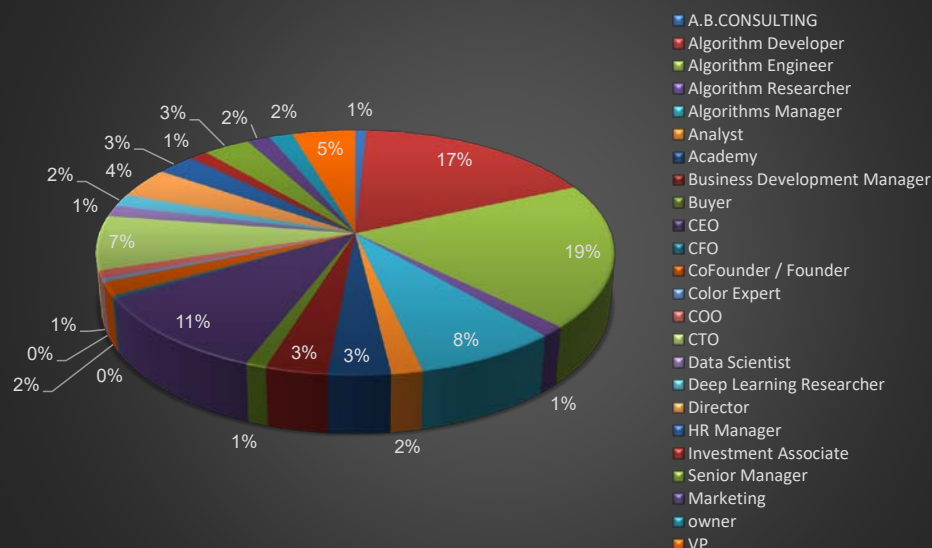
Technology leaders, CTOs and CEOs; Algorithm developers, software and hardware engineers; Researchers and advanced degree students at universities and colleges; Defense industries; Security companies; Medical device companies; print Industries; process control companies (Inspection); Wireless and cellular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

NETWORKING EXHIBITION

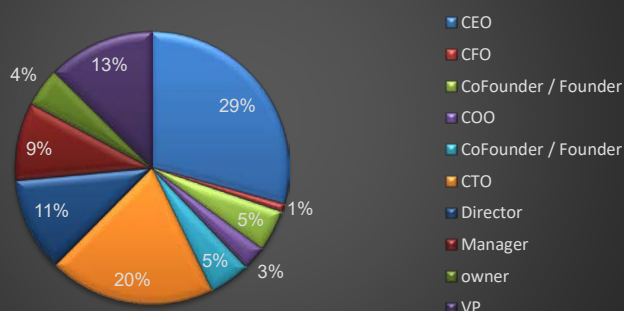
An exhibition booth at IMVC 2020 will enhance your company's exposure allowing the many participating potential customers, business people, investors, etc. direct access to your company/organization's message, products and services.

The IMVC 2020 Exhibition is an integral part of the Conference in EXPO Tel-Aviv, held on April 22, 2020. The conference's coffee breaks will be served within the exhibition area.

Distribution of IMVC delegates by job description



Distribution of decision makers among IMVC participants



TECHNICAL EXHIBITION

The technical program will be complemented with a technical exhibition, which will be held on April 22, 2020 offering companies and agencies a unique opportunity to visit Israel and present related products and services in display and printed advertisement.

We have no doubt you will find IMVC conference and exhibition a great experience and exceptional marketing opportunity and we look forward to your support and participation.

IMVC Co-Chairs:

Dr. Chen Sagiv and Dr. Jacob Cohen

For more information:

Doron Ziv, Industry Liaison & Marketing Coordinator | Ortra Ltd.
Tel: +972-3-6384482 | Email: doron@ortra.com

Limor Urfaly, Industry Liaison & Exhibition Manager | Ortra Ltd.
Tel: +972-3-6384493 | Email: limor@ortra.com

Or visit: **www.imvc.co.il**



SPONSORSHIP PACKAGES

PLATINUM PACKAGE ★ ★ ★ ★ ★

Platinum Package - 47,000 NIS

- 24 Sqm (sq. meter) standard unconstructed exhibition booth including 4 electrical outlets.
- Sponsor's advertisement in the internal cover page of the program book (full page)
- 8 free tickets to IMVC including free admission to the exhibition, sessions and lunch.
- Company's logo, Platinum level on all conference publications (conference website, program book and advertisements)
- Company's logo on event's signs and branding.
- Insert or other marketing material in the participant's bag.

HAPPY HOUR BREAK

Happy Hour - 40,000 NIS

- Happy Hour break during the conference with drinks served in branded plastic cups, branding at the exhibition area with signage and balloons and salty snacks.
- 12 Sqm (sq. meter) standard unconstructed exhibition booth including 2 electrical outlet.
- Company's logo on all conference publications (invitations, conference website, e- mails, conference program, advertisements).
- Company logo on conference website with link to company's website.
- 4 free tickets to IMVC including free admission to the exhibition, sessions and lunch.

GOLD PACKAGE ★ ★ ★ ★

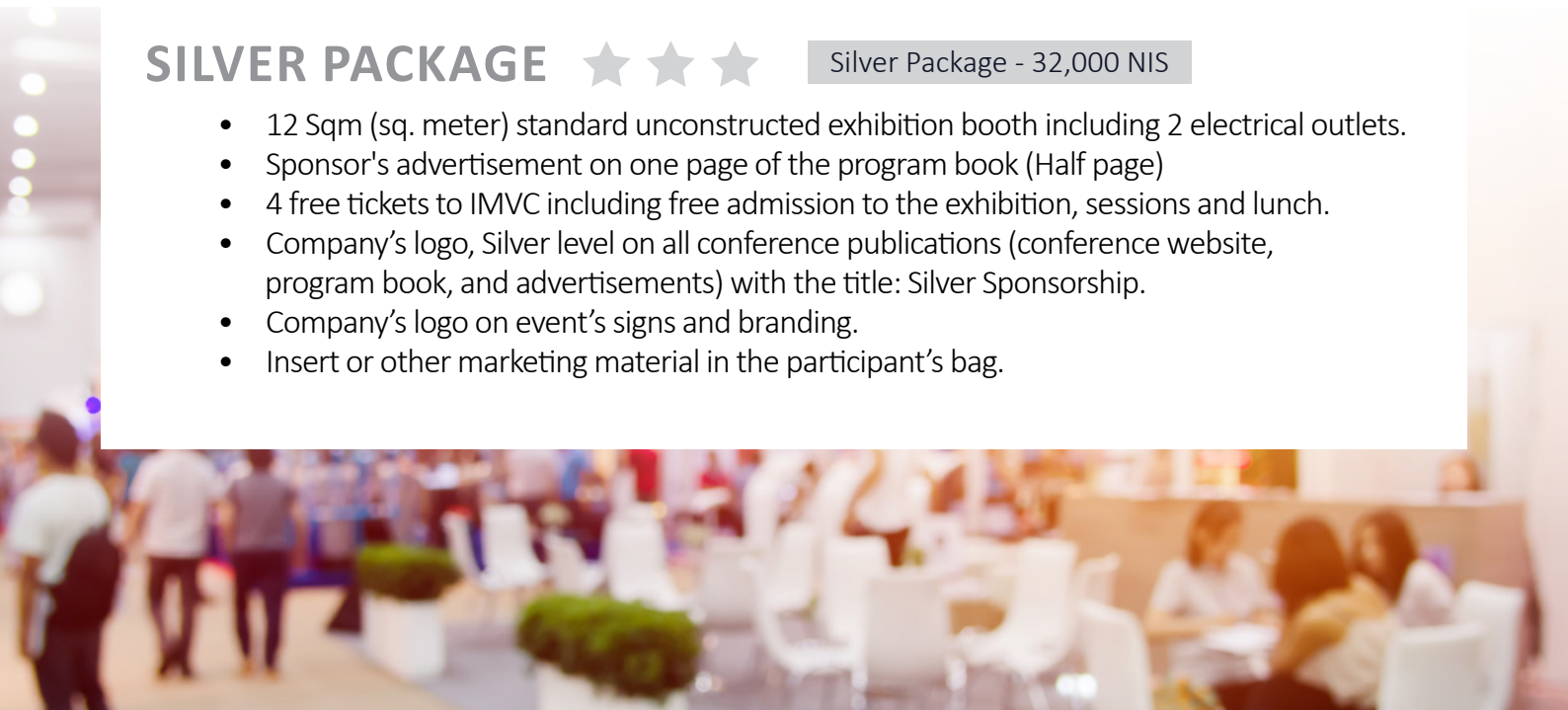
Gold Package - 36,000 NIS

- 18 Sqm (sq. meter) standard unconstructed exhibition booth including 3 electrical outlets.
- Sponsor's advertisement in the internal cover page of the program book (full page)
- 6 free tickets to IMVC including free admission to the exhibition, sessions and lunch.
- Company's logo, Gold level on all conference publications (conference website, program book and advertisements).
- Company's logo on event's signs and branding.
- Insert or other marketing material in the participant's bag.

SILVER PACKAGE ★ ★ ★

Silver Package - 32,000 NIS

- 12 Sqm (sq. meter) standard unconstructed exhibition booth including 2 electrical outlets.
- Sponsor's advertisement on one page of the program book (Half page)
- 4 free tickets to IMVC including free admission to the exhibition, sessions and lunch.
- Company's logo, Silver level on all conference publications (conference website, program book, and advertisements) with the title: Silver Sponsorship.
- Company's logo on event's signs and branding.
- Insert or other marketing material in the participant's bag.



SPONSORSHIP PACKAGES

PLENARY HALL BRANDED CHAIRS COVER

Price - 32,000 NIS

- Branded chairs cover for the plenary session (approx. 1,200 chairs) with sponsor's logo
- 12 Sqm (sq. meter) standard unconstructed exhibition booth including 2 electrical outlets.
- Insert marketing material in the participant's bag
- Company's logo on all conference publications (conference website, program book and advertisements)
- 4 free tickets to IMVC including free admission to the exhibition, sessions and lunch.

XTREME VR AREA SPONSORSHIP

Price - 30,000 NIS

Structure of 12 sqm (sq. meter) of Virtual Reality Booth that attracts all the participants into the age of technology and will offers them practical experiences. Our package includes:

- Branding the VR area. (Branding materials are to be provided by the sponsor upon the organizer approval)
- Insert marketing material in the participant's bag
- Company's logo on all conference publications (conference website, program book and advertisements)
- Opportunity to give away any marketing material in the VR area.
- 2 free tickets to IMVC including free admission to the exhibition, sessions and lunch.

CONFERENCE LUNCH BREAK SPONSORSHIP PACKAGE (Exclusive Sponsorship)

Price - 27,000 NIS

- Branded signs at Lunch entrance.
- Opportunity to brand the dining hall's seats, placements, napkins, tables and more, (branding materials are to be provided by the sponsor upon the organizer approval)
- 2 free tickets to IMVC including free admission to the exhibition, sessions and lunch.
- Display booth (6 Sqm) in a preferred exhibit space in the Exhibition hall.
- Possibility to distribute promotional flyers or giveaways in the dining room or place them on the tables.
- Company's logo on all conference publications (program website, conference book and advertisements)
- Insert or other marketing material in the participant's bag

STUDENTS SPONSORSHIP

Price - 27,000 NIS

- Free entrance for 30 students from universities and colleges to all sessions' lunch and exhibition, selected by the IMVC committee.
- Dedicated branded registration desk at the entrance.
- 2 free tickets to IMVC including free admission to the exhibition, sessions and lunch.
- Company's logo on all conference publications (conference website, conference book and advertisements) with the title: Students Sponsorship.
- Display booth (6 Sqm) in a preferred exhibit space in the Exhibition hall.
- Company's logo on events signs and branding.
- Insert or other marketing material in the participant's bag

SPONSORSHIP PACKAGES

DEMOS AND START-UPS AREA SPONSORSHIP

Price - 30,000 NIS

(Exclusive Sponsorship)

- Branded signs at the Demos and Start-ups area.
- Opportunity to brand the Demos and Start-ups area. (branding materials are to be provided by the sponsor upon the organizer approval)
- Display area of 6 sqm. in the Demos and Starts-up area.
- Insert or other marketing material in the participant's bag.
- Company's logo on all conference publications (conference website, program book and advertisements)
- Insert or other marketing material given in the Demos and Starts-up area.
- 2 free tickets to IMVC including free admission to the exhibition, sessions and lunch.

COFFEE BREAK SPONSORSHIP (Exclusive Sponsorship)

Price - 27,000 NIS

- Branded signs at the Refreshment & Coffee areas.
- Opportunity to brand the coffee stations (Placements, napkins, coffee mugs and more (branding materials are to be provided by the sponsor upon the organizer approval)
- Possibility to distribute promotional flyers or giveaways at the coffee stations.
- Display booth (6 Sqm) in a preferred exhibit space in the Exhibition hall.
- 2 free tickets to IMVC including free admission to the exhibition, sessions and lunch.
- Company's logo on conference publications (conference website, program book and advertisements)

BRANDED CONFERENCE BAGS (LIMITED TO 3)

Price - 25,000 NIS

- Company logo on IMVC delegates bags
- 2 free tickets to IMVC including free admission to the exhibition, sessions and lunch.
- Company's logo on all conference publications
- Company's logo on all events signs and branding.
- (conference website, conference book and advertisements)
- Insert or other marketing material in the participant's bag.

BRANDED PARTICIPANT LANYARDS

Price - 20,000 NIS

- Company logo on participants lanyard (To be provided by the sponsoring company).
- 2 free tickets to IMVC including free admission to the exhibition, sessions and lunch.
- Company's logo on conference publications (conference website, program book and advertisements)



SPONSORSHIP PACKAGES

E-POSTERS SPONSORSHIP (2 PACKAGES AVAILABLE)

Price - 20,000 NIS

A 10 meter truss including large led screens, designated for exhibitors' electronic posters. The package also includes a touch tablet stand, enabling every exhibitor's to operate the E-poster (each side of the truss per each sponsor)

- 7 led screens, 42".
- 10*2.5 meter truss, including sponsor's logo and graphic designs (logo and graphic designs on sponsor's responsibility).
- Built in Base software for E-poster operation.
- A touch tablet stand for every E-poster.
- A technician on site and for setup.
- 6 Sqm (sq. meter) standard unconstructed exhibition booth including 1 electrical outlet.
- Company's logo on all conference publications (invitations, conference website, e- mails, conference program, advertisements).
- Company logo on conference website with link to company's website.
- 4 free tickets to IMVC including free admission to the exhibition, sessions and lunch.

STUDENTS AWARD SPONSORSHIP

Price - 13,000 NIS

- Sponsoring the IMVC 2020 awards for 2 students (awards and winners will be selected by the IMVC committee)
- Presenting the winner with the award at the ceremony.
- Company's logo on all conference publications (conference website, program book and advertisements) with the title: Students Competition Sponsorship.
- Company's logo on events signs and branding.
- 2 free tickets to IMVC including free admission to the exhibition, sessions and lunch

** The prize is the sponsor's responsibility is on his account*

PAPARAZZI WALL INCLUDING PHOTOGRAPHER MAGNETS

Price - 10,000 NIS

Display area of 5.76 sqm (2.4X2.4 sqm) field with enclosed perimeter, including:

- Photo wall branding with your company logo only (The graphic design and printing will be done by the sponsor)
- photographer magnets will capture memories guests on the Paparazzi wall
- 2 free tickets to IMVC including free admission to the exhibition, sessions and lunch.
- Electrical outlet (220 V) 1 phase 1KW
- Company logo on conference website with link to company's website.

CELL-PHONES CHARGERS SPONSORSHIP

Price - 10,000 NIS

- Branded cell-phones chargers scattered on coffee tables at the exhibition.
- Company's logo on conference publications (conference website, program book and advertisements).
- 2 free tickets to IMVC including free admission to the exhibition, sessions and lunch.

SPONSORSHIP PACKAGES

LOGO SPONSORSHIP

Price - 5,500 NIS

- Company's logo on events signs and branding.
- Company's logo on conference publications (conference website, program book and advertisements)
- 2 free tickets to IMVC including free admission to the exhibition, sessions and lunch.

* All prices do not include VAT.

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

Kindly contact

Doron Ziv at doron@ortra.com or call: **+972-54-6234724**

Limor Urfaly at limor@ortra.com or call: **+972-54-7001770**

SPONSORSHIP SUMMARY

Package Type	Unconstructed Booth	Complimentary Tickets	Logo on Publications	Benefits	Signage	Website	Insert
Platinum	24 sqm	8	√	-	√	√	√
Happy hour	12	4	√	√	√	√	-
Gold	18	6	√	-	√	√	√
Silver	12	4	√	-	√	√	√
Lunch Break	-	2	√	Branding- Lunch Break	-	√	-
Students	-	30 Free entrance to students (chosen by committee)	√	Branding- Registration Desk	√	√	-
Demos and Start-Up Area	6	2	-	Branding – SU area	-	√	√
Conference Bags	-	2	√	Branding- Conference Bags	-	√	-
Coffee Break	6	2	√	Branding- Coffee break only (giveaways or flyers distribute by sponsor)	-	√	-
Participants Lanyards	-	2	√	Branding- Badge / Lanyards only (provided by sponsor)	-	√	-
E-posters	6	4	√	Branding - 10 m. E-posters truss wall	√	√	√
Students Award	-	2	√	Financing 2 awards + participation at the ceremony	√	√	-
Cell Phones Chargers	-	2	√	Branding- Cell Phone Chargers in Exhibition	-	√	-
Logo	-	2	√	-	√	√	-
Xtreme VR area	12	2	√	Branding the VR area	√	√	-
Paparazzi wall	-	2	√	Paparazzi wall include magnets	√	√	-
Plenary hall	12	4	√	Branding chairs cover	√	√	-

EXHIBITORS PACKAGES

CONSTRUCTED BOOTH

Constructed display area of 6 sqm (3x2 sqm). The booth includes:

- 2 free tickets to IMVC including free admission to the exhibition, sessions and lunch.
- 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.

Price - 7,000 NIS

UNCONSTRUCTED BOOTH

Unconstructed display area of 6 sqm (3x2 sqm).

- 2 free tickets to IMVC including free admission to the exhibition, sessions and lunch.
- Electrical outlet (220 V) 1 phase 1KW.
- Company logo on conference website with link to company's website.

Price - 6,000 NIS

START-UP BOOTH

Display area of 4 sqm (2x2 sqm) including a constructed booth, including:

- 1 free ticket to IMVC including free admission to the exhibition, sessions and lunch.
- Constructed booth sizes 1.0*0.6 (white)
- Signage for Booth (up to 30 digits)
- 1 chairs
- Electrical outlet (220 V) 1 phase 1KW
- Company logo on conference website with link to company's website.

Price - 2,500 NIS

* All prices do not include VAT.

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

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Limor Urfaly at limor@ortra.com or call: **+972-54-7001770**

EXHIBITION SUMMARY

Package Type	Booth	Complimentary Tickets	Logo on Publications	Benefits	Signage	Website	Insert
Constructed Booth	6	2	-	-	-	√	-
Unconstructed Booth	6	2	-	-	-	√	-
Start-Up Booth	4	1	-	-	-	√	-

REGISTRATION INFORMATION

■ **Date:** Wednesday, April 22, 2020

■ **Conference Venue:** EXPO Tel Aviv

■ **Exhibition Timetable:**

Tuesday, April 21, 2020

18:00 - 00:00* Exhibition setup

*Setup times are subject to change

Wednesday, April 22, 2020

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.

■ **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 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.

■ **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 Wednesday, March 22, 2020

Payments can be made by one of the following options:

- Bank draft to ORTRA Ltd., PO Box 9352, Tel Aviv 6109202, Israel
- Bank Transfer: made out to Ortra Ltd.: Bank Leumi Le-Israel B.M., branch no. 624, Emek Habracha, Tel Aviv, Israel, Israel. Account #: 262200/12, Swift code: LUMIILITLV, IBAN #: IL870-106-240000-02622-0012
- 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 February 1, 2020 exhibitor will be charged \$200 as handling fees.

Between February 2 to March 20, 2020 a refund of 50% of the fees.

From March 21, 2020 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.

Please complete in clear letters and return to:

ORTRA Ltd. P.O. Box 9352, Tel Aviv 6109202 ISRAEL | E-mail: doron@ortra.com or limor@ortra.com

Company Name _____

Company No. _____

Address _____

City _____

Country _____

Zip code _____

Contact Person _____

Function _____

Telephone _____

Fax _____

Mobile _____

E-mail _____

The selected package (Please specify if different)

- | | | |
|---|-----|--------|
| <input type="checkbox"/> Platinum Package | NIS | 45,000 |
| <input type="checkbox"/> Happy Hour | NIS | 40,000 |
| <input type="checkbox"/> Gold Package | NIS | 36,000 |
| <input type="checkbox"/> Silver Package | NIS | 32,000 |
| <input type="checkbox"/> Plenary Hall | NIS | 32,000 |
| <input type="checkbox"/> Xtreme VR | NIS | 30,000 |
| <input type="checkbox"/> Lunch Break Sponsorship Package | NIS | 27,000 |
| <input type="checkbox"/> Students Sponsorship | NIS | 27,000 |
| <input type="checkbox"/> Refreshment & Coffee Areas Branding | NIS | 27,000 |
| <input type="checkbox"/> Demos and Start-ups Area Sponsorship | NIS | 30,000 |
| <input type="checkbox"/> Branded Conference Bags (limited to 3) | NIS | 27,000 |
| <input type="checkbox"/> Branded Participant Lanyards | NIS | 20,000 |
| <input type="checkbox"/> E-posters sponsorship | NIS | 20,000 |
| <input type="checkbox"/> Paparazzi Wall | NIS | 10,000 |
| <input type="checkbox"/> Branded Cell Phones Chargers | NIS | 10,000 |
| <input type="checkbox"/> Students Award Sponsorship | NIS | 13,000 |
| <input type="checkbox"/> Logo Sponsorship | NIS | 5,500 |
| <input type="checkbox"/> Constructed Booth | NIS | 7,000 |
| <input type="checkbox"/> Unconstructed Booth | NIS | 6,000 |
| <input type="checkbox"/> Job Fair | NIS | 3,000 |
| <input type="checkbox"/> Start-Up Booth | NIS | 2,500 |
| <input type="checkbox"/> Other _____ | | |

* All prices do not include VAT.

Payment:

We will make advance payment of 50% of the invoice amount within 21 days of receiving the confirmation; the balance is to be paid not later than March 22, 2020. Payments: in New Israeli Shekels

- ☐ Enclosed is a copy of the Bank Draft on the amount of _____ NIS
To: ORTRA Ltd., PO Box 9352, Tel-Aviv 6109202, Israel
- ☐ Bank Transfer: made out to Ortra Ltd.: Bank Leumi Le-Israel B.M., branch no. 624, Emek Habracha, Tel Aviv, Israel.
Account #: 262200/12, Swift code: LUMIILITLV, IBAN #: IL870-106-240000-02622-0012. Copy of bank transfer document enclosed.
- Bank charges are the responsibility of the participant and should be paid at source in addition to the registration fees.

We have read, understood and agree to the Terms & Conditions specified in the General Information document:

Signature and Company Stamp _____

Date _____