

# IMA PAVILION AT MOBILE WORLD CONGRESS



# 2011

February 14-17

**Generating leads  
to grow your  
business**



**YOU** determine where your booth will be located in the IMA Pavilion  
*(first come, first served basis).*



IMA Pavilion  
**Exhibition Opportunities**  
**Mobile World Congress 2011**



**Six various packages to suit your needs:**

Early bird prices, valid till June 30th, 2010

	Package 1	Package 2	Package 3	Package 4	Premium Package	Lab Package
<b>Pre-arranged one-on-one meetings</b>	Yes	Yes	Yes	Yes	Yes	Yes
<b>Pre-event Marketing</b>	Yes	Yes	Yes	Yes	Yes	Yes
<b>Space</b>	Table & 4 chairs	3m X 2m booth. Table & 4 chairs	3m X 3m (9sqm) closed booth with door, 1 table & 4 chairs	3m X 4m (12sqm) closed booth with door, 1 table & 6 chairs	3m X 4m (12sqm) closed booth. 1 table & 6 chairs	Podium with screen - 1.5m across w/stand for computer and 2 bar stools in lab area
<b>Event Branding</b>	Logo Sign & Bullets	2 branded printed panels. External name sign	2 branded printed panels. External name sign	3 branded printed panels. External name sign	5 branded printed panels. External name sign Logo sign	Sign w/Logo and tag line
<b>Exhibitor Passes</b>	4 Exhibitor Passes	5 Exhibitor Passes	6 Exhibitor Passes	7 Exhibitor Passes	15 Exhibitor Passes	2 Exhibitor Passes
<b>Internet &amp; Plasma (extras can be ordered separately for each package)</b>	Internet cable	Internet cable	Internet cable. Plasma screen on pod	Internet cable. Plasma screen on pod	Internet cable. Plasma screen on pod	Internet Cable. Plasma screen
<b>IMA Member Price</b>	7,900 €	12,100 €	16,800 €	19,500 €	25,000 €	10,100 €
<b>Non-IMA Members Add:</b>	1,500 €	1,500 €	1,500 €	1,500 €	N/A	1,500 €

**Prices from July 1st, 2010**

	Package 1	Package 2	Package 3	Package 4	Premium Package	Lab Package
<b>IMA Member Price</b>	8,500 €	13,000 €	18,000 €	21,000 €	25,000 €	11,000 €
<b>Non IMA Member Price</b>	10,000 €	14,500 €	19,530 €	22,500 €	N/A	12,500 €

**Please Note** the Euro rate is fixed at 5.3 NIS  
 Prices do not include VAT  
 Space is determined on a 'first come first served' basis.  
 The Early Bird rate does not apply to the premium package. This package is exclusive to IMA members



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### **All packages include:**

#### **Pre-Event Business Development Campaign**

- Extensive international business development campaign (generated over 2000 meetings in 2010)
- Pre-arranged meetings with key prospects in accordance with customer's Wish List
- Pre-event email & telemarketing campaigns
- Entry in the IMA Solution Catalogue, distributed worldwide and during IMA promotion trips

#### **Pre-Event Marketing**

- Participation in IMA's 'Demo is Born' event
- Full page profile and logo on IMA's website
- Full page profile and logo on the IMA Solution Catalogue

#### **Event Branding**

- Artwork & printing are included in all packages.
- An IMA template will be designed and allocated to each company to insert company logo and messages

#### **Brokerage Staff & Facilities**

- Strategic Demo Center – Large screen professionally hosted executive demo
- Refreshments
- Public areas for various usage; lounge area, bar area, meeting rooms
- Multi-lingual event Staff

#### **\*Post Event follow up process**

- Lead follow-up process
- PR campaign and success stories

\* Exclusively for IMA members

# IMA Pavilion Exhibition Opportunities Mobile World Congress 2011



## Package selection:

Please mark request	Packages	Description	Early Bird Price*	Price from July 1st
<input type="checkbox"/>	Package 1	Round Table	7,900 €	8,500 €
<input type="checkbox"/>	Package 2	3 X 2 booth	12,100 €	13,000 €
<input type="checkbox"/>	Package 3	3 X 3 booth (either open or closed)	16,800 €	18,000 €
<input type="checkbox"/>	Package 4	3 X 4 booth (either open or closed)	19,500 €	21,000 €
<input type="checkbox"/>	Premium Package	3 X 4 booth at IMA premium pavilion	25,000 €	25,000 €
<input type="checkbox"/>	Lab Package	Podium with stand for computer & 2 bar stools	10,100 €	11,000 €

**Please Note** the Euro rate is fixed at 5.3 NIS

## Payment terms:

1. First payment - 25% of the full amount - net + 14 days.
2. Second payment - 25% of the full amount by August 1st, 2010.
3. Remaining amount - by October 31st, 2010.

## Cancellation terms:

- Cancellation by September 1st, 2010 - you will be charged a 25% cancellation fee
- Cancellation by October 31st, 2010 - you will be charged a 50% cancellation fee
- Cancellation after November 1st, 2010 – you will be charged a 100% cancellation fee.

## Method of Payment:

**Check:** Pay to: איגוד המובייל הישראלי

Mail To: Israel Mobile Association, Po Box 58023 Tel-aviv, 61580

Delivery: 32 Habarzel St. Ramat Hachayal Tel Aviv 69710

**Bank Transfer:** Bank Leumi, Branch Number: 682, Account: 099500/23

## Please send this document via:

Fax 03-644-9195, or email (scanned) to: miki@imaworld.org

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Company stamp: \_\_\_\_\_