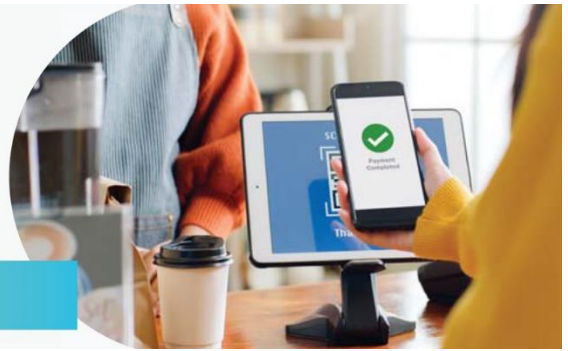




The 39<sup>th</sup> International Exhibition for equipment,  
services & technologies for the Hospitality Industry,  
the Retail and Institutional Sectors in Israel

Nov. 26-28, 2024 | EXPO TEL AVIV



In conjunction with the following exhibitions:



Food & Beverage Industry



Equipment, supplies & ingredients for the Bakery &  
Pastry Industry



Food packaging, transportation  
and delivery of food and  
beverage.

**Hotex** is the main and only trade fair in Israel for equipment, services & technologies for the hospitality industry as well as the retail and the institutional sectors.

**Hotex 2024** will be held within the "Israeli Food & Hospitality Week" events, and concurrently with **Israfood** exhibition for the food and beverage industry, **KITEX** the exhibition for Institutional Kitchens and Restaurants Supply & Technologies and **BAKE & CAKE** for the Bakery and Pastry Industry.

**HOTEX-KITEX is held annually at the Expo Tel Aviv - Halls No. 1.**

#### Exhibition Topics:

Tableware  
Restaurant furniture & equipment  
Hotel furniture & equipment  
Hospitality Industry - furniture & equipment  
Function Halls - furniture & equipment  
Safety & Security for retailer

MainClean - Hygiene equipment & accessories  
Designer's Avenue -special designs for food outlets  
Food Display - equipment & materials  
PC Management Software  
HOTEX - Communication

HOTEX - AV & HI-FI  
HOTEX - Electric  
HOTEX - Lighting  
HOTEX - Energy  
HOTEX - Textile  
Sanitation Equipment  
Wall & Floor coverings

#### Guests and Visitors:

Senior executives,  
managers & buyers from  
the Food & Beverage  
industry in Israel

**Professional Sector:** Executives, Buyers, Purchasing Managers, Chefs, Food & Beverage Managers, from: Restaurants, Coffee Houses, Bars, Hotels, Events & Banquet Halls, Catering & Food Service Companies as well as Pastry and Bakery shops.

**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, Distributors and the Food & Beverage companies in Israel.



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www.stier-group.com



Member of the Tel-Aviv Chamber of Commerce

## Exhibition Dates & Opening Hours:

November 26 -28 2024.

### Opening hours:

Tuesday	November 26 <sup>th</sup>	10:00-18:00
Wednesday	November 27 <sup>th</sup>	10:00-18:00
Thursday	November 28 <sup>th</sup>	10:00-16:00

**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.

## Events, conferences and seminar planned with in the framework of HOTEX-KITEX 2024:

- **The Annual Meeting for the Food Retail Industry.**
- **The Annual Convention of the Restaurants and Bars Association in Israel.**
- **Hospitality & Hotel Conference.**

\* The program is subject to changes.

## 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.hotex.co.il](http://www.hotex.co.il)

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 a digital campaign, direct invitations by mail, ads in professional media and general media.



## Assistance for Overseas Exhibitors:

### 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, Airport City, Ben Gurion Airport, Amit Building, P.O.Box 77 Israel

Contact Person: Yehudit Hazan Bergel, Direct: +972-3- 9720101, Tel: +972 3 9720000, Mobile: +972-54- 5616612, Fax: +972 3 9720100, email: [yehudit@amit.co.il](mailto:yehudit@amit.co.il), web: [www.amit.co](http://www.amit.co).

### **Space Rental Fees and Sponsorship Opportunities\*:**

Registration Fee: € 258 / US\$ 266\*

Co-Exhibitor Fee: € 365 / US\$ 375\*\*

Exhibition space of 6 Sqm (3m X 2m) (including modular construction package): € 4,275 / US\$ 4,410

Exhibition space of 6 Sqm (3m X 2m) (Space only): € 3,640 / US\$ 3,750

Floor space -per 1 Sqm 06 to 10 Sqm: € 610 / US\$ 625

Floor space -per 1 Sqm 11 to 20 Sqm: € 575 / US\$ 595

Floor space -per 1 Sqm 21 to 40 Sqm: € 545 / US\$ 565

Floor space -per 1 Sqm 41 to 60 Sqm: € 515 / US\$ 535

Floor space -per 1 Sqm 61 to 80 Sqm: € 485 / US\$ 500

Floor space-per 1 Sqm 80 Sqm and up: € 455 / US\$ 470

Modular Construction Package (per each 1 Sqm): € 106 / US\$ 110.00

Outdoor area floor space-per 1 Sqm 10 to 30 Sqm: € 255 / US\$ 265

Outdoor area floor space-per 30 Sqm unit: € 5,570 / US\$ 5,745

#### **\* Notes:**

- Early registration till 01.04.2024 will grant 10% discount of floor space rates.
- Late registration pricing: additional 10%, for those who register after 15.04.2024.
- Spaces with 2 open fronts (prime exposure) are subject to an additional 3% on the rates above.
- Spaces with 3 or 4 open fronts (prime exposure) are subject to an additional 5% on the rates above.
- \*Registration fee includes the following: company's web link on HOTEX official website (this website will be updated 3 weeks before the exhibition and will stay updated for 3 months after the exhibition).
- \*\*Co-Exhibitor- an additional charge for each exhibitor sharing the space with the exhibitor that came into the agreement with the organizers. Co-Exhibitor should sign a separate contract with all company details with the organizers as well.
- Final payment will be determined according to the local currency conversion rate at the day of the payment. Minimum conversion rate for 1 US\$ is 3.2 NIS EU 3.3 NIS.
- VAT will be paid according to the Israeli tax regulations.

#### **Advanced Modular Constructed Booth (6 sqm. Minimum)**

Technical specification includes: (See the blueprint for a 6 sqm. booth)

- White partitions.
- Fascia board with exhibitor's name in Hebrew & English.
- 1 spotlight - per each 1 frontage running meter.
- 1 Kw electricity outlet.
- Table - 102X52X75 cm.
- 2 chairs.
- 1 Shelf.
- Carpet (uniform color).



\* This Picture is For Illustration Purposes Only.

#### **Registration and Terms of Payment - Foreign Visitors:**

1. Registration must be completed on the official II Stier Group registration form.
2. Payments:
  - a. First payment of 50% must be attached when submitting the registration form.
  - b. Second payment of 25% of the total no later than July 2<sup>nd</sup>, 2024.
  - c. Final payment (25%) is due no later than September 09<sup>th</sup>, 2024.
3. Rates quoted as of December 2023 and are subject to change without further notice. New price list will not include Companies who registered and already paid their participation fees.
4. 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:**

1. The setting up by the exhibitors will not be permitted prior to the settlement of all payments.
2. 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 a new number will be available 4 week before the exhibition opening.

#### **Conditions of registration for the Exhibition include:**

- The Exhibition Brochure and its appendix.



- 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 Hotex's official website.

**Space only (Un-constructed area) fees include:**

1. Exhibition space as ordered.
2. Digital invitations for sending out by the exhibitor.
3. Free entry in the official exhibition catalogue both in Hebrew and English (Advertising in the Exhibition catalogue at reduced rates, to be arranged with the publisher of the catalogue).
4. Parking permit for the company's car, permits and number of permits will be provided according to Expo Tel Aviv regulations at the day of the exhibition.
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 using 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.



**Sponsorship Opportunities:**

**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: € 16,700 US\$ 17,200.00

**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 € 7,600 US\$ 7,850.00

**Conference Sponsorship Opportunities:**

- ❖ Congress-hall branding.
- ❖ Lunch or Coffee-Break sponsorship.
- ❖ Conference bag sponsorship.

This Sponsorship offers excellent & comprehensive exposure.

**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.

\*\* Please note: all elements mentioned above include media purchasing only and does not include production & operational Expenses / costs.

**For further information, please contact us at: Stier Group Ltd,**

Tel: + 972 3 5626090, Fax: + 972 3 5615463

E-mail: [expo@stier-group.com](mailto:expo@stier-group.com),

website: [www.hotex.co.il](http://www.hotex.co.il)