



EXHIBITORS MANUAL



MARCH 21-23
2022
TEL-AVIV **ISRAEL**
www.isdefexpo.com

ISRAEL'S **LARGEST** HLS,
DEFENCE & CYBER **EXHIBITION**

General Information: info@isdefexpo.com
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Congratulations on your decision to exhibit at ISDEF 2022- Israel's largest defense, HLS and Cyber Exhibition & Conference.

We stand by our commitment to provide you with the best service possible, as well as the optimal platform to increase your exposure and ROI.

In this exhibitor's manual, we hope to provide you with comprehensive information that will allow you to not only to maximize the potential presented by the exhibition, but also to make the most of your display in Israel.

Please feel free to contact us with any questions, comments or suggestions and we will do our utmost to accommodate your needs as they arise. You will find a list of relevant contacts at the end of this booklet.

We look forward to seeing you in November.

Best regards, ISDEF Team

For information on Tel Aviv

Please visit: www.tel-aviv.gov.il/en

For information on Tel Aviv Convention Center Please visit: www.fairs.co.il/en

GENERAL INFORMATION



Exhibition Name:

Israel Defense & HLS Expo (ISDEF 2022).

Exhibition Dates and Hours:

March 21 (Monday) | 10:00 - 18:00.

March 22 (Tuesday) | 09:00 - 18:00.

March 23 (Wednesday) | 09:00 - 16:00.

Exhibition Address:

'Expo' Tel-Aviv

Rokach Blvd 101, Tel Aviv, 6121002, Israel

Pavilion #2

*We recommend that exhibitors be present at the booths/pavilions no later than 30 minutes before the opening of the exhibition.

CONTACT INFORMATION



Organizer:

'ISDEF' Office

1 HaTahana St. Kfar Saba, 4453001, Israel

Phone: +972(0)3 691 4564

Email: info@isdefexpo.com

Event Producer:

Promarket Group

7 Solomon St., Tel Aviv 6602301, P.O. 28443

Contact person:

Hadar Steinbuk

Phone: +972-54-422-0069

Email: Hadars@promarket.co.il





Ayalon Darom: Drivers arriving from the north must exit left at the Rokach interchange.

Ayalon Tzafon: Drivers arriving from the south must exit right at the Rokach interchange.

Drivers are to exit at the Convention Center interchange and follow the signs.

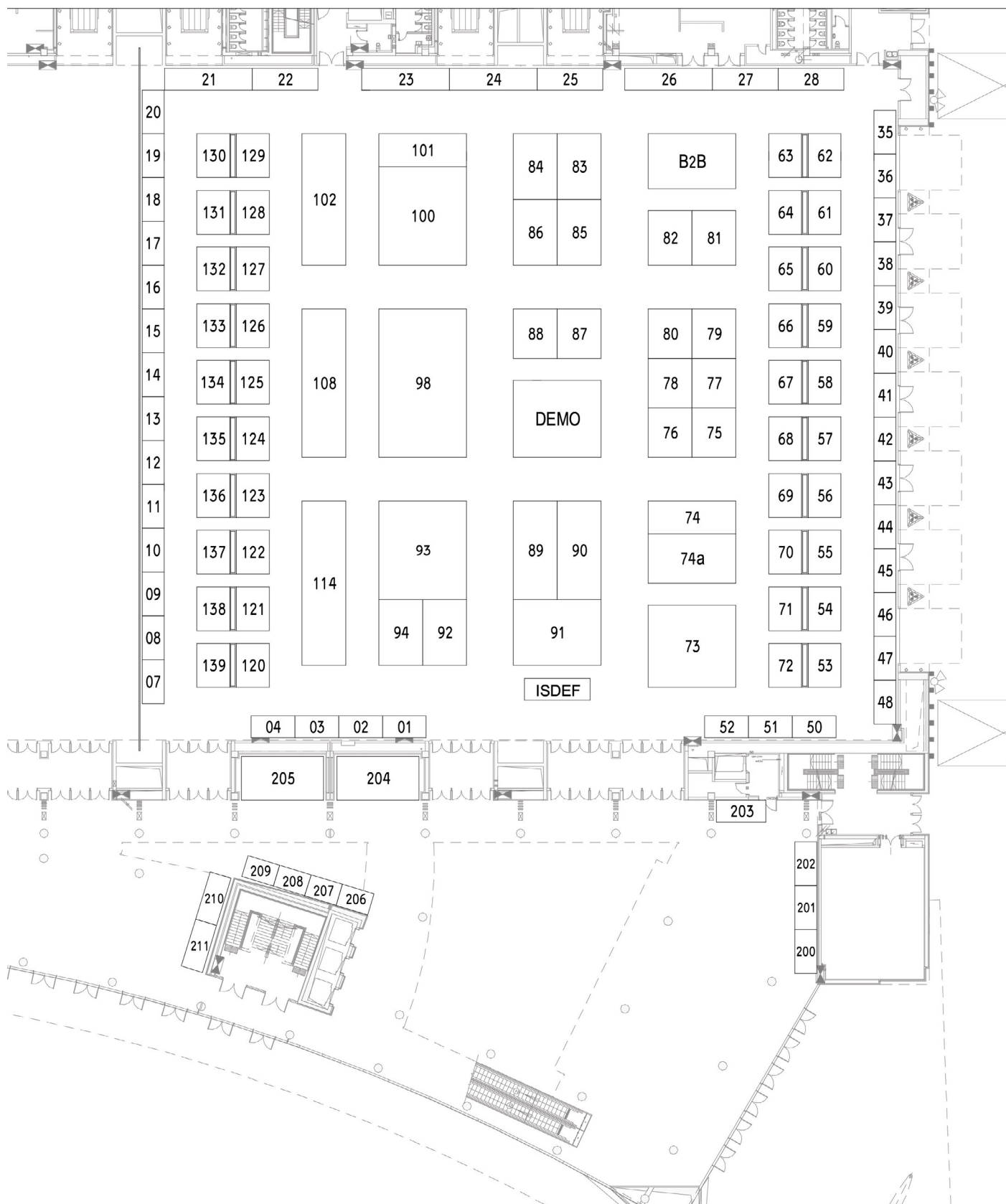
Expo Tel Aviv will have approximately 2,500 parking spaces, located within the Expo area, at the Sports Arena parking lot and the nearby train station parking lot. Additional parking (2,000 spaces) is available at the nearby Ganey Yehoshua parking lot.

TABLE OF CONTENT

Topic	Page
1.Venue outline.....	7
2. Important information.....	8-10
3. Safety & Security.....	11
4. Transportation and parking.....	12-13
5. Move-In and Move-Out.....	14-15
6. Badges.....	16
7. General Contractor.....	17
8. Shell Scheme Booth.....	18
9. Designed Booth.....	19
10. Open Raw Space	20
11. Open Raw Space Regulations.....	21-27
12. Shipping.....	28-43
13. Accomodation.....	45

1. VENUE OUTLINE

ISDEF 2022



*Provisional Floorplan - Final layout may change.

2. IMPORTANT INFORMATION

(A) Registration desk

The registration desk is located at the entrance of the exhibition.

(B) Admission

ISDEF 2022 is a specialized tradeshow and is open to relevant visitors and professionals only.

This is the 11th exhibition of ISDEF.

Entrance is restricted to employees of the Defense and Homeland Security Industries, Government Agencies and other relevant organizations.

All visitors will be asked to provide proof of identity and/or an official ISDEF invitation.

For security purposes, the organizer reserves the right to refuse entry or to ask any person to leave the premises without prior notice.

(C) Canvassing and Soliciting

Canvassing and soliciting for orders by any unauthorized individual is strictly prohibited.

Display or distribution of marketing material, except by the exhibitors at their own booths, is prohibited.

(D) Concerning Display and Demo

1 Activities are NOT allowed in the aisles.

Please conduct all exhibit activities within your booth area.

Advertisements and distribution of promotional material outside the booth are also prohibited.

2 Accident Prevention during Presentations and Demos

The organizers request that all exhibitors have necessary procedural and preventive measures in place in order to preserve the integrity of the venue, the maintenance of public order, and the safety of the public, when putting on performances or demos. We also reserve the right to limit or forbid any performances which we deem a hazard to these goals.

Any person responsible for a performance or demo must be present whenever such activities take place. Please make sure that your activities do not cause excessive noise, blinding light, extreme heat, dust, gas, noxious odors, vibrations or strong magnetic forces.

3 The Assurance of Unimpeded In-Booth Traffic Flow

We ask that you make sure visitor traffic into your booth is not impeded when visitors assemble there for exhibit activities such as presentations.

4 Restrictions on Sound Volume for Demonstrations and Narrations

The sound volume of demonstrations and narrations must not exceed 70 db. when measured at a point of 2 meters from the edge of the booth. The organizers reserve the right to reduce sound volume on any presentations, even those below the limit, if these are deemed to be disruptive to promotional activities in neighboring booths.

(E) Paging in the Exhibition Center

Please be advised that the organizers will not forward telephone calls, pages, or send messages to exhibitors or visitors during the exhibition.

(F) Internet Access

Free Wi-Fi service is provided within the exhibition area.

Access, speed and security cannot be guaranteed however, so if you require your own Wi-Fi, please order from the ProMarket Group.

Cost of wireless internet per user is 1000 NIS.

(G) Management And Insurance Of Display Items

1 Theft and Destruction of Display Items

Although the organizer and the production company has contracted with a security firm to provide security during the entire period of exhibition activity, the organizer assumes no responsibility for any losses to the exhibitors as a result of damage, loss, or theft of display items and valuables. Exhibitors are urged to take appropriate measures to ensure such losses do not occur.

2 Liability and Mandatory Insurance Subscription

The organizer and production company cannot remunerate any exhibitor for any or all damages or losses incurred by the exhibitor as a result of theft, loss, accident by 3rd parties, or damages paid to workers for injury or loss, either on or off the venue premises. Please provide adequate insurance coverage for all persons and items involved in the exhibition from move-in, through the exhibition proper, to the end of the move-out period.

(H) Prohibited Activities

The following activities are forbidden in the exhibition hall:

1. Smoking
2. Use of any open flame
3. Use of LP gas or pressurized gas
4. Use of hazardous materials (gasoline, kerosene, salad oil, alcohol, fuel oil etc.)
5. Use of hazardous items (designated flammables, gunpowder, matches, candles, liquid paraffin etc.)
6. Use of electric stoves, gas cartridge stoves, gas cartridges.
7. Use of devices producing foul odors and excess smoke
8. Use of flammable gases (propane, acetylene, hydrogen etc.)

*Any exhibits that includes hydrogen and demonstration with the exhibits is strictly forbidden.

(I) Offering Food and Drink Samples for Consumption

All regulations regarding food & beverages will undergo the procedures & regulations advised and obligatory by the Israeli Government procedures for COVID-19. Exhibitors will be notified shortly before ISDEF 2022 event with the most up to date information. It is mandatory for exhibitors to work with the suppliers of the Expo.

Official food and beverages providers of Expo Tel Aviv can be contacted by exhibitors directly.

List and contact details can be found on following link: <https://expotelaviv.co.il/category/providers/electricity/#catering>

ISDEF is not responsible or in any way connected to catering companies.

Exhibitors are prohibited to sell food and/or beverage and the service must be free of charge.

Alcoholic beverages – in any case of alcoholic beverage distribution, such as wine, beer, etc. and according to the Israeli police guidelines, an appropriate sign will be placed in a prominent place, "Alcoholic drinks are forbidden to persons under 18 years old". There will be no distribution of free drinks without this sign.

(J) Carpeting Of The Exhibition Area

Raw space booth exhibitors are obligated to carpet the floor. Shell scheme and Designed booth have carpeting included. Carpet can be ordered from Pro Market Exhibitors Online Panel inside the for CARPET.

(K) Concerning Decoration And Display

The organizer and the Production Company reserves the right to determine whether the exhibitor's booth appearance, both overall appearance, and placement and arrangement of display items, is in accordance with exhibition standards. If the organizer deems the booth not to be in compliance, it has the right to request changes in any or all aspects of the booth's appearance. All expenses for such alterations are the responsibility of the exhibitor not of the organizer.

All decoration and surfaces of the booth, such as wall surfaces and signs, including back and side walls, must be of a high quality, finished appearance. The organizer can limit the height of the booth, and of hanging. Limit for maximum height of the walls is 3 meters.

All exhibitors must submit weights and sizes of performances to the production company (ProMarket Group) for approval.

(L) Restoration of Booth Area to Its Original Condition

Once the exhibition has ended, please begin the moving-out process immediately. Remove all display items and restore the booth area to its original condition before leaving. The exhibitor may be charged for any clean-up or repair due to incomplete restoration of the booth area.

(M) Compliance and Change of Regulations

Both the organizer and the production company reserve the right to alter these rules and regulations, in whole or in part, when circumstances make such alterations unavoidable.

Exhibitors and other entities involved will be required to comply with all changes thus implemented.

3. SAFETY & SECURITY

(1) Safety outside the area of exhibition: Hosting City.

Tel-Aviv is a safe place. However, while you are here we suggest you take the common sense precautions as you would when visiting any major city:

- *Always keep your exhibition pass upon leaving the venue.
- *Keep your personal belongings with you, both inside and outside the venue.

For your convenience we have teams of motorcycles available to travel to wherever you are and also offer personal assistance by accompanying you when needed to the nearest police station, or with completing any paperwork needed to report an incident, replacing your documentation and cancelling your credit cards.

(2) Security, Supervision and insurance

At the end of each day, including preparation days, the hall will be locked and entrance will be prohibited. The organizer will be responsible for the security and supervision of the hall, offices and the warehouse only after opening hours. But, due to the nature of the exhibition the company will not be responsible for insurance or covering any damages that may occur to the exhibitor.

The exhibitor is obligated to insure against all risk, the goods and materials brought to the exhibition including the insurance of employees and personnel working on the exhibitor's behalf, during the exhibition time including shipping, loading and takedown.

(3) Guidelines for exhibiting firearms and dummy weapons

- All weapons, ammunition and explosives items are strictly de-activated, inert and non-operational (the firing mechanism must be de-activated, i.e. it cannot fire even if loaded and we do not allow blank firing) during the display;
- De-activated firearms, inert ammunitions or explosives must be chained to non- movable object or locked in display cabinets during display;
- For dummy, mock-up, cut-away inert or model/replica weapons or explosives, sufficient staff or security officers must be deployed to guard the exhibits; and
- Firearms have to be stored in the safe area at the end of each exhibition day.

Transportation to the 'Expo'



By taxi or car order

Getting to the convention center by taxi is convenient, but can be costly due to rush hour traffic. Nevertheless, it is probably the best way of getting there - especially if you are staying at one of the hotels by the beach. In order to ensure that you get a fair fare, we suggest that you do one of the following:

- 1) Ask the reception desk what a reasonable fare would be from their hotel to the exhibition grounds and offer this fare to the driver ahead of time.
- 2) Insist that the driver turn on the meter. Many Israeli cab drivers prefer settling on a price ahead of time, however if you are unfamiliar with average cab fares, you might end up paying too much.



By private vehicle

The expo center is located only a few hundred meters from the Rokach exit on the Ayalon Freeway (Highway 20), which is both the quickest and easiest way of getting there from most locations. Follow sign to: Tel Aviv Expo Tel-Aviv – Fair grounds.



By VIP driver

Feel free to ask the production to book you a private car with a driver, or a Mini-Van on your demand. Please try to book it no less than 24 hours before.



By App

If you are with your private rental car, we recommend that you use the Israeli popular traffic app WAZE. It will take you the shortest way in the minimum time.

Access arrangements at the Tel Aviv Tel Aviv Expo

'Expo' Tel-Aviv invests efforts in regulating accessibility measures for people with disabilities throughout its territory. All the accessibility arrangements available at the Tel-Aviv expo have been made in accordance with the provisions of the Equal Rights for Persons with Disabilities Law.

Public Transportation



By train

Israel Railways (Rakevet Israel): The University Train Station is located near Expo Tel Aviv.

Israel Railways

The 'Expo' Tel-Aviv is located across the Eastern parking lot of the "Tel-Aviv University" train station (the northernmost station in the city), and Pavilion #2 (the main exhibition hall of ISDEF) is approximately 500 meters after the main gate.



By Bus

The bus system in Tel Aviv is extensive and can get you practically anywhere, however Tel- Aviv traffic (especially during rush hour) can be a frustrating experience. Nevertheless, if you choose to commute to the expo by bus, the following bus lines will get you there:

Egged Bus Company – Bus number 521 Egged

Dan Bus Company – Bus numbers 40, 57, 89, 189

Metropoline Bus Company – Bus numbers 12, 47, 48, 247 from Central Tel Aviv and Raanana / Kfar Saba / Metropoline Herzliya / Ramat Hasharon

Kavim Bus Company – Bus number 137 Kavim

For more information about 'Expo' Tel-Aviv: <http://www.fairs.co.il/en/>

For directions to 'Expo' Tel-Aviv: <http://www.fairs.co.il/en/map/>

For more information about Tel-Aviv: <https://www.tel-aviv.gov.il/en/visit/Pages/visit.aspx>



Parking

The Tel-Aviv convention center is located across the Eastern parking lot of the "Tel-Aviv University" train station (the northernmost station in the city), and Hall #2 (the main exhibition hall of ISDEF) is approximately 500 meters after the main gate.

The Tel Aviv Convention Center is easy to access and provides around 2,200 parking spaces onsite, including the Heichal Ha'Sport parking lot and the parking lot of the Tel-Aviv University train station.

In addition, there are approximately 2,000 additional parking spaces at the Ganei Yehoshua parking lot, located on the southern side of Rokach BLVD (opposite the exhibition grounds) and accessible by a dedicated pedestrian bridge.

Directions: Ayalon Highway: For those coming from the north, a drop at the Rokach and the left. For those coming from the south, a drop at the Rokach interchange and to the right.

Every company will get parking tickets for free (according to booth size).

5. MOVE-IN AND MOVE-OUT

Move-In | Time Schedule

*Exhibitors with booths 8 and 12 sqm will begin setting up their booths on March 20th between 12:00 and 20:00.

Exhibitors with open space who are exhibiting vehicles in their booth, will begin setting up their booths on March 19th between 07:00 and 22:00 by appointment only.

The construction of booth floor areas will be according to a schedule determined by the production company and published about a week before the event.

Please contact us for further information.

The exhibition will take place at Pavilion#2 of the 'Expo' Tel-Aviv.

*During the two days allotted for set-up, entrance of trucks and vans with equipment will be authorized with no limitations, however please note that private vehicles without a special parking permit need to use the facility's parking garage at their own cost.

It is necessary to mention that if a special truck is required to construct the booth, the exhibitors must transfer data together with the visualization to the production company.

*Vehicle without Vehicle Entry Pass cannot enter the Expo area.

*Please contact us to obtain an entry pass.

Discharging and loading

*All loading/unloading at the exhibition area will be handled by isdef@ups.co.il, in coordination with The Promarket Group (ISDEF's Official Event Contractor).

*No "self" unloading will be authorized as all shipments and deliveries must be coordinated and approved directly with isdef@ups.co.il, the official exhibition shipment provider.

*If you have not yet sent the list of products that you will be displaying at ISDEF, please do so. This list is vital for security purposes as well.

**If you need to send boxes to the exhibition hall, please follow these instructions:

Expo Tel-Aviv, Pavilion 2. Rokach Blvd 101, Tel Aviv 6121002, Israel Mark boxes with booth # and company name.

Please coordinate with us regarding onsite delivery: isdef@ups.co.il



Hardware installation

- Vehicles with equipment should enter the exhibition area through the main gate.
- Upon completion of unloading/loading, all vehicles must continue to the nearest parking zone.
- During set-up and dismantling days, trucks may exit the expo area free of charge.
You should leave your Vehicle Entry Pass on your driver dashboard during all time.
- Drivers without this pass cannot enter the expo area.
- On March 21st no organization will be allowed to enter the Expo area after 08:30am due to the opening ceremony.

Move-Out and Dismantling

Dismantling will begin on March 23rd at 16:00, immediately upon the closing of the exhibition; and will continue until 23:45 of the same day, by which time all booths must be clear of exhibitor equipment, products etc. Dismantling the booth before 16:00 on March 23rd is prohibited.

Sending a Box

If you need to send boxes to the exhibition hall, please follow these instructions:

'Expo' Tel-Aviv, Pavilion 2, Rokach Blvd 101, Tel Aviv 6121002, Israel.

Mark boxes with booth # and company name

Home Delivery

Any parcel via home-delivery service must be addressed to your booth, not to the organizer offices.

Clearly state on the invoice:

- Company Name & Booth Number
- Delivery date & time, Person in charge, Mobile Number
- 'Expo' Tel-Aviv, Pavilion 2.

Exhibition Address:

'Expo' Tel Aviv

Rokach Blvd 101, Tel Aviv 6121002, Israel

* For any questions, please feel free to contact us at: isdef@promarket.co.il

6. BADGES

If you exhibiting under a pavilion, your pavilion organizer is responsible for sending the Exhibitor Badge Forms to isdef@promarket.co.il. (as well as all other requested information).

* For 'Vehicle Entry Pass' please contact: isdef@promarket.co.il

- The amount of Exhibitors Badges will be determined depending on the type of booth and size.
- Shell Scheme 8 sqm-2 badges
- Designed booth 12 sqm-4 badges
- Space only 24 sqm-6 badges
- Space only 36 sqm and above-8 badges
- For more information about entrance badges for exhibitors please contact: isdef@promarket.co.il
- The badges are valid only for the person on whose name it is issued and are not transferable.
- Entrance to the expo venue will be allowed only with valid exhibitor badges.

7. GENERAL CONTRACTOR

Booth Options - Locate Your Booth

ProMarket Group will help each exhibitor find their booth.

Please take into consideration that the booth number and size are noted in the Online Exhibitors Site.

For any other information, please feel free to contact The ProMarket Group.

General Contractor

Our choice for ISDEF 2022 Israeli General Contractor is The ProMarket Group.

Please feel free to ask for any help relating to procedures at:

Hadar Steinbuk

+ 972 54-422-0069

Hadars@promarket.co.il



8. SHELL SCHEME BOOTH

‘Shell Scheme’ Concept Booth:

Please enter the ‘Exhibitors Online Site’ and complete the Shell Scheme Form, Please send your graphics in format of PDF files, and your logo in vector format.

For any other information, please feel free to contact us at: Hadars@promarket.co.il

Technical Details:

Size: 4*2

Shell Scheme booth with branded back wall (graphic design will be provided by the Exhibitor)

Logo of exhibitor on lightning display

1 counter

2 Standard chairs

1 Lit Signage

Carpet

Power Outlet : 1,000W

Instructions for files will be sent after we received them from Promarket

For any questions or other information, you can contact us at: Hadars@promarket.co.il



Graphic has to be submitted to the production Company no later than 21/02/22 to: Hadars@promarket.co.il

9. DESIGN BOOTH

‘Design Booth’ Concept Booth:

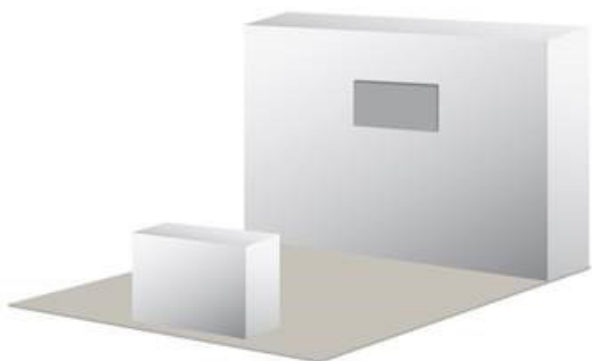
Please enter the ‘Exhibitors Online Site’ and complete the Design Booth Form, Please send your graphics in PDF files, and your logo in vectorial file.

You can get more information at: isdef@promarket.co.il

Technical Details:

- 1 Branded back wall - 4 m width X 3 m height (graphic will provided by the exhibitor)
- 1 42" LCD screen
- 1 Counter
- 2 High chairs
- Carpet
- Power Outlet-1,000W

For any questions or other information you can contact us at: Hadars@promarket.co.il



Graphic has to be submitted to the production Company not later than 21/02/22 to: isdef@promarket.co.il

10. OPEN RAW SPACE

Open Raw Space Booth Concept

Design your own booth with the 'Open Space' option.

Promote your company and brand by personalizing your exhibition space.

* For further information please contact us at: isdef@promarket.co.il

** Each layout or construction must be confirmed by the production and a safety specialist: Both layout, and onsite, before exhibition.

Maximum height of the walls is permitted until 3 meters.



11. OPEN RAW SPACE REGULATIONS

Regulations:

Please contact The ProMarket Group to confirm your booth location and/or for further information about dimensions / measurements.

Open spaces that are located in the entrance of the exhibition shall not exceed 3m height. The height of a hanging sign shall not exceed 2.4m.

The height of the hanging sign: 6m from the floor.

Open spaces that are located in the center of the exhibition, shall not exceed 4.50m height. The height of a hanging sign shall not exceed 2.4m.

The height of the hanging sign: 6m from the floor.

Floor Loading Capacity: 12 KN/sqm.

The safety consultant and constructor must approve any exhibit exceeding this limit. Special arrangements, including the provision of a steel base plate, may be required. The exhibition delivery schedule for heavy and large exhibits must be strictly adhered to. Exhibitors must notify the organizers' official freight forwarder for such exhibits to be processed.

Booth design and arrangement need the production company's approval. The production company will give the hanging permits, the illustrations and data must be submitted for approval no later than 30 days before the exhibition.

Please feel free to contact us at: Hadars@promarket.co.il

"Pavilion" concept:

Please contact your Pavilion general contractor to confirm your booth and/or for further information about dimensions/measurements.

Utilities - Electricity

- * Booths include one single phase, 1 kW, socket per 8 sqm.
- * Ordering electricity is particularly important in the "non-built" areas.
- * Sockets will be connected to the electricity grid only after a qualified electrical Engineer, on behalf of the production team, has examined the quality of the connections.

Important Notice:

- * The removal of extra/defected material from the booth by exhibitors is prohibited. Removal of materials must be done by request, and executed by the production team only. (This also means that no equipment from other booths is allowed).

Safety guidelines

Booth construction

All pavilions and exhibition facilities will be examined by a structural engineer, which will be appointed by the company in charge of the exhibition safety. This examination will include an additional fee according to the size and complexity of construction.

Please Note: “Shell Scheme/Sima” and “designed booth” stands with no additions will be approved at no extra charge.

Booths and/or constructions not built from Shell Scheme/Sima may include:

- A structure containing a ceiling or support beams, positioned over a public passage.
- Tent installed in the exhibition space.
- Scaffolding installed in an open area and holding a sign or decor.
- Lighting and audio equipment installed above the crowd movement area.
- Any equipment placed over the heads of visitors must first be approved by the exhibition's safety engineer.
- A structure based on the Sima method, but on which additional elements (beyond those included in the provided Sima) have been added (lighting, signage, poles, etc.).
- Structures for which licensing will be required by the authorities or the police.

Anchoring

- Do not use the lobby floor, walls, pillars or ceiling to anchor.
- In any case where an exhibitor requires an exception to this rule, it is their responsibility to contact The ProMarket Group Production Team in order to obtain prior approval for these connections.
- An elementary and non-negotiable condition for receiving special anchoring approval is the exhibitor's guarantee to return the booth area and components to their former state at the end of the exhibition.
- Drilling through the walls or ceiling of the hall for anchoring of the booth is prohibited;
- As is using the hall infrastructure, such as sprinklers, electrical pipes, communication lines and others to hang/display materials.

Safety-Bars

- Wherever the difference in elevation between the levels exceeds 50 cm, a supporting bar must be placed in order to prevent accidents.
- Safety bars shall be installed in accordance with the Israeli standard for rails, No. 1142.

Hanging

- Please contact us for any questions at: Hadars@promarket.co.il



Entrance and Passage Clearance

- Entrances and emergency exits will be kept free of any object or obstacle.
- Do not place equipment or structures that may block access to doorways and/ or aisles.
- When designing the pavilion/display, hanging equipment over the heads of crossings visitors should be avoided.
- No chairs or tables are allowed in the aisles.
- While the design of the pavilion/display has a controlled public entry, it is not uncommon for large groups of visitors to visit a booth at the same time.

Suspended and/or mounted elements

Exhibitors interested in adding elements to be suspended from the ceiling must obtain authorization prior to construction in order to avoid blocking the automatic sprinkler systems and fire alarm system detectors.

Booths with their own meeting/display rooms

Pavilions/booths containing a meeting room / Display room will observe all of the following safety regulations:

- Emergency lighting (dual use) will be installed- 1 watt per sqm.
- Exits and exit-signs (illuminated – dual-use) shall be installed in accordance with the Israeli Standard (IS).
- Fireproof materials will be used according to IS.
- At least 50% of the roofs must be perforated in order to allow smoke release, as well as water penetration from the sprinkler system.
- Roofs bigger than 30 sqm require installation of an automatic fire extinguishing system inside the pavilion/booth.
- A 6kg powder extinguisher must be placed in each booth.
- A plan/detailed sketch must be presented in advance in order to receive approval for the booth/pavilion setup by the exhibition's Safety engineer.

Booth Operation Requirements & guidelines

Booth Cleaning & Cleanliness

Cleaning of the booths is included in the price for all exhibitors.

To address your requirements for cleaning please contact ISDEF or The ProMarket Teams.

Fire Safety

- Do not bring flammable or explosive goods to the booth.
- Use of "open" or "direct" fire sources is strictly prohibited.
- Any use of "cooking gas" in an open area (no use is authorized inside the hall) is subject to authorization by a gas technician (responsibility for certificate procurement and presentation rests solely with the user). In addition, the system must comply with Israeli fire-safety standards.
- Compressed gas balloons are not permitted inside the hall.
- All decoration must be fire-retardant.
- Carpets or textiles in the booth, or in its vicinity, will be fireproof according to Israeli Standard 5903, or will be treated by a flame-retardant material (the appropriate certification will be requested).
- Fire-extinguishers will be placed in all booths containing large quantities of flammable materials such as furniture, wood, paper or textile.
- Fire equipment will be placed in accordance with the exhibitor's safety engineer.
- Access to the electrical cabinets, fire cabinets, fire-extinguishers and all other firefighting equipment must not be blocked, even if the equipment is within the booth area.
- Special approval is required for any pyrotechnics and other "direct fire" use.

Liability and Insurance

- Exhibitors should possess a valid insurance policy covering theft, public liability, damage to property, personal injury and any other such consequential risks with regard to their participation in this exhibition as outlined in the Conditions of Participation.
- The organizers of the event will not be held responsible for any damage caused to exhibitors' booth, property, products etc.
- Exhibitors are responsible for the costs of fixing or replacing any damaged property belonging to the organizing company or on the exhibition premises, whether caused by their staff, agents, contractors or any person or persons employed or engaged on their behalf by said agents or contractors.
- The company that builds exhibitors booth needs insurance and the exhibitor's responsibility is to send to their forms to The ProMarket Group.

Complaints & Grievances

The event organizers reserve the right to act as arbitrators in any event of disputes on site. As the organizers of the exhibition, their decision will be final.

Admission and entry (Note: Persons below 18 years old are not allowed into expo hall).

Exhibitors

















On exhibition days, exhibitors may access the hall one hour before the exhibition opens and remain for half an hour after the show closes, in order to service their booths. Approval should be obtained from the organizer if any exhibitor wishes to access the Hall outside these hours.

Contractors:

If exhibitor is not using the appointed constructor company by ISDEF ("ProMarket"), exhibitor is obligated to send the design & technical construction plan for approval.

To be submitted by: 21/02/2022 to the e-mail address: isdef@promarket.co.il

It is the responsibility of exhibitor to get approval of the design. ISDEF and/or ProMarket are responsible for this.

		Detail	Price
Electricity		Floor installation, Single-phase outlet, up to 3 kilowatts A16	₪300
		Floor installation, Three-phase outlet, up to 9 kilowatts A16	₪900
		Floor installation, Single-phase outlet, up to 18 kilowatts A32	₪1,800
		Floor installation, Three-phase outlet, up to 36 kilowatts A63	₪3,600
Sima System		Branded panel cm230*99	₪450
Furniture		Black Ikea bar stool	₪100
		White plastic chair	₪35
		White chair for sitting area	₪100
		Aluminum table	₪100
		Black bar table H100*60	₪120
		White bar stool	₪250
Panels and counters		Counter H50*50*50	₪150
		Counter H75*50*50	₪150
		Counter H100*50*50	₪150
		Counter H750*50*100	₪150
		Counter H100*50*100	₪180
		Shelf 23*100	₪50
		Shelves H183.4*91.4*45.7	₪300
		Wall panel H240*100	₪180
		Wall panel H240*50	₪180
		Door H240*103	₪500
		Showcase table H120*50*100	₪750
		Showcase H180*50*50	₪850
		Showcase + Light H180*50*100	₪970
Internet		Wired internet connection	₪1,000
Screens		32" screen + stand	₪650
		42" screen + stand	₪750
		50" screen + stand	₪900

Documents to be submitted to Promarket:

- Agreement of engagement and terms of participation in the exhibition, signed with the company's signature and stamp (Appendix A)
- Documentation confirming active insurance signed by the insurance company of the construction supplier of each exhibitor at the exhibition.
- Please note that we will be allowed to bring engineers on our behalf to inspect the complexes and display areas. For suppliers who build an independent pavilion / booth only.

Please note that it will not be possible to enter the hall without submitting the documents on time, signed, and approved by Promarket.

We declare that Mr./Mrs. _____ is authorized to sign this document and his/her signature above, is valid for all intents and purposes.

Name of the signer and his position in the company: _____

Company name and company number: _____

Office/Company Address: _____

Contact person in accounting/management + phone number: _____

12. SHIPPING

ISDEF 2022 SHIPPING GUIDE



Presented by:

O.P.S.I SCS LTD
Authorized Service Contractor For UPS Freight
1 Saifun st
Ben Gurion 70100 , Israel
E-mail: isdef@ups.co.il / noap@ups.co.il
Contact: Mrs. Peretz Noa

Introduction

O.P.S.I SCS LTD has been appointed as the Official Freight Forwarder and On-Site Handling Agent by the organizer for ISDEF 2022. We will be providing complete logistics solutions including customs clearance, GHQ approvals, transportation and onsite handling services.

Necessary approval from the relevant authorities for the temporary admission of exhibition materials into Israel have been granted subject to, it is consigned to O.P.S.I No other freight forwarding agents have the authorization to customs clear shipments meant for ISDEF Exhibition.

End user certificate issued and approved by the organizer is mandatory, along with all other shipping documents for the customs clearance of ISDEF shipments. No shipments can be customs cleared without ADNEC and GHQ (Military) approval of the ISDEF End User Certificate.

For the goods controlled under the U.S. International Traffic in Arms Regulations ("ITAR") or U.S. Export Administration Regulations ("EAR"), all the documents must clearly state: (1) that the goods are controlled under the ITAR/EAR, and (2) the type of approval the shipment is travelling under (for example, an export license, ITAR or EAR license exemption, or some other form of approval from the relevant export control authorities).



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The approval must authorize the consignee to act as consignee for the shipment. If the approval is a document (for example, an export license), then that approval document must be included with the pre-alert documents.

Shipment in full must be re-exported after the event in Israel in compliance with all applicable laws and export control requirements, including, where applicable, the ITAR and EAR. The exhibitor is responsible for compliance with all such requirements. Please read and adhere to the following shipping instructions and tariff. We will be pleased to assist you with any questions or clarifications.

O.P.S.I's services hereunder may be subject to the laws, regulations, rules, orders and other requirements relating to export control, economic sanctions, embargoes and sectoral sanctions of the US, the EU and its member states, the UN, and other countries with jurisdiction over consignor or consignee.

Therefore, shipments originating from or destined to countries under applicable sanctions or arms embargo or any other kind of restrictions shall be subject to O.P.S.I's sanctions policy and O.P.S.I's export control and sanctions compliance screening procedures.



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Shipping Instructions

Deadline for receiving of documents (Pre-alerts)

Failure to comply with documentation and accuracy will result in delay and undue inconvenience, storage and other dues which shall be to the account of the exhibitor.

ISDEF 2022 End User Certificate	-	14 th February 2022
Original Sea freight documents	-	21 st February 2022
Original Airfreight documents	-	7 th March 2022

To ensure no delays or undue inconvenience in customs clearance upon arrival, it is imperative that a copy of the documents are forwarded as per the above said schedule to O.P.S.I.:

Attn. : Mrs. Noa Peretz

Email : noap@ups.co.il / isdef@ups.co.il

Cargo Arrival Deadline

Heavy Lift shipments to Ashdod/ Haifa Seaport	23 rd February 2022
FCL / LCL shipments to Ashdod / Haifa Seaport	23 rd February 2022
Airfreight shipments to TLV Airport	2 nd March 2022
Courier shipments to TLV Airport	14 th March 2022

Important note: Even if the shipments arrive on or before the deadline dates as mentioned above, customs clearance can only commence once we receive all the permissions and access to show site. Storage charges until this time will be on the account of the Exhibitor.



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Tentative Re-Export Timeframe from last day of break-down

- | | |
|--|-----------------|
| • FCL shipments from Haifa/ Ashdod Seaport | 15 working days |
| • LCL shipments from Haifa/ Ashdod Seaport | 15 working days |
| • Airfreight shipments from TLV Airport | 10 working days |

Note:

The above is subject to receiving complete return instructions prior to the show closure and customs inspection.

The above is subject to space and final acceptance / confirmation of cargo by carrier or line.

Notification for urgent re-export shipments must be provided within 5 working days prior to the close of the show and premium rates may apply.

Documents Required

By Sea Freight / Airfreight

- Original ATA CARNET is required for all temporary shipments
- 2 sets of original Commercial Invoice duly signed & stamped in blue ink reflecting H.S. Code for each item.
- 2 sets of original Packing List (in English)
- 1 original and 3 non-negotiable Bills of Lading / Air Waybill
- Original Insurance Certificate (if insured and available)
- H.S Code summary sheet – For shipments with more than three (3) H.S Codes
- Original Hazardous Declarations and copy of MSDS for DG shipments
- ISDEF 2022 End User Certificates (issued and approved by Organizer)
- Participation Letter (issued by Organizer)



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The signed (blue ink) & stamped (rubber/ embossed) Commercial Invoices must be in original on shipper's (exhibitor's) letter-head and bear the following information: invoice number, number of packages, itemized description of goods, itemized visible engraved serial number, itemized harmonized code, itemized value, total CIF value indicating currency code, total number of packages, total weight, itemized country of origin (Manufacture) and the remark "we hereby guarantee that this is a true and correct invoice, and that the goods referred to, originate, from and are manufactured and produced in *(insert country)*". In transit to ISDEF 2022 and will be re-exported after the exhibition". The invoice number should also reflect on Air Waybill / Bill of Lading as well.

Separate documents are required for temporary and permanent import and should correlate each other and tally with Bill of Lading/Air Waybill.

- PROFORMA Invoices are NOT acceptable. Do not indicate 'No Commercial Value' on the invoice. Invoices should read as Commercial Invoice only. We strictly recommend to use the invoice template as attached.
- All machinery, engines, weapons, vehicles, audio visual equipment and any high value item for temporary import must have visible engraved serial numbers on each individual piece and these must be mentioned on the invoice / packing list. If serial numbers are not available, IL Customs may not accept temporary import. In this instance Customs duties + VAT will have to be paid based on the Customs assessed value
- Any Consumable Items mentioned on the Invoice must have CIF Value and the same will attract Customs Duties & VAT.

Failure to comply with documentation and accuracy will result in delay and undue inconvenience, storage & other dues incurred shall be on account of the shipper/exhibitor. The acceptance of the shipping documents as originals is subject to the sole discretion of the customs as per their defined parameters.



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Notes to documentation:

There should be uniformity in the type of packaging mentioned on all shipping documents. E.g. If the B/L or AWB reads Cases, the Invoice/Packing list & Certificate of Origin should reflect Cases as well – else there will be customs penalty even if the documents provided are original. The commercial invoice number should be mentioned on B/L or AWB as well.

For shipments consisting of Brochures / Literature / Printed matter, a sample of each item should be forwarded along with shipment / couriered / emailed to O.P.S.I Ltd.

The documentation requirements for ISDEF are very specific and must be adhered. When shipping military goods to ISDEF please ensure that all documents include the phrases - 'exhibition goods/ vehicles for exhibition' or similar wording indicating that they are for exhibition display only.

Documentation for vehicles must also include:

Vehicle type
Brand and Model
Condition (new / old)
Specification (GCC OR NON GCC STANDARD)
Colour
Drive (left / right hand drive)
Chassis number and Year built

The exhibitor/agent is solely responsible for ensuring that their shipments comply with all U.S. export regulations, including the International Traffic in Arms Regulations ("ITAR") and the Export Administration Regulations ("EAR"). The exhibitor/agent is responsible for acquiring all required export licenses/authorizations. Export licenses/authorizations must identify the proper O.P.S.I Ltd entity and/or appointed subcontractors and agents as a consignee of the shipment.



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O.P.S.I Ltd is not responsible for and will not handle shipments that are not properly licensed or authorized by the U.S. government. For the goods are controlled under the U.S. International Traffic in Arms Regulations ("ITAR") or U.S. Export Administration Regulations ("EAR"), the invoice must include the following:

- 1) The country of Ultimate destination,
- 2) The end user of the shipment,
- 3) The number of the export license or other approval, or the citation to the ITAR or EAR license exemption if an exemption is being used,
- 4) The following phrase must be mentioned on the documents: "These items are controlled by the U.S. government and Authorized for export only to the country of ultimate destination for use by the ultimate Consignee or end-user(s) herein identified. They may not be resold, transferred, or otherwise Disposed of, to any other country or to any person other than the authorized ultimate consignee Or end-user(s), either in their original form or after being incorporated into other items, without First obtaining approval from the U.S. government or as otherwise authorized by U.S. law and Regulations."



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Consignment Instruction

We suggest to route all the shipments to TLV Airport / Seaport for timely clearance and delivery to show site as additional Ministry / Government Approvals are required for all MILITARY shipment arriving IL which would require Minimum 5 -7 working days and delay the customs clearance procedures.

All shipping documents including Bill of Lading / Air Waybill / Invoice / Packing list / Certificate of origin on Freight Prepaid basis MUST be consigned to:

O.P.S.I SCS LTD
C/O ISDEF 2022
1 Saifun st
Ben Gurion 70100, Israel
E-mail: isdef@ups.co.il / noap@ups.co.il
Contact: Mrs. Peretz Noa

Notify Party: Exhibitor Name: _____

Stand No.: _____

Exhibition Name: ISDEF 2022

All documents should also bear the following declaration:
"In Transit to ISDEF 2022, , for re-export after the exhibition."

If the shipping documents are consigned to other agents or forwarders, then a non-refundable fee of USD 250.00 per Air waybill / Bill of Lading will be applicable. In case of any delays in obtaining necessary permissions/ processing customs clearance formalities, O.P.S.I Ltd cannot be held responsible for the same.



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Case Markings

O.P.S.I SCS LTD
C/O ISDEF 2022

Name of Exhibitor: _____

Stand Number: _____

Case Number: _____ of _____

Gross/Net Weight: _____

Dimensions: _____

We recommend you to design your packing carefully to minimize risks to your equipment. It is also advisable to use bolts, screws and hinges wherever possible if your cases are to be used for return or onward transport. Cardboard cartons should be avoided if they are intended for onward use. O.P.S.I Ltd will not be responsible for damages / claims arising out of improper packing.



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Courier Shipments

Do Not Forward Any Military Related Equipment or Items by this mode. We do not encourage receiving shipments by Courier Mode. However if absolutely required, Courier shipments must be customs cleared and duty paid by your courier company (DDP). Maximum shipment weight/size is 50kgs/0.30m3. Do not send courier shipments addressed to exhibition hall or hotel as it will probably not arrive on time. All courier shipments along with copy of documents should be sent to:-

O.P.S.I SCS LTD
C/O ISDEF 2022
1 Saifun st
Ben Gurion 70100, Israel
E-mail: isdef@ups.co.il / noap@ups.co.il
Contact: Mrs. Peretz Noa

Notify Party: Exhibitor Name: _____

Stand No.: _____

Exhibition Name: ISDEF 2022



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Restricted Cargo

- Import of alcohol or food items containing alcohol is strictly prohibited.
- Any weapons, ammunition or explosives brought in for the exhibition must be either 'dummy' or 'inert'. Weapons must be made irreversibly inoperable. Missiles and rockets, whether actual size or scale models must either be a cutaway model or an inert item. Engraved serial numbers are required.
- Radio/ wireless/ telecommunication equipment's or accessories require Telecommunication Regulatory Association (TRA) approval and the approval has to be obtained by the respective exhibitor well in advance to arrival of shipment into IL. A copy of the approval has to be provided accordingly.
- Dangerous Goods (DG) need to be accompanied with the MSDS enabling us to avail necessary approvals from the concerned ministries.
- All items must be clearly detailed on your Organizers Online End User Certificate. It is the exhibitor's responsibility to ensure the End User Certificate is in place prior to export. A copy should be attached to all pre-alerts.
- All inert weapons will be held in secure storage and only released to exhibitors after inspection and on approval of ISDEF committee / GHQ. Exhibitors will need to sign for and take full responsibility of the items.
- Vehicles must prominently display the location of chassis number, for easy inspection, Driver must be available for loading from Port / Airport / Inspection Area to the Booth. The same applies to both Inward & Outward Movement.
- Foodstuff needs to be accompanied with 'Health Certificate & Certificate of ingredients and quality" issued by the Health authority of the country of production / manufacture & attested certifying fitness for human consumption. Certificates issued by 'Food Controlling Committee' are not accepted by Israel Municipality/ authorities. In such cases it must be attested / legalized by Israel consulate from the origin country of the shipment.



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- In addition, if the items are controlled under the ITAR or EAR, notify us immediately. Ensure that you have obtained the necessary approvals for the ITAR/EAR- controlled shipment, and that the approval authorizes the consignee to act as consignee for the shipment. For all military shipments as per the prevailing rules of airport authorities, the airlines will have to obtain landing permits in Israel prior to uplift from origin.
- If the above mentioned documents are not in order /available at time of clearance it may delay the customs clearance formalities, OPSI LTD will not be held responsible for such delays. Thus, do not ship these goods into Israel without our prior confirmation of approval from the authorities.
- Ensure that no labor, capital, parts or raw materials of 'Israeli origin' have been used in the printing, publishing or manufacture of the goods and none are part or parent companies of firms included on the Israeli Boycott Blacklist

Customs Duty / Deposits / Value Added Tax (VAT)

It is mandatory that all shipments imported for ISDEF 2022 should be re-exported after the exhibition. However, for all consumables or giveaways / brochures will attract customs duty @ VAT

For PART or FULL re-export shipments, custom duties are calculated either based on CIF value or assessed value whichever is higher. In cases of Undervaluation, Non-declaration, and Erroneous declaration, customs may impose fines / penalties. O.P.S.I Ltd shall not be responsible for any delay in clearance. Customs fines and extra expenses incurred. Exhibitors are therefore strongly reminded to declare the true market value of their goods and to be extra careful while preparing their documents.

Value Added Tax (VAT) @ 17%, is implemented in the IL as per FTA Laws and the applicable charges for the same will be included as an additional charge on our final invoice, VAT shall not be applicable for return freight booked through O.P.S.I Ltd.



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ATA CARNET

Regulation for Importation of ATA Carnet items:

- ATA Carnet number should be mentioned on all shipping documents.
- ATA Carnet should show the ISRAEL mentioned in the country list of the document.
- Do not mix ATA Carnet shipment under temporary import with permanent import under one AWB or B/L, this should be done in separate MAWB or MB/L or HAWB or HB/L
- Itemized visible engraved serial number, H.S. Code, description of goods, Number of pieces, Weight etc., should be mentioned on all documents. In case of vehicles the chassis number per item should be mentioned on all documents.
- During customs inspection, all the information should tally with the description as on ATA Carnet and shipping documents.
- Shipment in full must be re-exported after the event in compliance with all applicable laws and export control requirements, including, where applicable, the ITAR and EAR. The exhibitor is responsible for compliance for all such requirements.
- Commercial Invoice (copy), with H.S. Code Summary Sheet and End User Certificate (EUC) should be attached along with the ATA Carnet
- Each ATA Carnet must be shipped on individual AWB or B/L. Multiple ATA Carnet's on Single AWB or B/L are not acceptable.



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Insurance

It is the responsibility of each exhibitor to arrange Marine (Transport) Insurance covering transport to the exhibition, during the exhibition, and the return of the exhibits to domicile, including the period the exhibits are handled by us, and also ensure that Transport Insurance is arranged for exhibits sold locally.

For shipments arriving in apparent damaged condition, the airport / Seaport will not assist with surveys. Damage reports will be provided upon request. The goods will need to be surveyed on site by the exhibitor's survey company to process any claims.

The freight yard at the show site are open areas and have no protection from the elements. Whilst we will do our utmost to cover freight and empties in the holding area, we cannot be held responsible for any damaged caused by climatic conditions.

As our tariff is computed on the basis of volume or weight and has no correlation with the value of exhibits, it follows that the cost of insurance cover is not included in our charges.



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Important

All business is only transacted in accordance with our General Trading Conditions, copy is available upon request.

Use of O.P.S.I Ltd Israel services – partly or full – and any requirement for additional services at any time before / during or after the exhibition should be expressed in writing only.

For additional information or clarification, please contact us at:

O.P.S.I SCS LTD
C/O ISDEF 2022
1 Saifun st
Ben Gurion 70100, Israel
E-mail: isdef@ups.co.il / noap@ups.co.il
Contact: Mrs. Peretz Noa
Tel : 00972 58 4101006

The following instructions and information to clearly outline the requirements for handling of shipments for ISDEF 2022 and should be read very carefully. Failure to comply with the following can jeopardize the clearance and timely delivery of your exhibits and may result in additional charges.

Deadline for receiving of documents (Pre-alerts)

Failure to comply with documentation and accuracy will result in delay and undue inconvenience, storage and other dues which shall be to the account of the exhibitor.

ISDEF 2022 End User Certificate - 14th Feb 2022

Original Sea freight documents - 21th Feb 2022

Original Airfreight documents - 7th Mar 2022

To ensure no delays or undue inconvenience in customs clearance upon arrival, it is imperative that a copy of the documents is forwarded as per the above said schedule to O.P.S.I.: Attn. : Mrs. Noa Peretz

Email : noap@ups.co.il / isdef@ups.co.il

* Weaponry or dual-use goods cannot be hand carried to Israel.

Cargo Arrival Deadline

Heavy Lift shipments to Ashdod/Haifa Seaport 23th Feb 2022

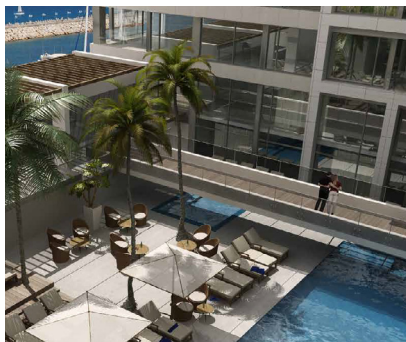
FCL/LCL shipments to Ashdod/Haifa Seaport 23th Feb 2022

Airfreight shipments to TLV Airport 2 Mar 2022

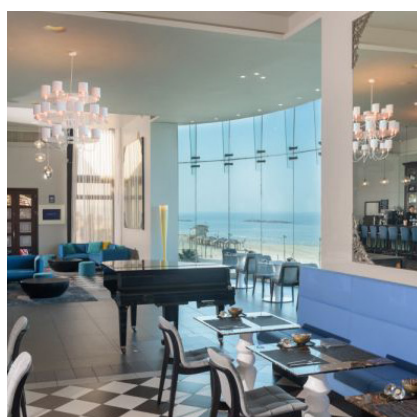
Courier shipments to TLV Airport 14th Mar 2022

Important note: Even if the shipments arrive on or before the deadline dates as mentioned above, customs clearance can only commence once we receive all the permissions and access to show site. Storage charges until this time will be on the account of the Exhibitor.

13. ACCOMODATION



**FATTAL IS THE
OFFICIAL
ACCOMMODATIONS
PROVIDER FOR ISDEF**



We have partnered with Fattal Hotels to ensure exhibitors, visitors, and officials have access to the best hospitality Israel has to offer – and at special discounted rates.

In addition to discounted rates, guests staying at Fattal Hotels will enjoy organized shuttles to and from the expo, free of charge.



To make a reservation with ISDEF's special rate, log in to:
https://www.fattal-hotels.com/isdef_2021

The four main hotels are:

Herods Herzliya

NYX Herzliya

Herods Tel Aviv

Leonardo boutique Ramat Hayal

In case you need additional information, please contact Merav Yechezkel - Corporate Sales Manager:
+972 50 - 5854456



HERODS
Tel Aviv

**** Please inform us if you choose Fattal as your choice for hotel accommodation.**

Thank you, and we look forward to seeing you at ISDEF 2022



1 HaTahana St. Kfar Saba

4453001, Israel

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F: +972 3 691 4567

E: info@isdefexpo.com

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ISRAEL HLS, DEFENCE & CYBER EXPO