



ISRAWINEXPO 2012

The 4<sup>th</sup>  
International  
Wine Exhibition  
in Israel

February 21-23, 2012

Exhibition Gardens, Tel Aviv

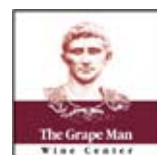
*Israeli Wine Crosses Boundaries*



The Israel Trade Fairs &  
Convention Center Ltd.



The Israel Export & International Cooperation Institute  
[www.export.gov.il](http://www.export.gov.il)





## ISRAWINEXPO 2012

The **ISRAWINEXPO** exhibition management takes pleasure in inviting you to take an active part and join the fourth international wine exhibition in Israel, which takes place every two years.

The **ISRAWINEXPO** exhibition is organized by the **Israel Trade Fairs & Convention Center** in cooperation with the **Israeli Wine Magazine** and **The Grape-Man Wine Center** and is sponsored by the **The Israel Export and International Cooperation Institute**.

The exhibition will take place at the Israel Trade Fairs Center in the Tel Aviv Exhibition Gardens, from February 21-23, 2012.

**ISRAWINEXPO** is an international professional exhibition providing a meeting place for the wine industry, for wine-makers, importers, investors, buyers, restaurateurs, food and beverage managers, barmen and sommeliers, decision makers, journalists and leading wine purchasers from around the world as well as for the general public of wine lovers.

A wide range of wines and wineries from Israel and around the world will be on display at the exhibition, with emphasis on Israeli wines. In addition, equipment and accessories for the wine sector will be on display, as well as a special enclave of gourmet food.

### **At the previous exhibition-ISRAWINEXPO 2010:**

- There were over 20,000 visitors - professionals and the general public.
- Over 100 exhibitors were on display, from Israel and around the world.
- Over 300 business meetings were held for the promotion of Israeli wines abroad.

### **Public Relations**

The exhibition will be accompanied by a public relations agency and will enable exposure of the exhibitors through various media.

### **Catalog**

A catalog will be produced for the exhibition which will introduce the exhibitors and the wines on display. The catalog will be distributed to the exhibition visitors.

### **Visiting hours for the ISRAWINEXPO 2012 exhibition:**

#### **For the professional public only:**

February 21, Tuesday from 12:00-22:00

Entry by personal invitation only

Wine tasting on this day will be free of charge.

#### **For the general public:**

February 22-23, Wednesday and Thursday, from 16:00-23:00

Entry fees will be charged for the exhibition.

Wine tasting by coupons only

#### **Entrance fees:**

Pre-purchase at the exhibition site: NIS 59

Purchase at the box office: NIS 70

The ticket includes: entrance to the exhibition + 10 wine tasting coupons.

Additional wine tasting coupons can be purchased at the box office.





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## Participation Fees:

### For exhibitors from abroad only

The fees for participation in the exhibition will be as follow:

**1. Registration fees:** \$450

**2. The Standard Display Unit includes:**

Rear wall, partitions walls, signboard with exhibitor's name,  
1 table, 2 chairs, a carpet, 2KW of electricity in one socket,  
3 spotlights are included in the 2KW.

**Each additional Sqm** \$320  
(Unit of 7.5 Sqm minimum)

**3. The Row Space display Unit includes:**

Space only, 2KW electricity in one socket.

**Each additional Sqm** \$275  
(Unit of 24 Sqm minimum)

- ▶ A row space unit does not include a table, chairs, spotlights and a carpet.
- ▶ Entitlement to additional electricity – according to the rate of 1 KW for every 10 Sqm.
- ▶ VAT will be added to all fees in accordance with law.

### Exhibition Categories:

- Various types of wine
- Gourmet food
- Equipment and accessories for the wine industry
- Professional literature and journals
- Studies and professional courses

### Sales during the Exhibition

Exhibitors at the exhibition will be able to sell wines, gourmet food and accessories at the display booths.



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