



# IMVC2018

MARCH 06 • TEL AVIV

The 9<sup>th</sup> Israel Machine Vision Conference

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## Sponsorship & Exhibition Prospectus



ORTRA  
Meeting Point



Dear friends and colleagues,

Following the success of the previous IMVC Conferences in the field of Computer Vision for Academy and Industry in Israel, we are pleased to announce the 9<sup>th</sup> Israel Machine Vision Conference and Exhibition on Image Processing, Computer Vision, Machine Learning and Deep Learning that will take place on March 6, 2018 at the David Intercontinental Hotel in Tel Aviv.

IMVC 2018 Conference will address the issues at the forefront of research with wide coverage of studies on deep learning and artificial intelligence. Leading lecturers will deal with the forefront of technology in the fields of image and video processing, computer vision machine learning and deep learning. We are honored to host at IMVC the leading Israeli researchers, among them prof. Michael Elad (Technion - Israel Institute of Technology) and Prof. Lior Wolf (Tel Aviv University) and many more.

This year the conference will deepen into the world of deep learning and try to better understand how this miracle works. Another exciting field in which Israel excels in (and its progress from one conference to the next one is enormous!) is the world of virtual reality and augmented reality.

The Conference will feature parallel tracks on Deep Vision, Artificial Intelligence, Augmented and Virtual reality and Automotive. The parallel tracks will allow researchers and engineers from the academy and industry, as well as leading companies to present their own work.

**We thank you for your support and look forward to welcome you at IMVC 2018.**

Dr. Chen Sagiv and Dr. Jacob Cohen

The 9<sup>th</sup> Israel Machine Vision Conference & Exhibition  
**MARCH 6, 2018 • TEL - AVIV, ISRAEL**

## WHY SPONSOR?

IMVC 2018 is the 9<sup>th</sup> conference to be held in 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:

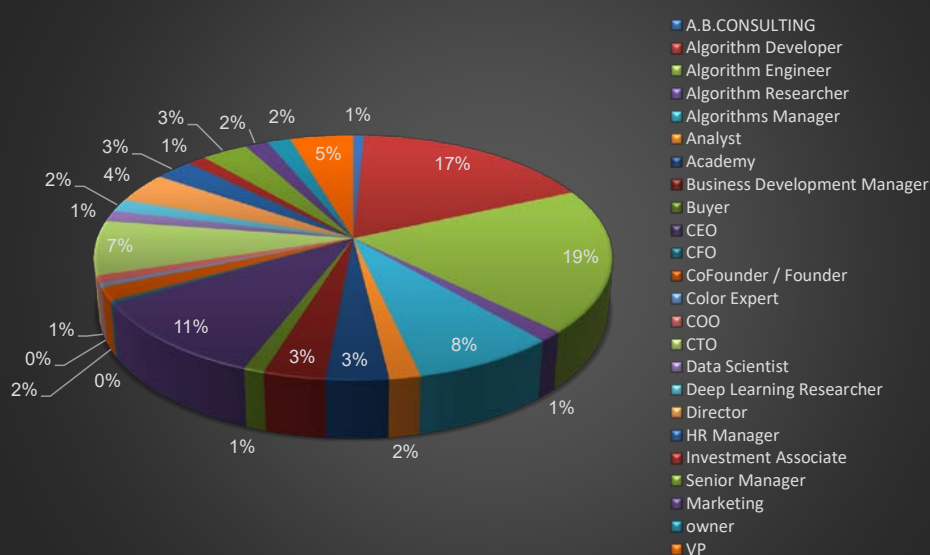
Technology leaders, CTOs and CEOs; Algorithm developers, software and hardware engineers; Researchers and advanced degree students at universities and colleges; Defense industries; Security companies; Medical device companies; print Industries; process control companies (Inspection); Wireless and cellular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

## NETWORKING EXHIBITION

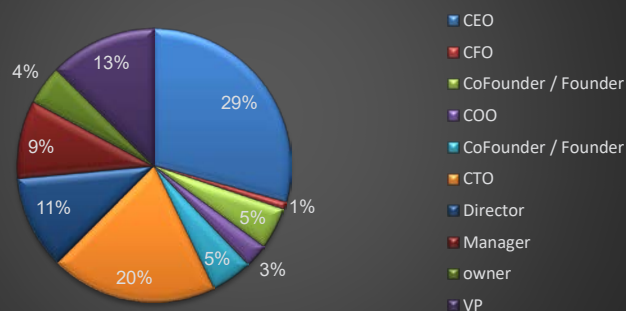
An exhibition booth at IMVC 2018 will enhance your company's exposure allowing the many participating potential customers, business people, investors, etc. direct access to your company/organization's message, products and services.

The IMVC 2018 Exhibition is an integral part of the Conference in David InterContinental Tel-Aviv, held on March 6, 2018. 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 March 6, 2018 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:

Limor Urfaly, Industry Liaison & Exhibition Manager | Ortra Ltd.

Tel: +972-3-6384493 | Mobile: +972-54-7001770 | Email: [limor@ortra.com](mailto:limor@ortra.com)

Or visit: [www.imvc.co.il](http://www.imvc.co.il)



## SPONSORSHIP PACKAGES

### PLATINUM PACKAGE ★ ★ ★ ★ ★

- 24 Sqm (sq. meter) standard unconstructed exhibition booth including 4 electrical outlets.
- 8 complimentary tickets to IMVC 2018 including free admission to the exhibition, sessions and lunch.
- Company's logo, Platinum level on all conference publications (conference website, conference book and advertisements)
- Company's logo on all event's signs and branding.
- Insert or other marketing material in participant's bag.

Price - 45,000 NIS

### GOLD PACKAGE ★ ★ ★ ★

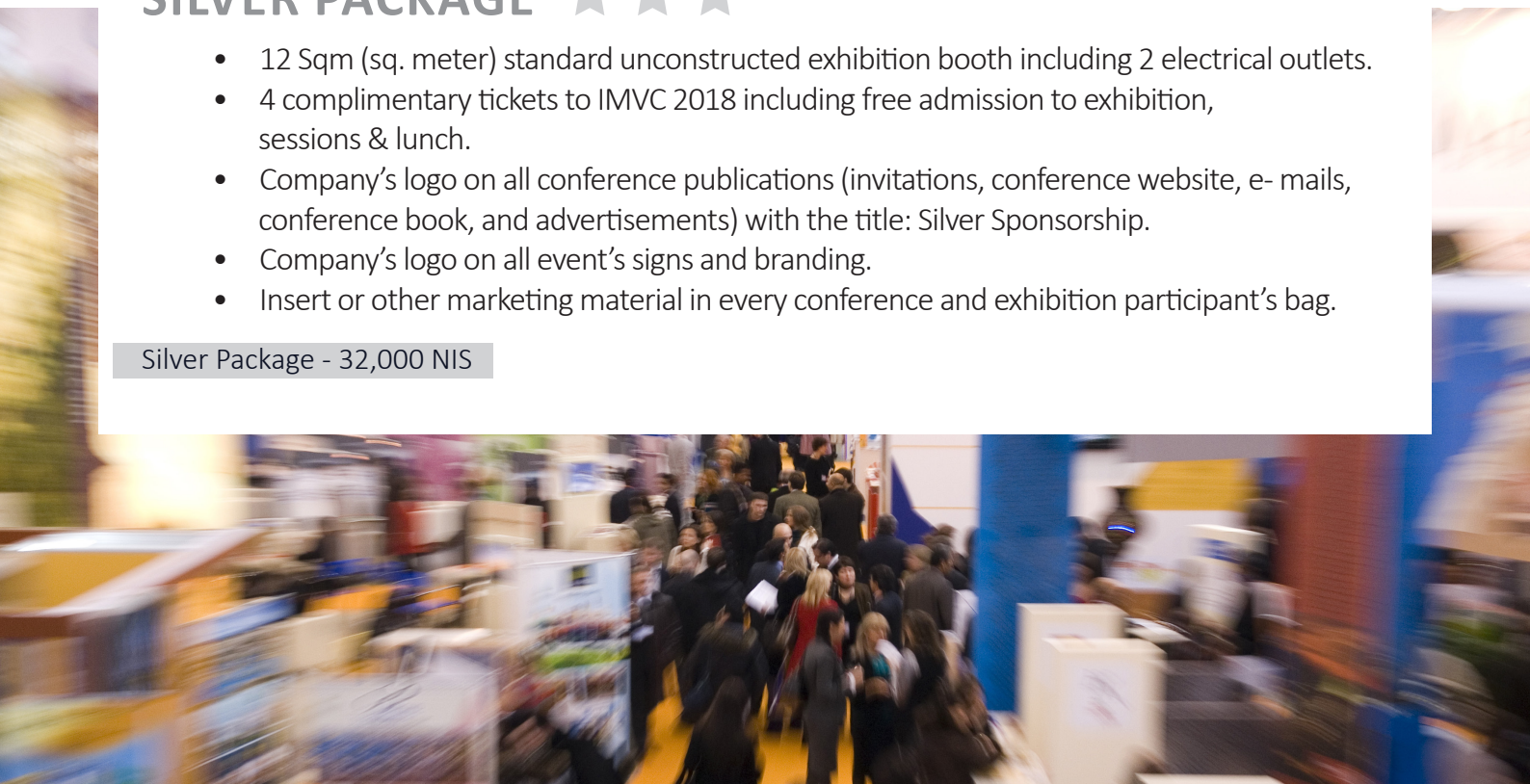
- 18 Sqm (sq. meter) standard unconstructed exhibition booth including 3 electrical outlets.
- 6 complimentary tickets to IMVC 2018 including free admission to the exhibition, sessions and luncheons.
- Company's logo, Gold level on all conference publications (conference website, conference book and advertisements).
- Company's logo on all event's signs and branding.
- Insert or other marketing material in participant's bag.

Gold Package - 36,000 NIS

### SILVER PACKAGE ★ ★ ★

- 12 Sqm (sq. meter) standard unconstructed exhibition booth including 2 electrical outlets.
- 4 complimentary tickets to IMVC 2018 including free admission to exhibition, sessions & lunch.
- Company's logo on all conference publications (invitations, conference website, e-mails, conference book, and advertisements) with the title: Silver Sponsorship.
- Company's logo on all event's signs and branding.
- Insert or other marketing material in every conference and exhibition participant's bag.

Silver Package - 32,000 NIS



## SPONSORSHIP PACKAGES

### ■ CONFERENCE LUNCH BREAK SPONSORSHIP PACKAGE (Exclusive Sponsorship)

- 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)
- Possibility to distribute promotional flyers or giveaways in the dining room or place them on the tables.
- Company's logo on all conference publications (conference website, conference book and advertisements)
- 2 free tickets to IMVC 2018 including free admission to the exhibition, sessions and lunch.

Price - 27,000 NIS

### ■ STUDENTS SPONSORSHIP

- 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.
- Company's logo on all conference publications (conference website, conference book and advertisements) with the title: Students Sponsorship.
- Company's logo on all events signs and branding.

Price - 27,000 NIS

### ■ DEMOS AND START-UPS AREA SPONSORSHIP (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.
- Company's logo on all conference publications (conference website, conference book and advertisements)
- Insert or other marketing material given in the Demos and Starts-up area.
- 2 free tickets to IMVC 2018 including free admission to the exhibition, sessions and lunch.

Price - 27,000 NIS

### ■ COFFEE BREAK SPONSORSHIP (Exclusive Sponsorship)

- 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 Sq m) in a preferred exhibit space in the Exhibition hall.
- 2 complimentary tickets to IMVC 2018 including free admission to the exhibition, sessions and lunch.
- Company's logo on all conference publications (conference website, conference book and advertisements)

Price - 23,500 NIS



## SPONSORSHIP PACKAGES

### BRANDED CONFERENCE BAGS (LIMITED TO 3)

- Company logo on IMVC 2018 delegates bags
- 2 free tickets to IMVC 2018 including free admission to the exhibition, sessions and lunch.
- Company's logo on all events signs and branding.
- Company's logo on all conference publications (conference website, conference book and advertisements)

Price - 22,000 NIS

### BRANDED PARTICIPANT LANYARDS

- Company logo on participants lanyard (To be provided by the sponsoring company).
- 2 free tickets to IMVC 2018 including free admission to the exhibition, sessions and lunch.
- Company's logo on all conference publications (conference website, conference book and advertisements)

Price - 20,000 NIS

### STUDENTS AWARD SPONSORSHIP

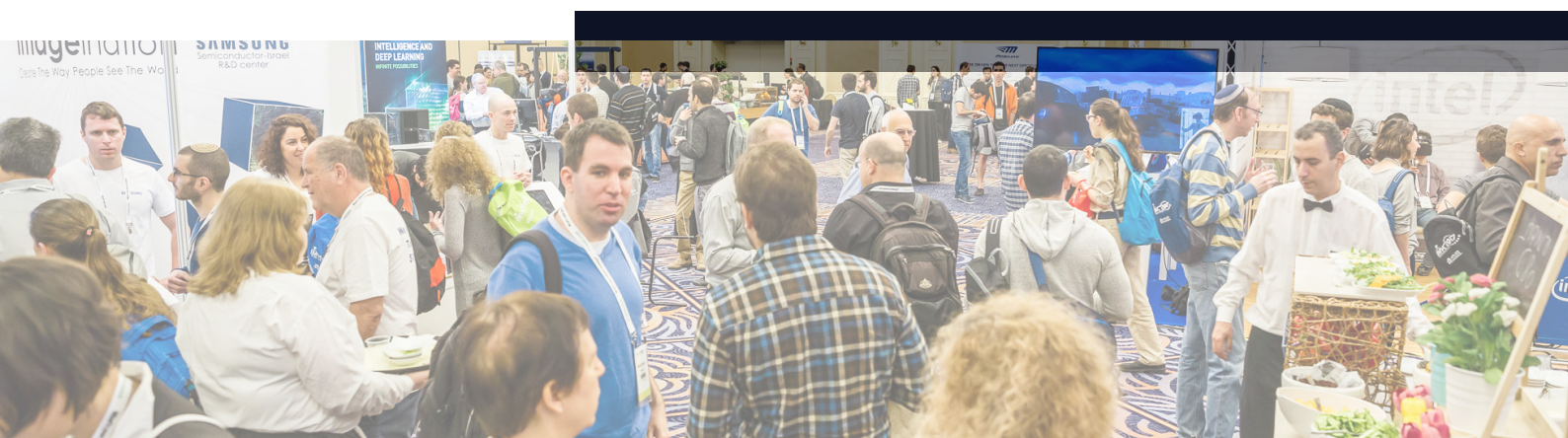
- Sponsoring the IMVC 2018 awards for 2 students (awards and winners will be selected by the IMVC committee)
- Presenting the winner with the award at the ceremony.
- Company's logo on all conference publications (conference website, conference book and advertisements) with the title: Students Competition Sponsorship.
- Company's logo on all events signs and branding.
- 2 free tickets to IMVC 2018 including free admission to the exhibit, sessions and lunch.

Price - 13,000 NIS

### CELL-PHONES CHARGERS SPONSORSHIP

- Branded cell-phones chargers scattered on coffee tables at the exhibition.
- Company's logo on all conference publications (conference website, conference book and advertisements).
- 2 free tickets to IMVC 2018 including free admission to the exhibition, lectures and lunch.

Price - 10,000 NIS





## SPONSORSHIP PACKAGES

### LOGO SPONSORSHIP

- Company's logo on all events signs and branding.
- Company's logo on all conference publications (conference website, conference book and advertisements)
- 2 free tickets to IMVC 2018 including free admission to the exhibition, sessions and lunch.

Price - 5,500 NIS

\* All prices do not include VAT.

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

**Kindly contact Limor Urfaly**  
at [limor@ortra.com](mailto: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   | √                    | -   | √       | √       | √      |
| Gold                    | 18                  | 6   | √                    | -   | √       | √       | √      |
| Silver                  | 12                  | 4   | √                    | -   | √       | √       | √      |
| Coffee Break            | 6                   | 2   | √                    | Branding- Coffee break only (giveaways or flyers distribute by sponsor) | -       | √       | -      |
| Participants Lanyards   | -                   | 2   | √                    | Branding- Badge / Lanyards only (provided by sponsor)                   | -       | √       | -      |
| Conference Bags         | -                   | 2   | √                    | Branding- Conference Bags   | -       | √       | -      |
| Logo                    | -                   | 2   | √                    | -   | √       | √       | -      |
| Lunch Break             | -                   | 2   | √                    | Branding- Lunch Break   | -       | √       | -      |
| Splash Ad               | -                   | 2   | √                    | Full screen "pop-up"  | √       | √       | -      |
| Cell Phones Chargers    | -                   | 2   | √                    | Branding- Cell Phone Chargers in Exhibition                             | -       | √       | -      |
| Students                | -                   | 30<br>Free entrance to students (chosen by committee) | √                    | Branding- Registration Desk   | √       | √       | -      |
| Students Award          | -                   | 2   | √                    | Financing 2 awards + participation at the ceremony                      | √       | √       | -      |
| Demos and Start-Up Area | 6                   | 2   | -                    | Branding – SU area  | -       | √       | √      |

## EXHIBITORS PACKAGES

### CONSTRUCTED BOOTH

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

- 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.
- 2 free tickets to IMVC 2018 including free admission to the exhibition, lectures and lunch.

Price - 7,000 NIS

### UNCONSTRUCTED BOOTH

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

- Electrical outlet (220 V) 1 phase 1KW.
- Company logo on conference website with link to company's website.
- 2 free tickets to IMVC 2018 including free admission to the exhibition, lectures and lunch.

Price - 6,000 NIS

### START-UP BOOTH

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

- 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.
- 1 free ticket to IMVC 2018 including free admission to the exhibition, lectures and lunch.

Price - 2,500 NIS

\* All prices do not include VAT.

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

**Kindly contact Limor Urfaly**  
at [limor@otra.com](mailto:limor@otra.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:** Tuesday March 6, 2018
- **Conference Venue:** David Intercontinental Hotel, Israel

- **Exhibition Timetable:**

**Monday, March 5, 2018**

18:00 - 00:00\* Exhibition setup

\*Setup times are subject to change

**Tuesday, March 6, 2018**

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 February 20, 2018

Payments can be made by one of the following options:

- Bank draft to ORTRA Ltd., PO Box 9352, Tel Aviv 61092, Israel
- Wire transfer in New Israeli Shekels to Bank Account. Details are - Ortra Ltd.: Bank Leumi (swift code LUMIILITTLV), Branch no. 616, 9 Hashlosa ST., Tel-Aviv, Israel, Account no. 95100/90, IBAN: IL68 0106 1600 0000 9510 090.
- 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 January 1, 2018 exhibitor will be charged \$200 as handling fees.

**Between January 2 to February 20, 2018 a refund of 50% of the fees.**

From February 21, 2018 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 61092 ISRAEL, Fax: 972 3 6384455;  
E-mail: limor@ortra.com Website: www.imvc.co.il

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"/> | Gold Package                           | NIS | 36,000 |
| <input type="checkbox"/> | Silver Package                         | NIS | 32,000 |
| <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"/> | Splash Advertisement                   | NIS | 27,000 |
| <input type="checkbox"/> | Demos and Start-ups Area Sponsorship   | NIS | 27,000 |
| <input type="checkbox"/> | Branded Conference Bags (limited to 3) | NIS | 22,000 |
| <input type="checkbox"/> | Branded Participant Lanyards           | NIS | 20,000 |
| <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                                  | NIS |        |

\* 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 February 20, 2018. 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 61092, Israel
- ☐ Wire transfer in NIS to ORTRA Ltd, Bank Leumi, branch no. 616, 9 Hashlosa st., Tel Aviv, Israel.  
Account no. 95100/90, Swift code: LUMIILITLV, IBAN: IL68 0106 1600 0000 9510 090.

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

Signature and Company Stamp \_\_\_\_\_ Date \_\_\_\_\_