

As a result of the COVID-19 new reality we are all facing worldwide, the IMVC 2020 will be delivered as a virtual event on October 29, 2020. This is an exciting opportunity for us to experience this innovative methodology in such a wide ranging way for the first time.

There is a considerable reduction in registration fees, with which guarantee to attract a very wide range of participants, likely more than for a live event.

We count on your continued support for the IMVC conference and look forward to  
Create with you, your involvement in the virtual conference.

Thank you for an ongoing great collaboration and your commitment to IMVC.

**Going virtual provides many advantages for exhibitors and sponsors:**

- ✧ Cost benefits: No travel costs, travel time saved, no costs for catering at the booth, no set-up / dismantling costs for booth construction
- ✧ Video calls & live chats enhance digital networking opportunities
- ✧ The success of your booth can be measured easily – participant data will be processed automatically, you will have the contact details right at hand.
- ✧ There is no bad / poor spot for any exhibitor.
- ✧ Brochures can be downloaded directly.
- ✧ Virtual exhibition hall booth setup provides great new opportunities. Exhibitors can provide plenty of content, such as videos and brochures, to draw interest. Online chat features and e-mail contacts provide the exhibitors with the possibility to get in touch with the delegates directly and follow up.



**Limor Urfaly, ADV.** Industry Liaison & Exhibition Manager  
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## Sponsorship & Exhibition Opportunities

### Diamond Package

- ✧ A lecture from a senior management representative on behalf of the sponsor, as part of the conference program
- ✧ Sponsor's marketing advertisement featured once when first entering the virtual conference system
- ✧ Sponsor's banner featured on the virtual conference homepage (size 300\*250)
- ✧ Sponsor's logo featured on the virtual conference homepage
- ✧ Sponsor's profile page including:
  - ✧ Sponsor's logo
  - ✧ Sponsor's Cover image
  - ✧ An available on-line chat with sponsor's representative
  - ✧ Sponsor's marketing video
  - ✧ Hyperlink to sponsor's website
  - ✧ Sponsor's brochures in a PDF format to be downloaded
  - ✧ Sponsor's contact details
- ✧ 20 complimentary tickets to IMVC 2020
- ✧ Sponsor's logo on all conference publications (conference website, e- mails, conference book, and advertisements).

### Platinum Package - 50,000 NIS

### Platinum Package

- ✧ Sponsor's marketing advertisement featured once when first entering the virtual conference system
- ✧ Sponsor's banner featured on the virtual conference homepage (size 300\*250)
- ✧ Sponsor's logo featured on the virtual conference homepage
- ✧ Sponsor's profile page including:
  - ✧ Sponsor's logo
  - ✧ Sponsor's Cover image
  - ✧ An available on-line chat with sponsor's representative
  - ✧ Sponsor's marketing video
  - ✧ Hyperlink to sponsor's website
  - ✧ Sponsor's brochures in a PDF format to be downloaded
  - ✧ Sponsor's contact details
- ✧ 15 complimentary tickets to IMVC 2020
- ✧ Sponsor's logo on all conference publications (conference website, e- mails, conference book, and advertisements).

### Platinum Package - 35,000 NIS

### Gold Package

- ✧ Sponsor's banner featured on the virtual conference homepage (size 300\*250)
- ✧ Sponsor's logo featured on the virtual conference homepage
- ✧ Sponsor's profile page including:
  - ✧ Sponsor's logo
  - ✧ Sponsor's Cover image
  - ✧ An available on-line chat with sponsor's representative
  - ✧ Sponsor's marketing video
  - ✧ Hyperlink to sponsor's website
  - ✧ Sponsor's brochures in a PDF format to be downloaded
  - ✧ Sponsor's contact details
- ✧ 10 complimentary tickets to IMVC 2020
- ✧ Sponsor's logo on all conference publications (conference website, e- mails, conference book, and advertisements).

### Gold Package - 25,000 NIS

### Silver Package

- ✧ Sponsor's logo featured on the virtual conference homepage
- ✧ Sponsor's profile page including:
  - ✧ Sponsor's logo
  - ✧ Sponsor's Cover image
  - ✧ An available on-line chat with sponsor's representative
  - ✧ Sponsor's marketing video
  - ✧ Hyperlink to sponsor's website
  - ✧ Sponsor's brochures in a PDF format to be downloaded
  - ✧ Sponsor's contact details
- ✧ 6 complimentary tickets to IMVC 2020
- ✧ Sponsor's logo on all conference publications (conference website, e- mails, conference book, and advertisements).

### Silver Package - 15,000 NIS

### Keynote Speaker's Lecture Sponsorship

- ✧ Sponsor's marketing video appearing once prior to one of the conference keynote speakers

### Price - 8,000 NIS

## Newsletter Distribution

- ✧ Company's advertisement newsletter email distribution to all participants sent by the organizers

**Price - 5,000 NIS**

## Exhibition Package

- ✧ Exhibitor's profile page including:
  - ✧ Exhibitor 's logo
  - ✧ Exhibitor 's Cover image
  - ✧ An available on-line chat with exhibitor's representative
  - ✧ Exhibitor 's marketing video
  - ✧ Hyperlink to sponsor's website
  - ✧ Exhibitor 's brochures in a PDF format to be downloaded
  - ✧ Exhibitor 's contact details
- ✧ 4 complimentary tickets to IMVC 2020
- ✧ Exhibitor's logo on all conference publications (conference website, e- mails, conference book, and advertisements).

**Price - 4,500 NIS**

## Marketing Video

- ✧ Marketing video appearing once during the conference between lectures

**Price - 3,000 NIS**

## Pop-Up Invitation

- ✧ Pop-up message during the conference to be sent to all participants once, inviting them to visit your virtual booth

**Price - 2,000 NIS**

\* **All prices do not include VAT.**

\*\* **Production of all advertisements of all kinds (company's videos, newsletter, banner etc.) are on sponsor's / exhibitor's responsibility**

## For more information:



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### Terms of Payment – Sponsorship and Exhibition:

100% of the fees must be paid by October 1, 2020.

Payments can be made by:

- ✧ Wire transfer in NIS to Bank Account.  
Details are - Ortra Ltd.: Bank Leumi (swift code LUMIILITTLV), Branch no. 624, Emek Habracha St., Tel-Aviv, Israel, Account no. 262200/12, IBAN: IL870106240000026220012.
- ✧ Please charge my credit card, specify:  
 VISA       MASTERCARD       AMERICAN EXPRESS       DINERS
- ✧ Card No: \_\_\_\_\_ Expiry date \_\_\_\_\_ CVV at the Back of the card \_\_\_\_\_

### Cancellation policy:

Due to the COVID-19 virus, cancellation of the sponsorship / exhibitor package, can be done in a written notification by September 30, 2020 with no cancellation fee. As of October 1, 2020, a cancellation fee of 50% will apply.

## SPONSORSHIP & EXHIBITION REGISTRATION FORM

*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](mailto:limor@ortra.com) Website: [www.imvc.co.il](http://www.imvc.co.il)

### 1. Details:

Company Name..... Company No.....  
 Address ..... City .....  
 Country ..... Zip code.....  
 Contact Person..... Function .....  
 Telephone ..... Fax .....  
 Mobile..... E-mail.....

### 2. Sponsor's Packages:

The selected package (Please specify if different)

<input type="checkbox"/>	<b>Diamond Package</b>	<b>NIS</b>	<b>50,000</b>
<input type="checkbox"/>	<b>Platinum Package</b>	<b>NIS</b>	<b>35,000</b>
<input type="checkbox"/>	<b>Gold Package</b>	<b>NIS</b>	<b>25,000</b>
<input type="checkbox"/>	<b>Silver Package</b>	<b>NIS</b>	<b>15,000</b>
<input type="checkbox"/>	<b>Keynote Speaker's Sponsorship</b>	<b>NIS</b>	<b>8,000</b>
<input type="checkbox"/>	<b>Newsletter Distribution</b>	<b>NIS</b>	<b>5,000</b>
<input type="checkbox"/>	<b>Exhibition Package</b>	<b>NIS</b>	<b>4,500</b>
<input type="checkbox"/>	<b>Marketing Video</b>	<b>NIS</b>	<b>3,000</b>
<input type="checkbox"/>	<b>Pop-Up Invitation</b>	<b>NIS</b>	<b>2,000</b>

\* All prices do not include VAT.

\*\* Production of all advertisements of all kinds (company's videos, newsletter, banner etc.) are on sponsor's / exhibitor's responsibility

**Total + VAT - \_\_\_\_\_ NIS**

### 4. Payment:

Full payment is to be paid not later than **October 1<sup>st</sup>, 2020**. Payments: in New Israeli Shekels

✧ Wire transfer in NIS to Bank Account.

Details are - Ortra Ltd.: Bank Leumi (swift code LUMIILITLV), Branch no. 624, Emek Habracha St., Tel-Aviv, Israel, Account no. 262200/12, IBAN: IL870106240000026220012.

✧ Please charge my credit card, specify:

VISA       MASTERCARD       AMERICAN EXPRESS       DINERS

✧ Card No: \_\_\_\_\_ Expiry date \_\_\_\_\_ CVV at the Back of the card \_\_\_\_\_  
 Amount \_\_\_\_\_ Name of cardholder \_\_\_\_\_

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

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