

IDH EXPO

International **D**efense & **HLS**
Exhibition & Conference

February 16–17, 2027
Tel-Aviv, Israel

Defense Tech
National Security
Counterterror

From Operational Experience
to Global Protection

Official EXHIBITOR'S INFORMATION Brochure



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Dear Pro,

Throughout forty years of experience, we have developed proven capabilities, deep industry expertise, and an extensive international network connecting nations, governments, armed forces, Defense ministries, law enforcement agencies and state security organizations.

Our core mission is to providing the industry with the most effective marketing and business platform. Promote Defense exports, expand international trade and facilitate procurement pipelines for advanced Defense systems and technology.

Below is general information for exhibitors and event participants.

We look forward to hosting you at the event.

The organizers are bound solely by this information, official publications issued directly by the organizers, and exhibitor guidelines published by the organizers. Any agreement regarding participation shall be finalized exclusively on the official signed and approved registration form, and/or an accompanying official letter.

Exhibition Dates & Hours:

Tuesday, February 16, 2027
09:00 – 17:00

Wednesday, February 17, 2027
09:00 – 17:00

Setup of Stands & Exhibits:
Monday, February 15, 2027

Dismantling of Stands & Exhibits:
Wednesday, February 17, 2027
from 17:00 to 24:00



Participation Fees

Registration	850 ILS
Co-exhibitor Registration	850 ILS
Indoor Exhibition Space (10 to 23 sq.m.)	1,700 ILS per 1 sq.m.
Indoor Exhibition Space (24 sq.m. and above)	1,500 ILS per 1 sq.m.
Shell Scheme Construction (Required up to 9 sq.m.)	400 ILS per 1 sq.m.
Outdoor Exhibition Space (Up to 30 sq.m.)	850 ILS per 1 sq.m.
Outdoor Exhibition Space (31 sq.m. and above)	750 ILS per 1 sq.m.
Startups Display Located at the "Innovation-Boulevard" Specifications will be sent	7,300 ILS

Note: Additional open corners/fronts incur a 5% surcharge on the above prices.

Shell Scheme Construction Package

- Side panels and a back wall (2.46 meters height).
(Additional panels for internal division are available upon order and payment).
- Fascia sign / top banner with exhibitor's name
(10 letters per 1 linear meter).
- 2 chairs, 1 table, and 1 shelf per 6-8 sq.m. of shell scheme.
- Spotlights: 1 per 1 linear meter of frontage.
- 1 kW electrical socket per 6-8 sq.m.
(Additional power supply available upon order and payment).
- Carpet flooring.
- Minimum shell scheme construction: 6 sq.m.
- Extra display accessories, furniture, and equipment are available in the exhibitor's manual.

Participation Fee Includes:

- Exhibition space as detailed.
- Digital invitations for self-distribution.
- Entry in the online exhibitors' catalogue.
- Reduced-fee parking permits according to Expo Tel Aviv guidelines and booth size.
- 1 free invitations to the conference.

Important Information

- All exhibitors, display designers, construction, and installation personnel are required to comply with the exhibitor guidelines and regulations published by the organizers.
- Exhibitors who ordered unconstructed (raw) space must order power supply and electrical outlets separately as detailed in the exhibitor's manual.
- Exhibitors who order display equipment, custom booths, or construction via a private designer or third-party supplier are required to submit an accurate sketch with dimensions and facade markings for the organizers' approval. Any increase in height requires special approval. Unbranded walls may not be placed in the aisles. In addition, an authorization approval signed by a certified construction engineer following on-site setup and inspection, required at least 16 hours prior to the exhibition opening.

Terms and Binding Conditions

- All payments are subject to the currency exchange rate on the day of payment.
- VAT will be added according to Israeli tax regulations.
- Registration must be completed on the official organizers' form.
- A 50% down payment must be made within 48 hours of registration. 50% final payment must be settled by the date specified on the registration form.
- The registration form will only be approved after the down payment has cleared. Access to the exhibition setup will not be permitted without completing all actual payments as detailed.
- Any equipment and exhibits displayed must fall within the categories of the exhibition topics specified in this brochure. Any other exhibits require prior written approval from the organizers.
- Exhibition booths are not numbered prior. The floor plan and exhibition diagrams are for illustrative purposes only; locations may change provided that the relative position of the reserved booth is maintained.
- All information, terms, and guidelines published by the organizers in this brochure, the exhibition website, the exhibitor's manual, guideline files, and ongoing official publications constitute the binding terms and conditions for all exhibitors and participants.

Special Exposure Opportunities for Participants



1. Workshops & private Seminars

Exhibitors interested in presenting products, technological developments, or conducting a professional seminar or workshop are invited to utilize the exhibition's Workshop Center.

Package Includes:

- Lecture room (up to 50 seats) including chairs and stage.
- Audiovisual equipment (projector, sound system).
- Advance promotion to exhibition visitors.
- Session duration: 30 minutes gross.
- Water and coffee station.

Exhibitor's Responsibility:

- Promoting the workshop to invited guests.
- Event management during the session.
- Laptop, presentation materials, and technical management.

Terms & Conditions:

- Hosting a workshop is subject to organizers' approval. Content must be submitted for prior review.
- The organizers reserve the right to approve or reject workshop requests.
- Catering must be ordered exclusively through the authorized vendor. External food/beverages are not permitted.
- No display materials or physical props may be set up inside the lecture room.
- Workshops must end strictly after 30 minutes, and participants must vacate the room promptly.
- The number of workshop slots is limited, with no guarantee of approval for all requests.
- Workshops are reserved for exhibitors only
- The organizers will not make announcements over the PA system regarding workshops; driving attendance is the sole responsibility of the company.

Cost: 9,500 ILS

Special Exposure Opportunities for Participants



2. Sponsorship Opportunities

(Sponsorship fees cover platform access only and do not include production or third-party costs)

A. Networking & Social Event Sponsor (Exclusive) The Defense-Tech Happening & Opening Reception

Cost: 40,000 ILS

- Exclusive sponsorship with advance promotional coverage.
- Signage featuring the sponsor's logo across the event area.
- Brief welcoming remarks by a representative of the sponsor.
- Opportunity to distribute corporate giveaways to attendees.
- Sponsor logo placement on event invitations.
- Featured logo placement on the exhibition website.
- Professional newsletter distribution to all conference and exhibition registrants.

B. Platinum Sponsorship**Cost: 60,000 ILS**

- Visitors' Badges (Exclusive):
Company logo printed on all visitor badges.
- Company logo on all official invitations.
- Logo placement across all official exhibition and conference publications.
- Logo placement on the official website with a direct hyperlink to the sponsor's site.
- Logo featured on main venue signage throughout the exhibition grounds.
- Branded hospitality station within the exhibition area.
- Unmanned informational display/signage near the visitor registration area (subject to organizers' guidelines).
- First advertising page in the digital exhibitors' catalogue/directory.
- Stationing a company representative at the main entrance area to greet visitors (subject to organizers' guidelines).
- Professional newsletter distribution to all registered attendees.
- 15 complimentary conference passes.

**C. Gold Sponsorship
(Up to 5 Companies)****Cost: 40,000 ILS**

- Company logo on invitations.
- Logo placement across all official exhibition and conference publications.
- Logo placement on the official website with a hyperlink to the sponsor's site.
- Logo placement on main venue signage throughout the exhibition grounds.
- Branded hospitality station within the exhibition area.
- Signage near the visitor registration area (subject to organizers' guidelines).
- Full-page ad in the digital exhibitors' catalogue/directory.
- Professional newsletter distribution to all registered attendees.
- 10 complimentary conference passes.





D. Conference Session Sponsorship

Cost: 50,500 ILS

- Publication of company logo and sponsorship acknowledgment in the conference program schedule.
- One speaking slot in the sponsored session.
- Screening of a 20-second promotional video at the opening of the session.
- Logo placement across all official exhibition and conference publications.
- Logo placement on the official website with a link to the sponsor's site.
- Logo placement on dedicated signage in the conference hall area.
- Branded hospitality station in the exhibition hall.
- Signage placed near the stage during the sponsored session (subject to guidelines).
- Full-page ad in the digital exhibitors' catalogue/directory.
- Representative stationed at the conference entrance during the session to greet attendees (subject to guidelines).
- Professional newsletter distribution to all registered attendees.
- 10 complimentary conference passes.

Note: Customized sponsorship packages or additional exposure platforms will be priced and tailored individually. The organizers reserve the right to offer additional promotional channels at their sole discretion. All exposure options are reserved for official exhibitors only.

3. Live Product Deployments & Technology Demos

Exhibitors interested in performing live demonstrations of equipment and technologies must submit a request containing a brief description of the demo.

- Requests will be evaluated based on Expo Tel Aviv regulations, safety guidelines, and operational feasibility.
- Demonstrations will take place in the outdoor lawn area with advance publicity and in accordance with published guidelines.
- Performing a live demonstration involves an additional fee and is restricted exclusively to official exhibitors.

Online Exhibitors' Catalogue

- The exhibition catalogue includes a classified directory of exhibitors, corporate profiles, advertising, and official event publications.
- Inclusion in the online exhibitors' directory is free of charge for registered exhibitors, following the official template provided by the organizers.
- The directory will be hosted on the official exhibition website.
- The catalogue will be actively distributed prior to the event to all registered visitors and participants.

General Note:

- All prices quoted exclude VAT.
- The program and various specifications may be subject to change.

