ISDEF

THE 8TH INTERNATIONAL DEFENCE & HLS EXPO

JUNE 6-8 2017 | TEL-AVIV ISRAEL

WWW.ISDEFEXPO.COM

ISDEF 2017 is the Premier International Defense and HLS Exhibition in Israel bringing together government and military officials, industry members, end users and decision makers from Israel and around the world. The United States is the largest single supplier of defense and security equipment to Israel and 86% of ISDEF attendees have buying power, making ISDEF a highly effective platform for rapid business growth.

ISDEF 2015 Show Highlights:

- 12,000 visitors from 90 nations
- 89 Official Delegations from abroad
- 154 Exhibitors from 22 Countries
- Live Demonstrations
- Lectures and Interactive Workshops
- Networking Events

USA PAVILION

The USA Pavilion at ISDEF 2017 offers product and services presentations, business and networking opportunities and target audience reach in a competitive, prime location show setting.

The USA Pavilion is designed to assure U.S. exhibitors get the most of the ISDEF experience by providing cost-saving participation options through shared services and extensive pre-show and onsite support, allowing exhibitors to focus on market objectives, maximizing ROI.

USA PAVILION:

- Strong USA Identity
- Prime show location with amplified show floor visibility
- Professional customer- and user-friendly U.S. environment
- USA based exhibitor service staff
- Expert pre-, during- and post-event exhibitor guidance, support and logistical coordination
- Market support from the U.S. Embassy in Tel Aviv (tbd)

- All-inclusive cost-efficient participation options through shared services:
  - *Business Lounge with meeting space and hospitality services*
  - *Dedicated USA Pavilion Wi-Fi Internet Access*
  - *Daily Cleaning*
- Entry in the Official Show directory and USA Pavilion directory

powered by BFOR

ISDEF

THE INTERNATIONAL DEFENCE & HLS EXPO

JUNE 6-8 2017

TEL-AVIV ISRAEL

ISDEF INDUSTRY SECTORS:

- Cyber Security/Warfare
- SAR Solutions
- Robotic Platforms
- Tactical Logistics
- Soldier Modernization
- C4ISR
- Tactical Long Range Communication Systems
- Interoperability: Defense and Security
- Parachutes/Guided Parachute Systems
- PPE
- Water Purification Systems
- Tactical Vehicles
- Command and Patrol Vehicles
- Energy Saving Solutions
- Jamming Devices
- Thermal Imaging Devices
- Fire Detection
- Air/Land/Sea Defense Capabilities
- Homeland Security Applications
- Counter-Terrorism
- Unmanned Systems: UGV's/UAV's
- Simulation Systems
- Weapon (Systems) and Accessories
- C-IED
- CBRNe
- Non-Conventional Warfare
- SOF
- Combat Equipment
- Electronic Warfare Systems
- Vehicle Protection
- Border Protection
- Textiles
- Emerging Security Challenges
- Civil Emergency Planning

USA PAVILION PARTICIPATION OPTIONS:

• Turnkey Booth Package (min. 9 sqm)

Turnkey Booths provide an all-inclusive premium quality booth that includes:

- Carpeting
- Back and side walls
- Lighting
- Fascia board with Standard Exhibitor Name signage
- Lockable Info counter with Company Name
- Table
- 4x Chairs
- Electrical Outlet
- Daily cleaning
- Access to all Pavilion services and amenities
- Optional custom graphics and additional furnishings available at an additional cost

• Space Only Package (min. 18 sqm)

- Exhibit Space Only
- Daily cleaning
- Access to all Pavilion services and amenities
- *Contact B-FOR International for a state-of-the-art custom design. Our experienced team of designers and project managers will work with you to create the best booth to meet your exhibiting needs.*

**USA Pavilion design example.*

USA PAVILION RATES:

Turnkey Booth Package —
min. 9 sqm: **USD $650/sqm**

Space Only Package —
min. 18 sqm: **USD $448/sqm**

Corner Premium: USD $500 per corner

To reserve space, contact:

Erica Kodila—

Email: **ekodila@b-for.com**

BFOR
the international exhibit people™

520 William Street, Suite E
Fredericksburg, VA 22401
Tel: +1-540-373-9935