



# THE ISRAEL CONFERENCE™

Cool Business

From the Shores of the Mediterranean  
To the Shores of the Pacific ~

Expanding Opportunities between Israel & California

Thursday June 3, 2010 in Los Angeles

Meet Innovators in High Tech, Media / Entertainment Tech,  
Clean / Green Tech, Medical Tech, and Consumer Products.

## Participate in the Pavilion of Companies

Page 1 of 3

Your company's participation in the **Pavilion of Companies** at *The Israel Conference*™ will increase your firm's global exposure. Your firm will benefit from being showcased with other Israel-facing businesses as part of our national and international media campaign through print, broadcast, and on-line publicity. Your firm will be able to meet with the attendees to present your remarkable technology and consumer products and speak directly with business development professionals and investors.

### Who will be Attending The Israel Conference™

A significant gathering of attendees from the professional business community in California as well as from Israel to include CEOs, CIOs, and entrepreneurs as well as financiers, VCs, Private Equity firms, Investment Bankers, and other professionals who are active in the industries that will be discussed during each panel.

### Who is speaking at The Israel Conference™

Inside the Conference room will be speakers on panels featuring chief executives, entrepreneurs, technology innovators, financiers, Private Equity, and VCs from market-making and Israel-facing companies. Participation in the **Pavilion of Companies** is a benefit for the company and does not include speaking on a panel.

### What is the schedule of The Israel Conference™

Starting early in the day with the breakfast keynote through an evening media and entertainment reception.

### Why your company should Participate in the Pavilion of Companies

Designed for **remarkable technology and consumer products companies**. You will be able to showcase the unique qualities of your firm and you will meet the speakers, participants, investors, and business executives with whom you can directly network and create new business opportunities for your company.

### Who can Participate in the Pavilion of Companies

Only firms that are Israel-facing are included as part of the **Pavilion of Companies**. Companies that are Israel-facing who are based in Israel, have R&D in Israel, or do business in Israel are encouraged to participate and complete the attached form for the **Pavilion of Companies** to be considered for inclusion. Participating companies are revenue generating from early stage through mature companies that can show their remarkable technology or innovative consumer products. Companies that have new disruptive technology through established market leaders in their industry.

### Advantages for Participants in the Pavilion of Companies

Present your company in the **Pavilion of Companies** where you will have special tables placed in the well trafficked Pavilion areas around the Conference room throughout the day. It is a great opportunity to provide **demonstrations** of your company's technology or products and interface directly with attendees.

### What is required to participate in the Pavilion of Companies

Each selected participating company receives an exhibition table, electricity, wi-fi, signage at the conference, company logo on conference materials, click-through on the conference website, invitation to the exclusive Sponsor / Speaker Dinner evening prior, passes for 2 people, a 50% discount on up to ten conference admission tickets.

We have room for only a select number of remarkable and fascinating companies in the **Pavilion of Companies**. Each company will receive plenty of marketing and access. **The spots are going quickly!** Reserve your space Today!

The **Pavilion of Companies** registration form is on the attached page. You can reach us at 310.445.5388 to discuss your involvement in this upcoming event.



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Page 2 of 3

## Participate in the Pavilion of Companies

Present your company's technology and products all day to relevant business partners and investors.

**WHO:** Participants in the **Pavilion of Companies** are technology companies in clean tech, entertainment and media tech, gaming, search, medical tech, consumer products, and other software and technology focused companies. Companies that are Israel-facing who are based in Israel, have R&D in Israel, or do business in Israel are encouraged to participate and complete the attached form for the **Pavilion of Companies** to be considered for inclusion. Participating companies are revenue generating from early stage through mature companies that can show their remarkable technology or innovative consumer products.

**HOW:** If selected to be included, your company will receive a table in the **Pavilion of Companies** area so that you can meet directly with attendees throughout the day and promote new business around your **remarkable technology** and **consumer products** with alluring displays and interactive demonstrations.

**WHERE:** The **Pavilion of Companies** area will feature special tables set up in the well trafficked **Pavilion** just outside the Conference room throughout the day.

**WHY:** As a **Pavilion of Companies** participant, you will be able to showcase the unique qualities of your firm while meeting investors and business executives - fostering new business opportunities for your company. Your company will benefit from being showcased as part of our national and international media campaign through print, broadcast and on-line publicity. Attending will bring you closer to your next deal!

**DETAILS:** Your participation fee is fully refundable if your cancelation is received on or before May 3, 2010 except for a \$500 non-refundable, non-transferable processing fee. Your requests to meet with executives of specific companies will be extended by the conference to the company and there is no guarantee that the company or the specific executive will attend.

### Pavilion of Companies

**\$1,800**

Includes exhibition table, electricity, signage at the conference, company logo on conference materials, click-through on the conference website, invitation to the exclusive Sponsor / Speaker Dinner evening prior, passes for 2 people, and a 50% discount on up to ten conference admission tickets purchased by your company.

Company Name \_\_\_\_\_ Website \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_ Email \_\_\_\_\_

Enclosed is a check in the amount of \$ \_\_\_\_\_ Please make the check payable to: THE ISRAEL CONFERENCE™

Credit Card payment is preferred in the amount of \$ \_\_\_\_\_. Please indicate:  VISA  MasterCard  AMEX

Name as it appears on Credit Card \_\_\_\_\_ Signature \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. \_\_\_\_\_ / \_\_\_\_\_ Code \_\_\_\_\_ FAX TO: 310.496.1450

**Reserve a place in the Pavilion Today. There are limited spaces.**

**Sign-up On-Line at [www.TheIsraelConference.org](http://www.TheIsraelConference.org) under the Pavilion tab**

benefits may change without affecting the fee to participate

**PLEASE RETURN THIS FORM WITH YOUR PAYMENT TO:**



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Page 3 of 3

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### PLEASE COMPLETE THE QUESTIONNAIRE BELOW:

Company Name: \_\_\_\_\_

Website: \_\_\_\_\_

Describe your Company:  
(less than 20 words) \_\_\_\_\_

Inspiration \_\_\_\_\_

Product  Describe \_\_\_\_\_

Service  Describe \_\_\_\_\_

Technology  Describe \_\_\_\_\_

Year Founded \_\_\_\_\_

Revenue in 2009  Under \$500,000  Over \$500,000  Over \$1,000,000  
 Over \$3,000,000  Over \$5,000,000  Over \$10,000,000

Customers / Profile \_\_\_\_\_

Investors / VC's \_\_\_\_\_

CEO Name \_\_\_\_\_

Email \_\_\_\_\_

Phone Number \_\_\_\_\_ Office \_\_\_\_\_ Cell \_\_\_\_\_

Address in Israel \_\_\_\_\_

Address in the USA \_\_\_\_\_

**WHO DO YOU WANT TO MEET:** Please note companies that you would like to be invited to attend The Israel Conference so that they could meet with you during the day.

- Investors \_\_\_\_\_
- Customers \_\_\_\_\_
- Partners \_\_\_\_\_

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