

21st edition

M.I.T.

International Tourism Market

May 28th - 31st - 2015

INTERNATIONAL EXHIBITION TRADE CENTER OF TUNIS - LE KRAM

Tourism and Travel Fair

«Tourism for all»

MAP: 12 rue Ibn Rachik 1002 Tunis - Tunisia
Tél.: +216 71 893 215 - Fax: +216 71 784 013
commercial@mit-med.com.tn - www.mit-med.com.tn



May 28th - 31st - 2015

**INTERNATIONAL EXHIBITION TRADE CENTER OF
TUNIS - LE KRAM**

Tourism and Travel Fair

Welcome to the 21st edition

The 21st edition of the tourism and travel fair **M.I.T** (Marché International du Tourisme) - «International Tourism Market» will be held from Thursday 28th to Sunday 31st of May, 2015 at the International Exhibition Trade Center of Tunis - Le Kram, under the theme «**Tourism for all**».

An International...

M.I.T is an international exhibition dedicated for all kinds of tourists and for all opportunities. It welcomes exhibitors and visitors from all corners of the world, especially the Maghreb, Africa, Asia, the Middle East and Europe.

In addition, it has become an annual international event and a meeting and contact place for professionals of the tourism, travel, vacations and recreation worlds. In one word, it has grown into an annual appointment and custom for all the members of the Tourism sector.

...and strategic fair

M.I.T is the Tourism and travel exhibition of Tunisia, Mediterranean countries, African countries, North African and Arabic countries, which occupies a special place and a strategic position in the tourism industry in general, and in Mediterranean, African and Maghreb area in particular. This is what gives **M.I.T** its international qualification and a strategic mission.

Thanks to its strategic vocation, it is also considered as the show of innovations and novelties in the ICT and e-tourism fields.

Exhibitors as sellers...

M.I.T is the market of all kinds and types of tourism that exist in today's world. Indeed, the panel and portfolio of products and services exhibited during **M.I.T** is relatively broad including seaside, alternative, integral, ecological, cultural, Sahara, athletic, active, social and associative products and services but also and at the same time business tourism, conferences and incentives, outdoor activities, recreation center and animation, as well as providers of services related to the organization of travel and vacations.

M.I.T is an event during which hotels, travel agencies and car rental, transport companies, entertainment centers ... exhibit to promote, advertise and sell their existing and newest products and offerings.

On the other hand, the exhibition represents the perfect location where all ministries tourism offices, regions and tourism authorities and embassies have the opportunity to promote their destination.

...and visitors as buyers

M.I.T is the meeting place for tourism travel and leisure,

holiday crafts, hospitality professionals and also operators of distribution channels, sales experts, managers, researchers and students.

In addition, there are also businessmen, investors, developers, manufacturers and traders coming from different sectors and backgrounds who also participate to **M.I.T**.

Visitors of **M.I.T** are concerned and interested in buying and getting information about the last trends and offerings. They come from all parts of the world.

Besides, it is also opened for public and all visitors are welcome.

Seminars and workshops

Seminars and workshops will be organized in the framework of **M.I.T**.

5 in 1

Exhibitors and visitors of **M.I.T** will benefit from the contribution of the four other shows which will be held on the same dates and place as well as **M.I.T**: «**Tunisia Horeca Expo**» (hospitality equipments and services), «**Tunisia Spa Expo**» (hydrotherapy, thalassotherapy and wellness), «**Tunisia Boat Show**» (Yachts, marinas and cruises) and «**Tunisia Golf Show**» The five fairs presented above complete each other, thus that's the reason behind their important international reputation, notoriety and synergy.

The organization of M.AP

M.I.T is organized each year by the Tunisian company **MAP** (Marketing, Advertising & Publishing). Actually, the company organizes as well the four other fairs, edits and publishes the magazine **Tourisme Info**, the **Tourism directories** and organizes the «**Tourism Observatory**».

MIT in few words...

- **4 days:** Thursday 28th, Friday 29th, Saturday 30th, and Sunday 31st May 2015.
- **International Exhibition Trade Center of Tunis - Le Kram.**
- **Opening Time:** from Thursday to Saturday: 10 am to 7 pm. and in Sunday: 10 am to 5 pm.
- **Address:** **M.A.P** (Marketing Advertising & Publishing) 12 rue Ibn Rachik 1002 Tunis - Tunisia
- **Tel:**+216 71 89 32 15 - **Fax:** 216 71 78 40 13
- **Mail:** direction@mit-med.com.tn;
commercial@mit-med.com.tn
- **Web Site:** www.mit-med.com.tn

Afif KCHOUK
General Manager



May 28th - 31st - 2015

INTERNATIONAL EXHIBITION TRADE CENTER OF
TUNIS - LE KRAM

Tourism and Travel Fair

APPLICATION FORM

(Limited date for registration: 12th May, 2015)

Firm:

Industry/Activity:

Address:

Zip code: Town: Country:

Tel.: Fax: Mobile: e-mail:

Web site:

The responsible for the firm: Profession:

The responsible of the file: Profession:

Requested area

We hereby confirm our participation through:
 NON EQUIPPED/BARE STAND:
without separating partitions or panels and without electrical connections or other fluids and liquids) at a price of 125 euros per m² (without VAT).

EQUIPPED STAND: *an aluminium frame - Separators panels - Front banner - Emblem - 1 spotlight of 100 W per 3 m² - 1 plug socket of 400 W - Carpet - Guarding (outside normal opening hours) at price of 135 euros per m² (without VAT).*

◆ **AREA**

9 m² 12 m² 18 m² 24 m²
 27 m² 36 m² 48 m² 63 m²
 more (please specify) m²

◆ **STAND AT THE CORNER: Addition prices**

1 corner: +15% 2 corners: +20%

Additional costs

Application fees: **50 euros**
 Catalog fees: **10 euros**
 Insurance (fire and civil liability insurance): **2 euros/m²**

Payment

- **30%** have to be paid with the following application form
 - **70%** no later than **Monday, May 18, 2015**

Payment mode: Cheque Transfer on behalf of the company:

M.A.P - Bank: BIAT - Mohamed V agency

Account n°: **08 005 0100810008649 29**

IBAN code: **TN 59 08 005 0100810008649 29**

SWIFT code: **BIATTNTT**

I declare to have read and agree to the rules of participation to «MIT 2015»

Badges and invitations are for free

◆ **Badges: 3 for 9m² ◆ Invitation: 50 for 9m²**

Reserved for the organizer

N° of the file N° of the Stand

Received the:

Signatory

(Preceded with the name, family name and profession of the signatory)

Date and stamp of the company

MAP: 12 rue Ibn Rachik 1002 Tunis Tunisia
 Tel:+216 71 89 32 15 - Fax: 216 71 78 40 13
 mail: direction@mit-med.com.tn; commercial@mit-med.com.tn
 Web site: www.mit-med.com.tn

1- Conditions

1.1: the exhibitor must deliver to M.A.P (the official company which organizes the Fair) the participation form, which must be totally completed and signed with a Stamp which represents a definitive agreement and an engagement of the exhibitor to the company M.A.P.

1.2: the following regulation is integrated in the order form. It must be read and signed with a stamp by the exhibitor and his signature that signifies his/ her acceptance and application.

1.3: any changes supposed to be taken in terms of the participation request or in payment regulations must be notified and explained by the exhibitor in writing and given to M.A.P.

1.4: concerning the organization of the exhibition, the exhibitors must manage their business in a consistent manner with M.A.P regulations and conditions.

1.5: Exhibitors must not assign to any other person, firm or corporation, the benefits or charges of this agreement.

1.6: The exhibitor cannot exchange or assign or sublet its stand without M.A.P agreement.

1.7: Only the sign of the signatory of the order form will appear on the stand.

1.8: In special cases or necessity, M.A.P has the right to change the location of the stand already assigned to the exhibitor, and the latter is supposed to have compensation.

1.9: In case of nature bad circumstances (floods, earthquakes, strikes, serious disorders or other government intervention) which will lead to the cancellation of the show, or changing the dates or its schedule, M.A.P will not be concerned with any liability or compensation.

1.10: This agreement will not be disabled because of a defect or fault in the exhibition catalog.

1.11: Exhibitor must be already aware that no written or oral, explicit or implicit promise was made concerning the revenues of the fair or its success.

2- Invoicing and payment

2.1: Exhibitors must pay a deposit of 30% of the total amount, including taxes, with the application form.

2.2: The exhibitor will pay the cost of its participation when he receives the invoice, no later than Monday, May 18, 2015.

2.3: FODEC (1%) and VAT (18%) are charged to the exhibitor Tunisian resident and foreign non-resident.

2.4: it is not allowed for any exhibitor to exhibit unless after paying his/her bills to M.A.P and all costs of participation.

2.5: In cases of nonpayment of the invoice and associated costs, M.A.P has the right to hold items, equipment or goods exhibited on the stand until receiving payment.

2.6: In case of cancellation, the advance of 30% is not refunded unless the cancellation is expressed and communicated in writing to M.A.P before May 15, 2015.

3- Planning of the stand

3.1: Exhibitors may begin setting up their stands from Monday, May 25, 2015 at 9A.M, if they requested a bare/ Non equipped one, and from Tuesday, May 26, 2015 at 9A.M, if the stand is equipped.

3.2: During the operation of stand planning, the exhibitor is allowed to work until 9PM.

3.3: The management of the stand must be completed at the latest 6PM the day before the opening of the show, more precisely, Wednesday, May 27, 2015. In addition to this schedule, M.A.P will not take any responsibility for the delay of the management.

3.4: The exhibitor is not allowed to remove his/her equipment before the end of the exhibition: Sunday, May 31 at 5 P.M.

3.5: Exhibitors are requested to remove their stand during the evening of Sunday, May 31, 2015 and no later than Monday, 1 June 2015.

3.6: Exhibitors must order and pay, under their charges, other stand equipments which are not mentioned in the application form: fluid, liquid, 380V electricity, additional panels, special amenities, tables, chairs, shelves, cabinets, display and data shows, television...

3.7: The exhibitor must have the prior written consent of M.A.P and comply with safety standards, to build on his/her stand, a mezzanine for an additional charge per m².

4- It is forbidden to...

It is strictly forbidden for the exhibitor to:

4.1: use projectors of all kinds, speakers or music that might harm and bother other participants.

4.2: engage in activities that may bother or exposure another exhibitor to harm, which signifies his/ her disrespect for the rules of competition.

4.3: get beyond the limits of his stand and block the view of the adjacent stand. The lighting inside the stand must not disturb those next door.

5- Management of the stand

5.1: The exhibitor has the right to access the show, during the four days of exhibition, from 9:30A.M to 7:30P.M.

5.2: Exhibitors must be present on the stand, responsible and competent representative during business hours, from the beginning to the end of the fair.

5.3: Every exhibitor is allowed after getting a written approval from M.A.P to organize, lottery, endowments and all promotional activities which are relevant to the subject of the show, without harming neighboring exhibitors.

6- Loss, Theft and Litigation

6.1: Neither M.A.P nor its personnel will be liable for any loss, theft or damage during loading and unloading the equipments. The exhibitor is obliged to ensure the material exposed against the risk of theft, loss and damage of his/her own, his/her staff or people working for him/her or under his/her instructions.

6.2: This request for participation and this regulation are protected by the Tunisian law.

Read and approved by

(Name, family name and profession of signatory, stamp of the company)