

26<sup>th</sup> edition

**M.I.T**

**International Tourism Market**

**26 - 29 February 2020**

**TUNIS - TUNISIA**

**International Fair  
of Travel, Holidays  
& Leisure**

**MAP:** 12 rue Ibn Rachik 1002 Tunis - Tunisie

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**26<sup>th</sup> - 29<sup>th</sup> February 2020**

**TUNIS - TUNISIA**

## **International Fair of Travel, Holidays & Leisure**

### **Welcome to the 26<sup>th</sup> edition...**

The 26<sup>th</sup> edition of the Tourism Fair «M.I.T 2020» (International Tourism Market) will be held from Wednesday 26th February to Saturday 29th February 2020 at the Expositions Park of Tunis in Le Kram, Tunisia.

### **... Of sustainable and progressive Tourism**

«M.I.T 2020» will be organized under the theme of sustainable, responsible and progressive tourism fair, the tourism of mobility. Therefore, the emphasis will be on mobility, digital and intelligent tourism.

### **...International...**

«M.I.T 2020» is an international fair where the latest market trends of the International tourism sector, the most fashionable destinations, most recent innovations as well as the latest offers, are exhibited and displayed.

### **...In Tunisia...**

«M.I.T 2020» will take place in Tunis, the capital of Tunisia, Nobel Peace Laureate in 2015, heart of the Mediterranean Sea and two hours flight away from most European capitals and approximate 3 hours flight from African and Arab capitals

### **A market of supply and demand...**

«M.I.T 2020» is a market where supply and demand meet. It is the meeting point and the annual meeting point of suppliers and service providers on one side, and clients and prospects on the other side. It is a B2B, B2C and B2A platform.

### **...For exhibitors-suppliers**

...For Exhibitors-Suppliers...

«M.I.T 2020» is considered as a display, a showroom, and «show and sell» exhibition where hotel owners, travel agents, online booking agencies, transport carriers, service providers and associations gather and exhibit in order to promote their brand notoriety, and to present and sell their latest offers and products.

### **...And visitors-buyers**

«M.I.T 2020» will attract visitors of all kinds, motivated buyers and consumers, loyal customers, and potential prospects. The fair is specifically dedicated to help and assist them in their decision making process.

### **Conferences and activities**

Conferences, workshops and seminars will be organized during the four days of «M.I.T 2020». Exhibitors willing and eager to organize events or activities, within the fair, would be also welcome to do so.

### **Communication and marketing**

«M.I.T 2020» will be promoted through a dynamic communication campaign, international and national media coverage, including emailing, radio spots, online advertisements, social media, professional and non professional press and magazines advertisement and a very wide poster campaign.

### **The «Tourim Fairs»**

«M.I.T 2020» will enable its exhibitors and visitors to take advantage of the added value of the four other fairs that will be held during the same date and at the same venue and especially under the same Label of «The Tourism Fairs» which are «Horeca Expo» (equipment and services for hotels and restaurants), «Boat Show» (yachting and nautical activities), «Spa Expo» (wellness and medical tourism) and «Sports Show».

These five fairs complete each other and so add more value and synergy to one another.

### **M.A.P Organization**

«M.I.T 2020» is an annual fair organized and owned to the company M.A.P (Marketing Advertising & Publishing) that is also in charge of the organization of 4 other **Tourism Fairs**, releases the professional tourism magazine «Tourisme Info» and also the «Tourism Directories» and manages the «Tourism Observatory».

### **«MIT 2020» in a nutshell**

• **Time Period:** 4 days: Wednesday 26, Thursday 27, Friday 28 and Saturday 29 February 2020.

• **Place:** Expositions Park of Tunis - Le Kram

• **Opening hours:** From 10AM to 7PM from Wednesday to Friday and from 10AM to 5PM on Saturday

• **Address:** M.A.P (Marketing Advertising & Publishing) 12 rue Ibn Rachik 1002 Tunis - Tunisia

• **Tel Number:** +216 71 893 215 - Fax: +216 71 484 0 3

• **E-mail Addresses:** [direction@mit-med.com.tn](mailto:direction@mit-med.com.tn); [commercial@mit-med.com.tn](mailto:commercial@mit-med.com.tn)

• **Website:** [www.mit-med.com.tn](http://www.mit-med.com.tn)

• **Facebook page:** mit

Afif KCHOUK  
General Manager

## EXHIBITOR PARTICIPATION FORM

Company Name: .....

Sector of Activity: .....

Address: .....

Zip code: ..... City: ..... Country: .....

Tel.: ..... Fax: ..... Mobile: ..... e-mail: .....

Web site: .....

Company Manager Name: ..... Profession: .....

Contact: ..... Profession: .....

### Space Requested

We confirm our participation by renting:

**An shell scheme unfurnished stand including:** aluminum structure, wall panels, front banner, sign, spotlight IODE 150w/12 m<sup>2</sup>, power outlet 400w, carpet, security service (outside opening hours of the fair).

**Space floor only (non equipped and unfurnished) minimum of 42m<sup>2</sup> includes:** carpet, partition of walls, Electrical and hydraulic connections are not included in the price. They have to be ordered and invoiced separately and payed for as extra.

#### Surface Area

9 m<sup>2</sup>  12 m<sup>2</sup>  18 m<sup>2</sup>  24 m<sup>2</sup>   
 27 m<sup>2</sup>  36 m<sup>2</sup>  48 m<sup>2</sup>  63 m<sup>2</sup>   
 more (to specify) ..... m<sup>2</sup>

**Corner stand:** price supplement

1 corner: +15%     2 corners: +20%

### Reserved for the organizer

File number                      Stand number

Delivered on: .....

### Participation fees

Equipped and unfurnished stand: ..... **155 euros per m<sup>2</sup>**  
*(Taxes not included)*

Space floor only: ..... **145 euros per m<sup>2</sup>** *(Taxes not included)*

Application fees: ..... **55 euros**

Catalogue fees: ..... **12 euros**

Insurance: ..... **2,5 euros per m<sup>2</sup>**

### Payment

- 50% must be paid with the submission of this application form

- 50% must be paid no later than Monday 3<sup>rd</sup> february 2020

Payment type:  Cheque  Bank transfer to the account of:  
**M.A.P - Banque: BIAT Agence Mohamed V**  
 Account number: 08 005 0100810008649 29  
 Code IBAN: TN 59 08 005 0100810008649 29  
 Code SWIFT: BIATTNTT

I hereby, declare that i have read & accepted the terms & conditions of payment of the participation to «MIT 2020»

### Free badges & invitations

◆ Badges: 3 for 9m<sup>2</sup> ◆ Invitation: 50 for 9m<sup>2</sup>

### Signature

(With the family Name, first name and profession)

Date and company stamp

## 1- General 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 & stamped thus representing a final agreement and a commitment from the exhibitor to the company **M.A.P**.
- 1.2:** The following regulations are found in the order form. It must be read and signed with a stamp by the exhibitor and his/her 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 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 signatory of the order form will appear on the stand.
- 1.8:** In special cases or necessity, **MAP** has the right to change the location of the stand already assigned to the exhibitor, and the latter could benefit from a 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, **MAP** will not be liable for any compensation.
- 1.10:** this agreement will still be valid in the case of defect or fault in the exhibition catalogue.
- 1.11:** exhibitors 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 50% of the total amount, including taxes, with the submission of the application form.
- 2.2:** The exhibitor must pay the remaining of the cost of participation, which is 50% of the total amount, when he/she receives the invoice, no later than Monday, **3<sup>rd</sup> of February, 2020**.
- 2.3:** FODEC and VAT are charged to the exhibitors resident and non-resident foreigners and Tunisians alike.
- 2.4:** It is not allowed for any exhibitor to exhibit unless payment of his/her bills to **MAP** and all costs of participation.
- 2.5:** In case of non-payment of the invoice and associated costs, **MAP** 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 50% is not refunded unless the cancellation is expressed and communicated in written to **MAP** before Monday, **3<sup>rd</sup> of February 2020**.

## 3- Installation of the stand

- 3.1:** Exhibitors may begin setting up their stands from **Friday 20 February 2020, from 9am** if requested a space only stand, and from **Monday 24 February, 2020 at 9am**, if the stand is shell scheme/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, **Tuesday 25 February 2020**. In addition to this schedule, **MAP** 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: **Saturday 29 February 2020, at 7pm**.

**3.5:** Exhibitors are requested to remove their stand during the evening of **Saturday 29 February 2020** and no later than **Sunday 1<sup>st</sup> March 2020**.

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

**3.7:** The exhibitor must have the prior written consent of **MAP** and comply with safety standards, to build stands, a mezzanine for an additional charge per m<sup>2</sup>.

## 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 inconvenience other participants.

**4.2:** Engage in activities that may disturb or expose other exhibitors to harm, which signifies his/ her disrespect for the rules of competition.

**4.3:** Get beyond the limits of stands and block the view of the adjacent ones. 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 9:30am to 7:30pm.

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

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

## 6- Loss, Theft and Litigation

**6.1:** Neither **MAP** nor its personnel will be liable for any loss, theft or damage during loading and unloading of the equipment. The exhibitor must insure 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 regulation, are protected by the Tunisian law.

*Read and approved by*

(Family Name, first name and profession of signatory,  
company stamp)