

# CYBERTECH 2017:

## U.S. TRADE & INVESTMENT PAVILION

Tel Aviv, Israel

*The U.S. Commercial Service and SelectUSA are organizing a U.S. Trade & Investment Pavilion at Cybertech 2017, one of the most significant events on cyber technologies outside the United States.*

### TENTATIVE PROGRAM:

#### Sunday, January 29

- Arrive to Israel
- Welcome cocktail

#### Monday, January 30

- Executive country briefing by U.S. Government officials
- Executive Cyber overview
- Site visit to CyberSpark, Beersheva

#### Tuesday, January 31

- CyberTech Conference & Exhibition
- B2B meetings
- Networking reception

#### Wednesday, February 1

- CyberTech Conference & Exhibition
- B2B Meetings
- Thursday, February 2
- Depart Israel

### WHY EXHIBIT IN THE U.S. TRADE AND INVESTMENT PAVILION?

- The U.S. pavilion will provide U.S. Economic development organizations with the opportunity to exhibit and promote to Israeli companies looking to grow in the United States
- Increased visibility to the international cyber community
- Connect directly to more than 12,000 attendees, 80% of whom have decision making authority
- Receive prime exhibitor space in the U.S. Pavilion and access conference and exclusive networking events
- Meet Israeli and international exhibitors and find opportunities for strategic partnerships to help your region grow
- Customized B2B meetings using the exclusive online B2B system
- Receive full assistance from SelectUSA and U.S. Commercial Service staff
- USA-themed booth package at a special price
- A full listing in the show directory distributed to all exhibitors and attendees

### PARTICIPANTS WILL ALSO ATTEND THE FOLLOWING U.S. EMBASSY ACTIVITIES:

- Exclusive country briefing by U.S. Government officials
- Exclusive cyber overview by industry professionals
- Group visit to Cyberspark in Beersheva (industrial park focused on cyber)
- Meeting with the Israeli Government officials, National Cyber Bureau
- Networking reception to be hosted by U.S. Embassy officials

### COST: \$2,500 FOR FULL PACKAGE (PER EDO) INCLUDES THE FOLLOWING:

- Networking and reception events
- 2 day booth space at the U.S. Pavilion
- A furnished booth featuring your state's/locality's branding
- Access to conference (state staff only)
- Complete participation in all Embassy activities
- B2B facilitation service



For additional information please contact:  
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