

The sixth conference on the Economics of Advertising and Marketing

Hosted by
Recanati School of Business, Tel Aviv University

Tel Aviv, 26-27 June, 2013

LOCAL INFORMATION

Venue

Recanati Graduate School of Business Administration
Room 303

Tel Aviv University
Ramat Aviv, Tel Aviv, 69978
Israel

Conference secretary:
Ariella Zucker
Tel: 972-3-640- 8513
Email: AriellaZ@tauex.tau.ac.il

Parking space will be available in the Smolarz public parking on Dr. George Wise Street.

Internet connection

The network name is: <free-tau> and the username and password are also <free-tau>

Accommodation

Reservations have been made at the following hotel in Tel Aviv:

Hotel Gilgal
7 Nes Ziona Street
Tel Aviv 63904
Email: Reserve@HotelGilgal.com
TEL. +972-3-5111000
FAX. +972-3-5167291
Web: <http://www.hotelgilgal.com/>

The reservation includes a complementary Israeli breakfast (between 7:00 – 10:00) and free in-room wireless internet connection. Additional nights are possible at a special conference rate (140USD per night for a single use and an addition of 15USD per night for an accompanied person).

The hotel is conveniently located between Ben Yehuda street (one of the main streets in Tel Aviv which runs from South to North) and the beach, See the map below for location.

For participants whose accommodation costs are covered by the organizers, please be reminded that incidental expenses such as the mini-bar, laundry, telephone, or any other service offered by the hotel are **not** covered and should be settled with the hotel directly.

Directions

Airport to Hotel

From the airport, participants can reach the hotel by taxi. The cost is 140-160 NIS, which is around \$40-\$45. The journey takes approximately 30 minutes. The Taxi companies at Ben Gurion Airport operate under supervision of the Israel Airports Authority and their rates are regulated. The Taxi Station and dispatcher's counter at Terminal 3 are located on Level G of the Multi Level Road.

Another option would be to take a train from the airport (Ben Gurion Airport Station) to the Tel-Aviv Hashalom Station and then proceed with a taxi to the hotel. The train runs all day long at different intervals (see the Israeli Railways English website - <http://www.rail.co.il/EN/Pages/HomePage.aspx> for an up-to-date timetable). The train station is located on Level S (the lowest floor). Tickets may be purchased at the automatic machines located on Level G. A ticket costs 14.5 NIS (around \$4).

Taxi's from Tel-Aviv Hashalom station to the hotel cost around 25-30 NIS (around \$8). The taxi stand is in Azrieli Center (3 skyscrapers and a shopping mall) which just next to the train station.

Hotel to Conference Venue and Return

A shuttle bus from the hotel to the conference venue and return will be available daily. The shuttle bus to the conference venue will wait in front of the conference hotel and would depart at 08:30 on Wednesday, 26/6, and 08:45 on Thursday, 27/6.

Please arrive ahead of time to avoid delays.

It is also possible to travel between the hotel and the conference venue with a taxi at a cost of around 30-35 NIS (around \$10), or with bus no. 25 or 24 (see direction to the bus stations in the map below). A bus ticket costs 6 NIS (around \$1.8) and is purchased on the bus from the driver. Both lines arrive to the university's main entrance. After entering and walking straight, the Recanati Faculty of Management is to your right (see map below).

Meals

Breakfast will be served at the hotel.

Lunch and refreshments will be provided during the days of the conference in room 401 (see the program for details).

Conference dinner will be offered on Wednesday, June 26, at 19:30 in Yona restaurant at the Jaffa harbour: <http://www.yona.be/en/> . A bus will depart the conference venue to the restaurant after the last session.

Complimentary Tour to the Golan Heights

On Friday 28th, a complimentary tour of the Golan Heights will be offered to participants. Since it takes about 3 hours to get there we will leave early in the morning at 07:30 from the conference hotel. The hotel agreed to serve early breakfast at 06:30.

Tel Aviv Restaurants

Here is a selective list of some excellent restaurants in Tel Aviv. All restaurants could be easily reached by taxi from the hotel. See the website of each restaurant for a menu and opening hours. Restaurant reviews could be read at the link provided in the links section (Fodor's) or at TripAdvisor Tel Aviv restaurant section.

Restaurant	Cuisine	Contact	Address
Raphael	Bistro, Chef Restaurant	http://raphaeltlv.co.il/	87 Hayarkon St.
Brasserie	French	http://www.brasserie.co.il/menus/	70 Ibn Gvirol St.
Coffee Bar	Italian-tinged American bistro	http://www.coffeebar.co.il/en/	13 Yad Harutzim St.
Manta Ray	Seafood	http://www.mantaray.co.il/	Alma Beach
Mizlala	Chef Restaurant	http://mizlala.co.il/en	Nahalat Binyamin 57
The Dining Hall	Israeli multi-cultural restaurant	http://thedininghall.rest-e.co.il/	23 Shaul Hamelech boulevard
Moses	American	http://www.mosesrest.co.il/english/Moses%2BRestaurant	35 Rotschild Ave.
Catit	Chef Restaurant	http://www.catit.co.il/Index_E.php	4 Heichal Hatalmud St.
Kimel	Country French Israeli	http://www.rest.co.il/sites/default.asp?txtRestID=1325&txtNavID=3&txtItemID=533067	6 Hashahar St.
Herbert Samuel	Chef Restaurant	http://www.herbertsamuel.co.il/	6 Keufman St.

Local Contacts

Yossi Spiegel:

Tel: 972-3-6409063

Email: spiegel@post.tau.ac.il

Yaron Yehezkel:

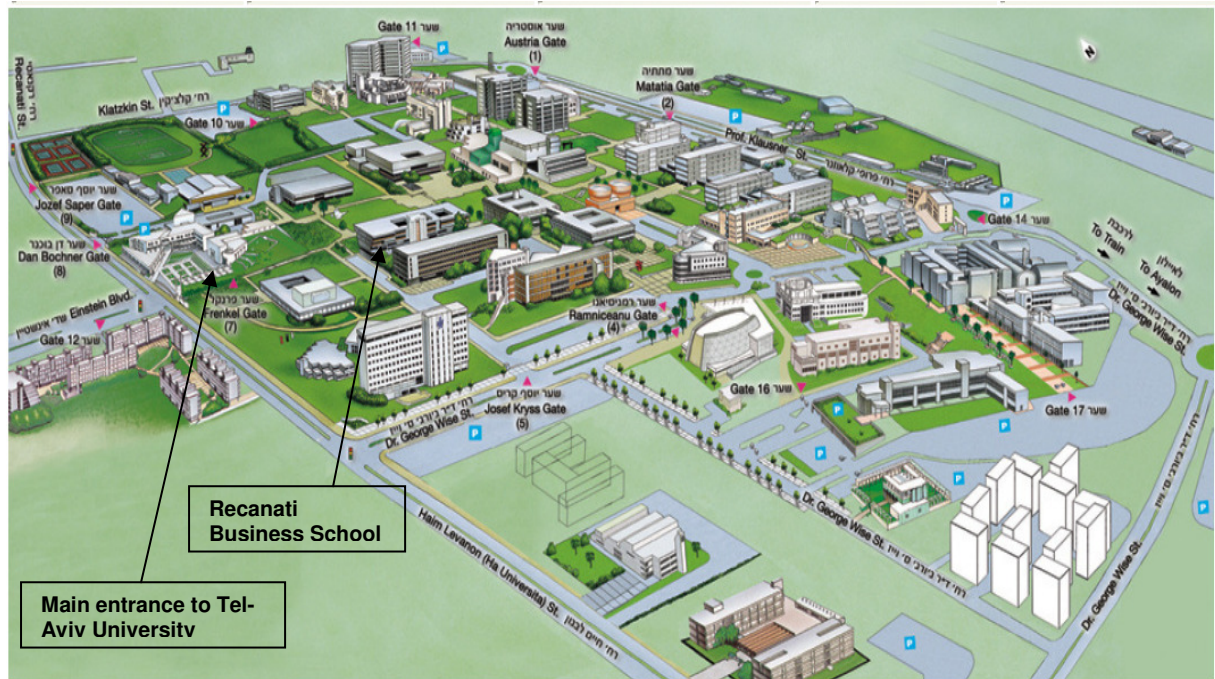
Tel: 972-3-6407386, 972-545-938872

Email: yehezkel@post.tau.ac.il

Useful Web links

- Tel Aviv Restaurants
 - <http://www.restaurants.co.il/>
 - http://www.fodors.com/world/africa-and-middle-east/israel/tel-aviv/restaurants-nam_alpha:a.html
- Tel Aviv tourism websites
 - <http://www.visit-tlv.com/> (Tel-Aviv official tourism agency)
 - <http://www.telavivguide.net/>
 - <http://www.telavivcity.com/eng/>
- Israel tourism websites
 - http://www.goisrael.com/tourism_eng (Israel official tourism agency)
 - <http://www.frommers.com/destinations/israel/>
 - <http://www.tripadvisor.com/Attractions-g293977-Activities-Israel.html>

Map of the Conference Venue:
<http://www2.tau.ac.il/map/unimapple1.asp>



Hotel Gilgal and the conference venue:

http://maps.google.com/maps?hl=en&q=azrieli+center&bav=on.2,or.r_qf.&bvm=bv.45373924,d.Yms&biw=1400&bih=890&um=1&ie=UTF-8&sa=N&tab=w/

