

LACQUA 17

welcome

EXHIBITOR MANUAL

Thank you for participating in Lacqua 17. This manual will help you prepare everything you need for your booth so that when the exhibit doors open, you are ready to do business.

Organised by: **WORLD
AQUACULTURE
Society**

Please find all updated information on
www.was.org

Mazatlan, Mexico

November 8 - 10, 2017

Mazatlán International Center

Av. del Delfin 6303

Fracc. Marina Mazatlán

Mazatlán, Sinaloa, México

CP 82103

Teléfono: +52 669.989.6060

E-mail: info@mazatlanic.com

www.mazatlaninternationalcenter.com

trade show shedule

November 7 Tuesday	November 8 Wednesday	November 9 Thursday	November 10 Friday
Set up day noon - 18:30	Move-in 8:00 - 10:00		
	Trade show open 10:00 - 20:00	Trade show open 10:00 - 20:00	Trade show open 10:00 - 16:00
		President Reception 19:30 - 22:00	Move out 16:00 - 22:00

deadlines

now	<ul style="list-style-type: none">Check your booth configuration against Convention Center Rules & RegulationBook Travel and AccommodationCheck Advertising & Sponsorship Opportunities
October 7, 2017	<ul style="list-style-type: none">Final Booth Payment Due
October 7, 2017	<ul style="list-style-type: none">Order Badges
October 7, 2017	<ul style="list-style-type: none">Discount Deadline for all Exhibit Services
November 6, 2017	<ul style="list-style-type: none">Last days for shipments to arrive in Mazatlan

booth information

- standard booth: \$2250
- corner booth: \$2500
- All booths on 6 m² (3x2) including shellsheme hard walls on three sides, electricity, carpet, two chairs & one table, spotlights, fascia identification sign, two free passes for the Lacqua17 conference & 20 free trade show passes.

follow those easy steps and be prepared for the exhibition

how to Register your booth online

register now !

- go to www.was.org
- click on the event logo
- Go to the exhibitor map
- Click on the online exhibitor contract
- Use your username and password or make your own account and password
- fill in company details
- Click "finish and payment"

payment for the booths

deadline payment:
7 october 2017

- Chose payment option and complete the payment
- Invoice will be send once you finalized the registration.
In case you did not receive the invoice please send a reminder to worldaqua11@was.org – mention event and booth number.
- Deadline payment – 7 october 2017

make your badges online

deadline badge order:
7 october 2017

- Go to www.was.org
- Click on the event log
- Click ONLINE exhibitor Contract in the Exhibitor map
- you can add badges by pressing the button: submit badge data in the bottom of the contract summary.
- To add badges on a later time:
go to exhibitor home - press the contractID on Exhibitor agreements you have submitted - scroll down and press "view badges" scroll down and press "add"
- Each booth includes two full conference registrations and 20 trade show passes.
- Extra full conference passes are at a reduced rate.
- deadline 7 october 2017

shipping agent

last day for arrival
shipments:
6 november 2017

- go to www.marevent.com and click on preferred event.
- Find the forms and information under exhibitor section.
- contact shipping agent:

Corporativo Aduanal Osorio, S.C.
Hermenegildo Galeana #1205 Local 1-E, Col. Centro
Mazatlán, Sinaloa, México, C.P. 82000
669 982-70-51, 982-71-16
Juan Osorio, Yureica Solis
josorio@corporativoosorio.mx
ysolis@corporativoosorio.mx

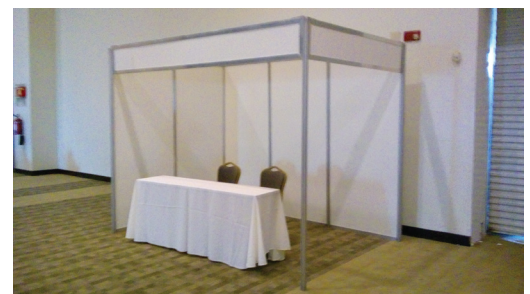
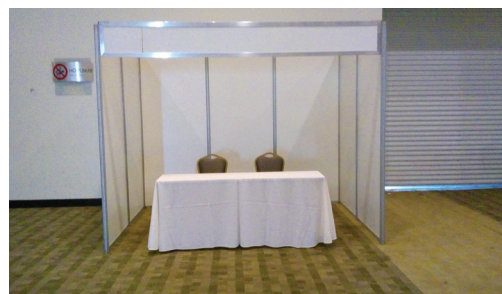
- Please read the shipping instructions carefully in order to get your promotional materials on time at the International Center.
- Always mention: Lacqua17
- Avoid problems and extra expense: plan early, ship early.

extra exhibitor services

furniture accessories and tailormade booths

please contact the official stand assembly company:

- Grupo Eventos del Pacífico – booths (all related to booths)
Contact: Gabriel Menidola
Cel: 6691340431
Email: grupoeventosdelpacifico@hotmail.com
- Close Up Producciones: prints, image, furniture, advertising
Contact: Carlos Lerma
Cel: 6699411366
Email: ca_lerma@hotmail.com



Electricity at
LACQUA17 is
110V.

audio visual equipment

- Audio Robles – TV screens, proyectors, audio
Contact: Daniel Robles
Cel: 6691230247
Email: audioroblesmzt@hotmail.com

food & Beverages

Find the form on www.marevent.com.

security

Lacqua17 will maintain 24-hour-a-day security staff at the Convention Centre from the initial move-in period until 8:00 pm on move-out day. These guards will check to make sure that unauthorized persons are not wandering around the building.

Even with this protection, exhibitors are asked to take precautions in guarding their exhibits and personal belongings. Move-in and move-out hours are particularly sensitive times when thefts of small, easily carried items are more likely to occur (VCR's, monitors, fire extinguishers, cellular phones). We suggest that you plan your staff schedule so that your exhibit is not left unattended during these times.

sponsorship opportunities

Your company can gain valuable exposure and good will as the sponsor of a show event. Please contact mario@marevent.com to discuss details.

Refreshment Breaks: 2500 USD

Host a refreshment break held in the exhibit area. The sponsor will be promoted on signage, announcements and in the conference program.

Bag Insert: 500 USD

President's & Welcome Reception:

Please contact Mario Stael for more information: mario@marevent.com

contact now!
mario@marevent.com

advertising

A limited amount of advertising space is now available for the Lacqua17 Show Directory. Directory ads are an effective way to increase your company's success on and off the show floor as buyers refer to this Directory all year. Show attendees refer to the directory constantly during the conference and an effective ad will increase your visibility tremendously!

The ads will be interspersed throughout the directory.
Specifications for the ads are as follows:

- **Ad sizes:** black & white / Camera-ready
Full page (188mm high x 134 mm wide) : 1000 \$
Half page (90mm high x 134mm wide) : 750 \$
- **Specifications:**
The directory ads will be printed in black in the yellow page.
Please supply ad copy in electronic format.
- **Position:**
Will be at the discretion of Lacqua17.
- **Deadlines:**
Place ad order (insertion order) by Oct. 1st, 2017.
Camera-ready copy must be received by Oct. 1st, 2017.
- **Payment:**
Fifty percent due with insertion order. Balance is due when directory is printed.

deadline ad. order:
1 october 2017
contact:
mario@marevent.com

accomodation

book now!

El Cid resort is honored to host Lacqua17.
Check www.was.org for hotel details.

rules and regulations

- All activities must be contained within your booth area. Distribution of literature or other activities will not be allowed in the aisles and lobbies.
- Loudspeakers and “carnival” tactics will not be permitted.
- All exhibitors should read and be familiar with the Rules and Regulations on the back of the Exhibit contract.
- There must be at least 3 meters of clearance at all exit doors.
- All cords at any doorways or across any aisles must be securely taped down and covered with carpet.
- You must have prior approval from decorator/construction company/convention center to bring in any vehicle or machinery into the exhibit area. The gas tank must be drained and purged and have the battery disconnected. A drop cloth must be under it.
- Any material such as draping or curtains brought into the exhibit area must have a certificate stating that it is an inherently fireproof material or has been fireproofed.
- Appropriate business attire should be worn during the show.
- Exhibitions are “public accommodations” under the provisions of the Americans with Disabilities Act (ADA). You should take care to comply with the provisions of the act. The IAEM Handbook for Accessible Exhibitions, a guide that contains detailed information about how you can achieve ADA compliance is available from the publications department of IAEM. Failure to comply with the ADA can be a serious matter involving litigation and fines. For further information contact IAEM at +1-972-458-8002.
- All exhibits must adhere to the “Convention Center Guideline for Display Rules and Regulations”. Contact us for a copy of the “Convention Center Guideline for Display Rules and Regulations” for more information on exhibition rules.

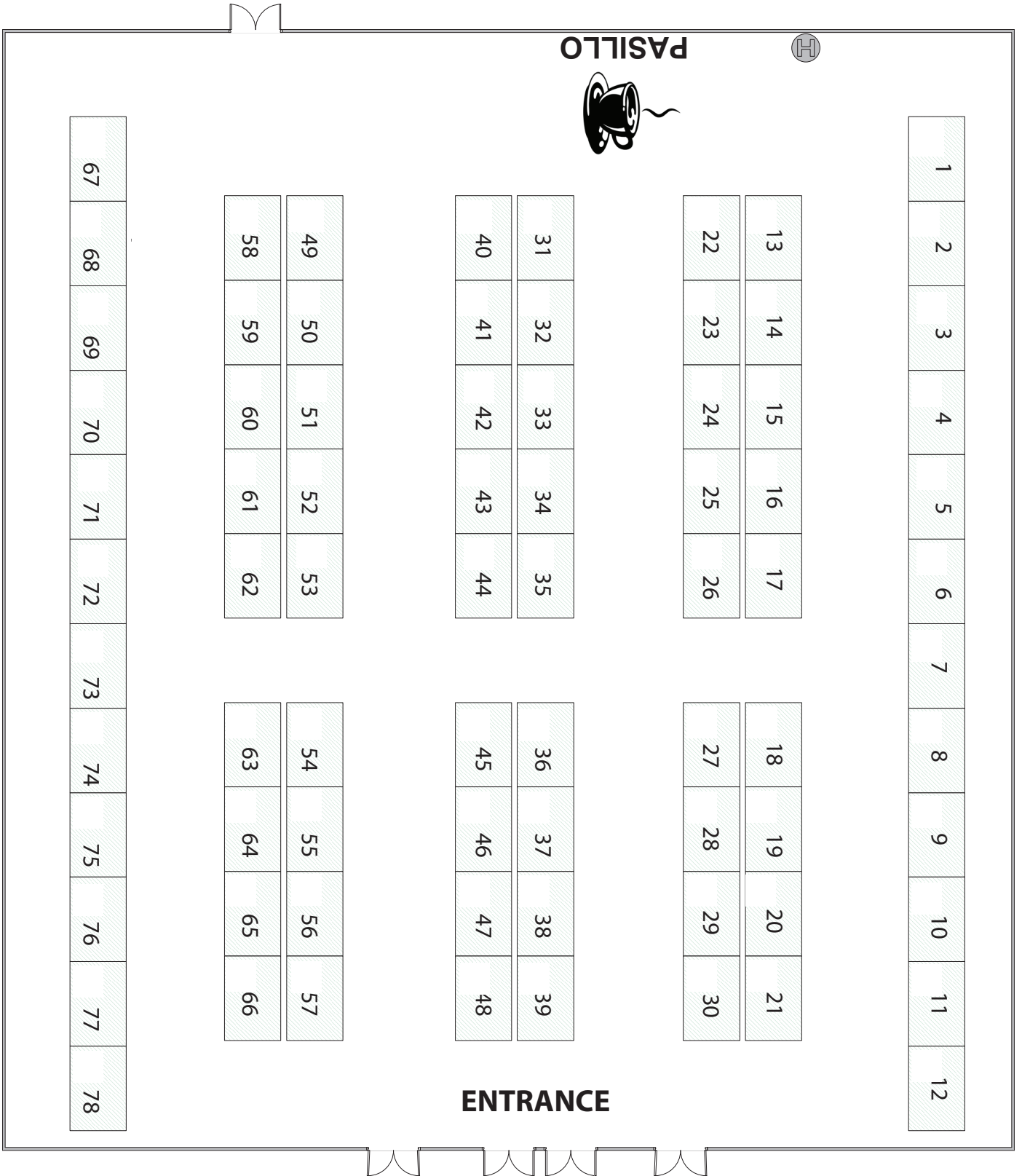
requirement of liability insurance

Your company must have property damage, public liability and personal injury insurance as specified in the Lacqua17 Contract for Exhibit Space. Please call your insurance company and verify that your exhibit and personnel are covered.

event schedule

Tuesday November 7	Registration Open	noon - 18:30
	Exhibitor Move-in	
	Workshop, seminar etc.	
	Inauguration	18.00-19.00
	Cocktail bienvenida	19.00-20.00
Wednesday November 8	Registration Open	8:00 - 17:00
	Exhibitor Move-in	8:00 - 10:00
	Coffee break	10:15 - 10:40
	Session	10:40 - 13:00
	Trade Show	10:00 - 20:00
	Lunch (On your own)	13:00 - 14:40
	Session	14:40 - 18:40
	Refreshment break	16:40-17:00
Thursday November 9	Registration Open	8:00 - 17:00
	Sessions	09:00 - 11:00
	Trade Show & Posters	11:00 - 20:00
	Refreshment Break	11:00 - 11:20
	Sessions	11:20 - 13:00
	Lunch (On your own)	13:00 - 14:40
	Sessions	14:40 - 18:40
	Refreshment Break	16:40 - 17:00
	President Dinner	19:30 - 22:30 at Plazuela Machado, Mazatlan city center
Friday November 10	Registration Open	08:00 - 15:00
	Sessions	09:00 - 11:00
	Refreshment Break	11:00 - 11:20
	Trade Show & Posters	10:00- 16:00
	Sessions	11:20 - 13:00
	Lunch (On your own)	13:00 - 14:40
	Sessions	14:40 - 17:40
	Clausura y premesiones estudiantes	17:40-18:30

**All coffeekbreaks and happy hours
are in the coffee corner at the exhibition hall**



FOYER PLANTA ALTA