



EXHIBITOR MANUAL



OCTOBER 20-23

For more info on
TRADESHOW & SPONSORSHIP

mario@marevent.com

For more info on the
CONFERENCE

www.easonline.org

TRADE SHOW SCHEDULE

October 20 Tuesday	October 21 Wednesday	October 22 Thursday	October 23 Friday
Move in 12.00 -18.00	Trade show open 10.00 -19.00	Trade show open 10.00 -19.00	Trade show open 10.00 -16.30
Opening Ceremony & Welcome Drink 18.30-20.00	Happy hour 17.30 -19.00	Presidents' reception 19.00 -22.00	Move Out 16.30

COMPLETE THESE EASY STEPS:

- Check the deadlines
- Make hotel & travel arrangements
- Send badge order form by...
- Order exhibit services by ...
- Read shipping information & important deadlines
- Read the show schedule for each day

ORDER EARLY AND SAVE MONEY

ACTION REQUIRED DEADLINES

Now	<p>Check your booth configuration against Convention Center Rules & Regulation</p> <p>Book Travel and Accommodation</p> <p>Check Advertising & Sponsorship Opportunities</p>
AUGUST 15, 2015	Final Booth Payment Due
SEPT. 26, 2015	Order Badges – see Badge Order Form
SEPT. 15, 2015	Discount Deadline for all Exhibit Services
OCT. 14, 2015	Last days for shipments to arrive in Rotterdam
OCT. 19-20, 2015	Shipments can be accepted at the convention center

BOOTH INFORMATION

- standard booth: €2250
- corner booth: €2500
- All booths on 6 m² (2x3) including walls on three sides, electricity, carpet, two chairs & one table, spotlights, fascia identification sign, two free passes for the AE2015 conference
- Please mention if you need water or electricity (more than 220v) in the booth

WELCOME

Thank you for participating in **AE2015**. 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!

CONTENTS

Urgent ! Action Required

Deadlines - Badge Order Form - Add-on Registration Form

General Information & Travel

Show Schedule - Advertising - Sponsorship - Exhibition Floor Plan - Hotel & Accommodation

Shipping

General Shipping Guidelines

Exhibit Services

Basic Exhibit Services - Security, Business Center - Messages - Info on furniture & accessories - Interpreters - Translation staff

Rules & Regulations

General Rules & Regulations - Requirement of Liability Insurance

BADGE ORDER FORM

Please fill out this form to register your company personnel & send in ASAP via fax +1 760 751 5003 or

COMPLETE THE FORM ONLINE:

<https://www.was.org/EasOnline/Login.aspx?ReturnUrl=%2feasonline%2fExhibitor%2fDefault.aspx>.

Similar link as you registered your booth. Please add names badges here.

FREE WITH EACH BOOTH: 2 FULL CONFERENCE Registrations & **5 TRADE SHOW ONLY** Registrations

- **FULL CONFERENCE** registration includes: admittance to Sessions, Receptions & Exhibition + conference materials
- **TRADE SHOW ONLY** registration includes: admittance to the Exhibition Hall only
- Additional registrations can be purchased with the "Add-On" Registration Form which follows

DEADLINE: SEPTEMBER 26, 2015 **AQUACULTURE EUROPE 2015**

ALL BADGES WILL BE AVAILABLE TO PICK UP ONSITE AT THE EXHIBITOR CHECK-IN DESK AT REGISTRATION STARTING ON OCTOBER 20 AT NOON.

COMPANY NAME _____

Use one form per booth number please.

BOOTH # _____

Duplicate this form if your company has more than one booth.

2 FREE FULL CONFERENCE BADGES *Please print (Titles will not be used on badges)*

Full Conference

Name #1 _____ City _____

Company _____ St/Prov _____ Country _____

Full Conference

Name #2 _____ City _____

Company _____ St/Prov _____ Country _____

5 FREE TRADE SHOW ONLY BADGES *Do not duplicate FULL CONFERENCE names above*

Tradeshow Only

Name #1 _____ City _____

Company _____ St/Prov _____ Country _____

Tradeshow Only

Name #2 _____ City _____

Company _____ St/Prov _____ Country _____

Tradeshow Only

Name #3 _____ City _____

Company _____ St/Prov _____ Country _____

Tradeshow Only

Name #4 _____ City _____

Company _____ St/Prov _____ Country _____

Tradeshow Only

Name #5 _____ City _____

Company _____ St/Prov _____ Country _____

Additional **FULL CONFERENCE** or **TRADE SHOW** registrations can be purchased with the "**ADD-ON** Registration" Form.

ADD-ON REGISTRATION ONLY

Use this form **ONLY** to register personnel **IN ADDITION TO** those listed on the **BADGE ORDER FORM**.

COMPLETE THE FORM ONLINE www.easonline.org.

- **FULL CONFERENCE:** 345 euro /person (other than the 2 **FREE** that are complimentary with each booth)
- **TRADE SHOW ONLY:** 10 euro /person (other than the 5 **FREE** that are complimentary with each booth)

DEADLINE: SEPTEMBER 26, 2015

AQUACULTURE EUROPE 2015

ALL BADGES WILL BE AVAILABLE TO PICK UP ONSITE AT THE EXHIBITOR CHECK-IN DESK AT REGISTRATION STARTING ON OCTOBER 20 AT NOON.

COMPANY NAME _____

BOOTH # _____

Fax: +1-760-751-5003

Please check x the type of badge required and include the correct payment.

Make checks payable to AE2015 or include complete credit card information here:

VISA MC AMEX

Card # _____ Exp _____ Total Amount Euro _____

Cardholder (Print) _____ Signature _____

Do not fill out this form if you have already filled out the Badge Order Form. This form is for additional badges only.

Full Conference 345 euro Name _____
 Tradeshow Only 10 euro Company _____
City _____ St/Prov _____ Country _____

Full Conference 345 euro Name _____
 Tradeshow Only 10 euro Company _____
City _____ St/Prov _____ Country _____

Full Conference 345 euro Name _____
 Tradeshow Only 10 euro Company _____
City _____ St/Prov _____ Country _____

Full Conference 345 euro Name _____
 Tradeshow Only 10 euro Company _____
City _____ St/Prov _____ Country _____

Full Conference 345 euro Name _____
 Tradeshow Only 10 euro Company _____
City _____ St/Prov _____ Country _____

PLEASE MAKE COPIES OF THIS FORM AS NEEDED

GENERAL INFORMATION & TRAVEL

TRADE SHOW SCHEDULE

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SPONSORSHIP OPPORTUNITIES

CONTACT NOW !

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:

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

Happy Hours:

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

President's & Welcome Reception:

Exclusive or shared sponsorship for these receptions is available.

Yes, I would like to run a Directory Ad.

Ad size: ___ Full Page or ___ Half Page

Yes, I would like to sponsor an event at the show:

- ___ Refreshment Break
- ___ Happy Hour
- ___ Reception
- ___ Session

Company Name: _____

Contact Name: _____

Tel.: _____ Fax: _____

E-mail: _____

*Return this form to AE2015 Conference Manager
Begijnengracht 40, 9000 Gent, Belgium
E-mail: mario@marevent.com*

**No EXHIBITORS MAY BEGIN TO
DISMANTLING THEIR EXHIBIT UNTIL
THE SHOW CLOSSES.**

ADVERTISING

**SHOW DIRECTORY ADS.
RESERVE YOUR SPACE NOW !**

A limited amount of advertising space is now available for the AQUACULTURE EUROPE 2015 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 AE2015.

Deadlines:

Place ad order (insertion order) by Sept. 1, 2015.

Camera-ready copy must be received by Sept. 1, 2015.

Payment:

Fifty percent due with insertion order. Balance is due when directory is printed.

HOTEL & ACCOMMODATION

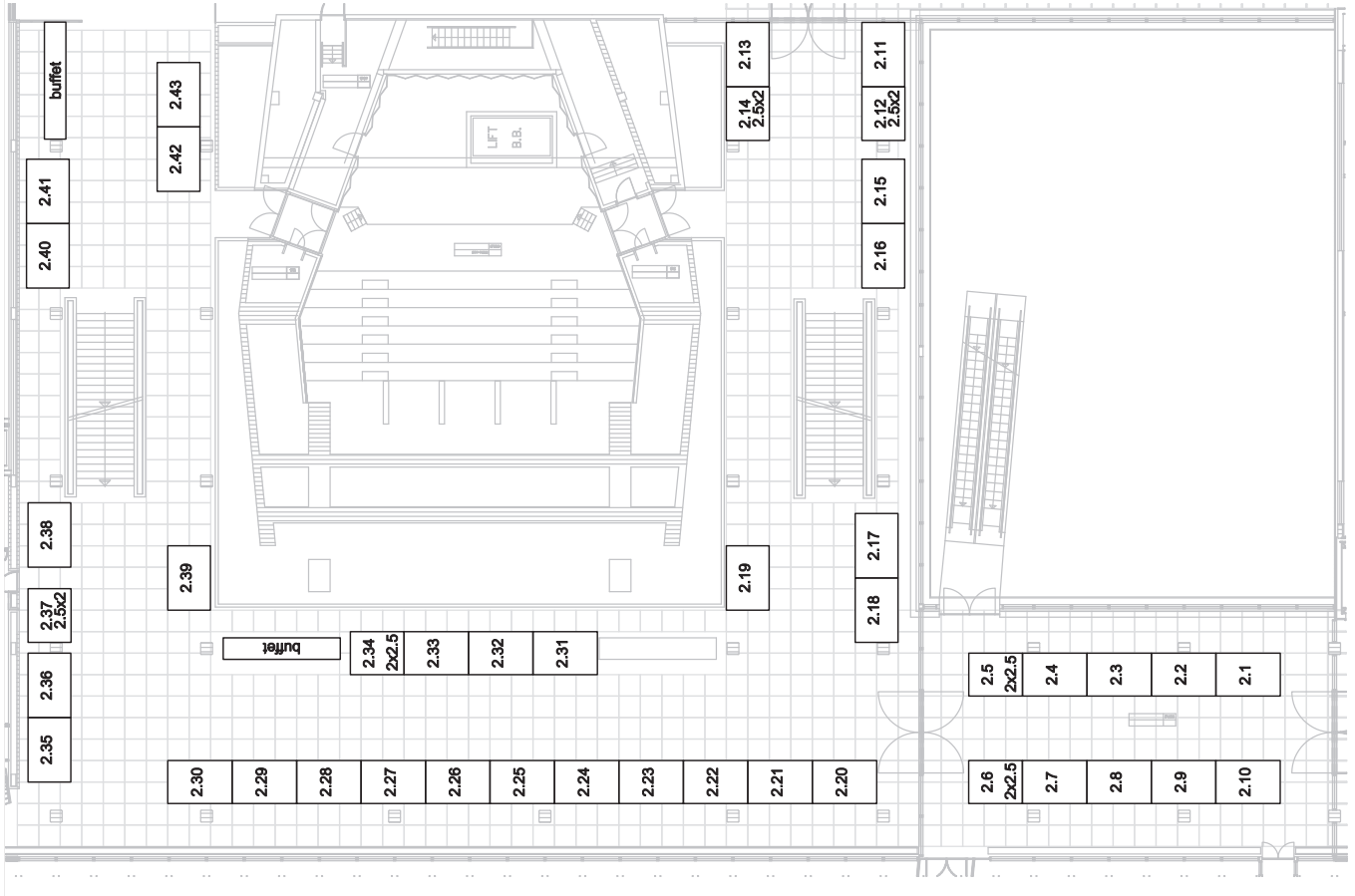
more info on www.easonline.org

FLOORPLAN

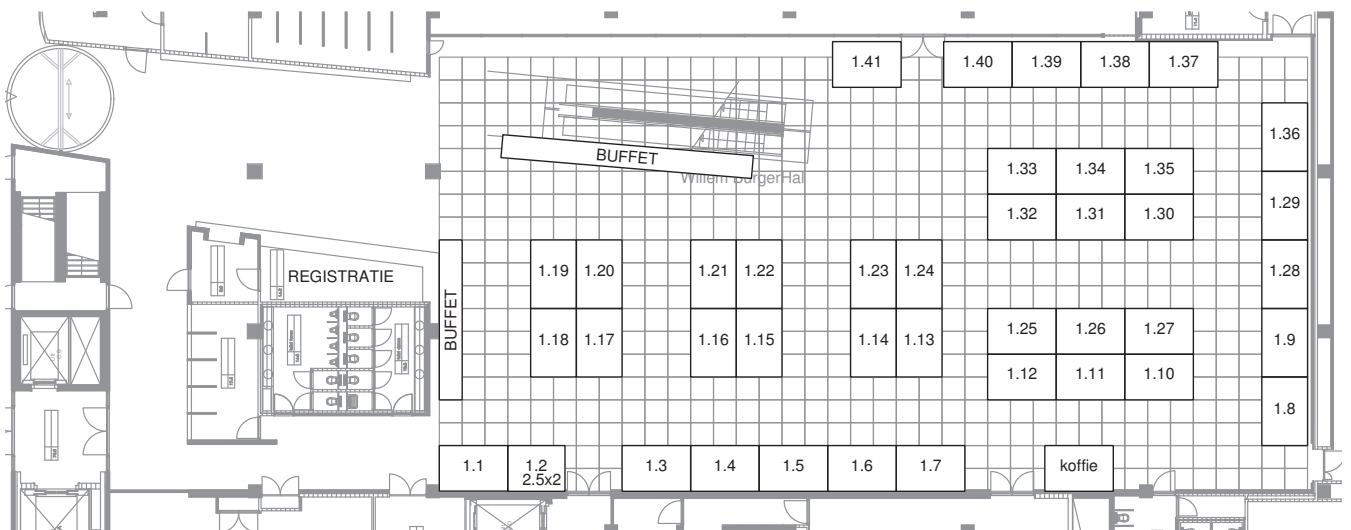
AQUACULTURE EUROPE 2015 - DE DOELEN ROTTERDAM - FLOORPLAN



1st FLOOR



GROUND FLOOR



SHIPPING



CEVA LOGISTICS NETHERLANDS B.V.

SHOWFREIGHT

Bastiaan Wigman - Sales Coördinator

www.cevalogistics.com

T +31 30 291 6050 / M +31 62 001 4192

bastiaan.wigman@cevalogistics.com

Unload/Load:

Willem Burger Kwartier

Kruisplein 50

3012 CC Rotterdam

Official Rates, Handling Instructions and Order form see online

http://www.marevent.com/AE15_ROTTERDAM/CEVA%20Showfreight%20Handling%20Instr%20AE15.pdf

AVOID PROBLEMS AND EXTRA EXPENSE:

PLAN EARLY - SHIP EARLY

ALWAYS MENTION:

AQUACULTURE EUROPE 2015

BASIC EXHIBIT SERVICES

SECURITY

AQUACULTURE EUROPE 2015 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.

AQUACULTURE EUROPE 2015

CANNOT BE HELD LIABLE FOR

LOST OR STOLEN ITEMS.

MESSAGES

A Message Board will be located near the Registration Area where you can pick up messages or leave messages for other exhibitors or conference attendees.

Show Management cannot deliver messages to your booth. If you will be receiving phone calls during the exhibition, please plan to have your own phone in your booth or arrange to rent a cell phone or pager.

FURNITURE, ACCESSORIES AND TAILORMADE BOOTHS

Exhibition Services
A-Booth b.v.
Skoon 37
NL - 1511 HV Oostzaan

T +31(0)75 622 55 81
F +31(0)75 622 55 82
E info@a-booth.nl
I www.a-booth.nl



orderform see:

http://www.marevent.com/AE15_ROTTERDAM/Orderform%20Aquaculture%20Europe%202015.pdf

delivery specifications digital artwork print files see:

[http://www.marevent.com/AE15_ROTTERDAM/delivery%20specifications%20digital%20artwork%20print%20files%20\(VSENG\).pdf](http://www.marevent.com/AE15_ROTTERDAM/delivery%20specifications%20digital%20artwork%20print%20files%20(VSENG).pdf)

RULES & REGULATIONS

GENERAL 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 AQUACULTURE EUROPE 2015 Contract for Exhibit Space. Please call your insurance company and verify that your exhibit and personnel are covered.

