

EXHIBITOR MANUAL



**OCTOBER 5-8
PORTO - PORTUGAL**

TRADE SHOW SCHEDULE

OCTOBER 2010

OCTOBER 5 TUESDAY	OCTOBER 6 WEDNESDAY	OCTOBER 7 TUESDAY	OCTOBER 8 FRIDAY
MOVE-IN 08:00 – 18:00	MOVE-IN 08:00 – 10:00 TRADE SHOW OPEN 10:30 – 19:00	TRADE SHOW OPEN 10:30 – 19:00	TRADE SHOW 10:30 – 16/30
WELCOME 19:00 – 20:30	HAPPY HOUR 17:30-19:00	HAPPY HOUR 17:30-19:00 PRESIDENT'S RECEPTION 19:30– 22:00	MOVE-OUT 16:30-19:00

COMPLETE THESE EASY STEPS...

- 1. Check the **DEADLINES**
- 2. Make **HOTEL & TRAVEL** arrangements
- 3. Send **BADGE ORDER FORM** by August 15, 2010
- 4. Order **EXHIBIT SERVICES** by August 20, 2010
- 5. Read the **SHIPPING INFORMATION – Important Deadlines**
- 6. Read the **SHOW SCHEDULE** for each day

ORDER EARLY & SAVE MONEY !

AQUACULTURE EUROPE 2010 - Conference Management Office

Marevent , Begijnengracht 40, 9000 Gent, Belgium

Tel/Fax: +32 9 233 49 12 - Email: mario.stael@scarlet.be

www.marevent.com - www.easonline.org

WELCOME

Thank you for participating in **AQUACULTURE EUROPE 2010!**
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"

- How To Use This Manual
- Deadlines
- Badge Order Form
- Add-On Registration Form

1. GENERAL INFORMATION & TRAVEL

- Show Schedule
- Advertising and Sponsorship
- Exhibition Floor plan
- Hotel, Air Travel, Exhibit Parking

2. SHIPPING

- General Shipping Guidelines

3. BASIC EXHIBIT SERVICES

- Introduction to Basic Exhibit Services
- Security, Business Center, Messages
- Furniture & Accessories
- Audio Visual Equipment
- Exhibitor Order Form
- Electricity Information & Order Form
- Plumbing Information & Order Form
- Telephone/Internet & Order Form

4. RULES & REGULATIONS

- General Rules & Regulations
- Requirement of Liability Insurance

DEADLINES

NOW

Check your booth configuration against Convention Center Rules & Regulations

Book Travel and Accommodation

Check Advertising & Sponsorship Opportunities

Aug 10, '10 Final Booth Payment Due (refer to contract)

Aug 15, '10 Order Badges – see Badge Order Form

Aug 20, '10 Discount Deadline for all Exhibit Services

Oct 1 '10 Last day for shipments to arrive at the warehouse in Porto

Oct 1, '10 Shipments to Exhibit Site by truck/courier can arrive from 08:00 – 16:00

For all shipping details, please read the Shipping Section of this Manual

Each 3 meter x 3 meter exhibit space comes with:

Identification Sign

Hardwall on back and 2 sides

2 Full Registration Badges + 5 Trade Show Badges

Table & 2 chairs

Spotlights & 1 Power Point

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 www.easonline.org**.

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: Aug 15, 2010

AQUACULTURE EUROPE 2010

All badges will be available to pick up onsite at the Exhibitor Check-in desk at Registration

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 #3 _____ City _____

Company _____ St/Prov _____ Country _____

Tradeshow Only

Name #4 _____ City _____

Company _____ St/Prov _____ Country _____

Tradeshow Only

Name #5 _____ City _____

Company _____ St/Prov _____ Country _____

Tradeshow Only

Name #6 _____ City _____

Company _____ St/Prov _____ Country _____

Tradeshow Only

Name #7 _____ City _____

Company _____ St/Prov _____ Country _____

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

PLEASE MAKE COPIES OF THIS FORM AS NEEDED

ADD-ON REGISTRATION Only

Use this form **ONLY** to register personnel **IN ADDITION TO** those listed on the **BADGE ORDER FORM**.
YOU CAN COMPLETE THIS FORM ONLINE.

- **FULL CONFERENCE: € 345.00 /person** (other than the 2 FREE that are complimentary with each booth)
- **TRADE SHOW ONLY: € 5.00 /person** (other than the 5 FREE that are complimentary with each booth)

Deadline: Aug 15, 2010

AQUACULTURE EUROPE 2010

All badges will be available to pick up onsite at the Exhibitor Check-in desk at Registration starting on Oct 5 at noon.

COMPANY NAME _____

BOOTH # _____

Fax: +1-760-751-5003

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

Make checks payable to **AQUACULTURE EUROPE 2010** 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 € 345.00 Name _____

TRADE SHOW ONLY € 5.00 Company _____

City _____ St/Prov _____ Country _____

FULL CONFERENCE € 345.00 Name _____

TRADE SHOW ONLY € 5.00 Company _____

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PLEASE MAKE COPIES OF THIS FORM AS NEEDED

TRADE SHOW SCHEDULE

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***No exhibitors may begin to dismantling their exhibit until the show closes.**

SHOW DIRECTORY ADS - Reserve Your Space Now!

A limited amount of advertising space is now available for the **AQUACULTURE EUROPE 2010 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:	full colour	Camera-ready
Full page (188mm high x 134 mm wide)		€500
Half page (90mm high x 134mm wide)		€350

Specifications: The directory ads will be printed in full colour. Please supply ad copy in electronic format.

Position: Will be at the discretion of AQUACULTURE EUROPE 2010.

Deadlines: Place ad order (insertion order) **by Aug 10, 2010**.
Camera-ready copy must be received **by Aug 10, 2010**.

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

SPONSORSHIP OPPORTUNITIES - Contact Now!

Your company can gain valuable exposure and good will as the sponsor of a show event.

Sponsorship can be shared with another company. Please contact mario.stael@scarlet.be 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.

Session Sponsor: Sponsor a session with your company's name on the program and in the session room.

Bag Sponsor or CD/Book of Abstracts Sponsor: Also Gold or Silver Sponsor possible

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

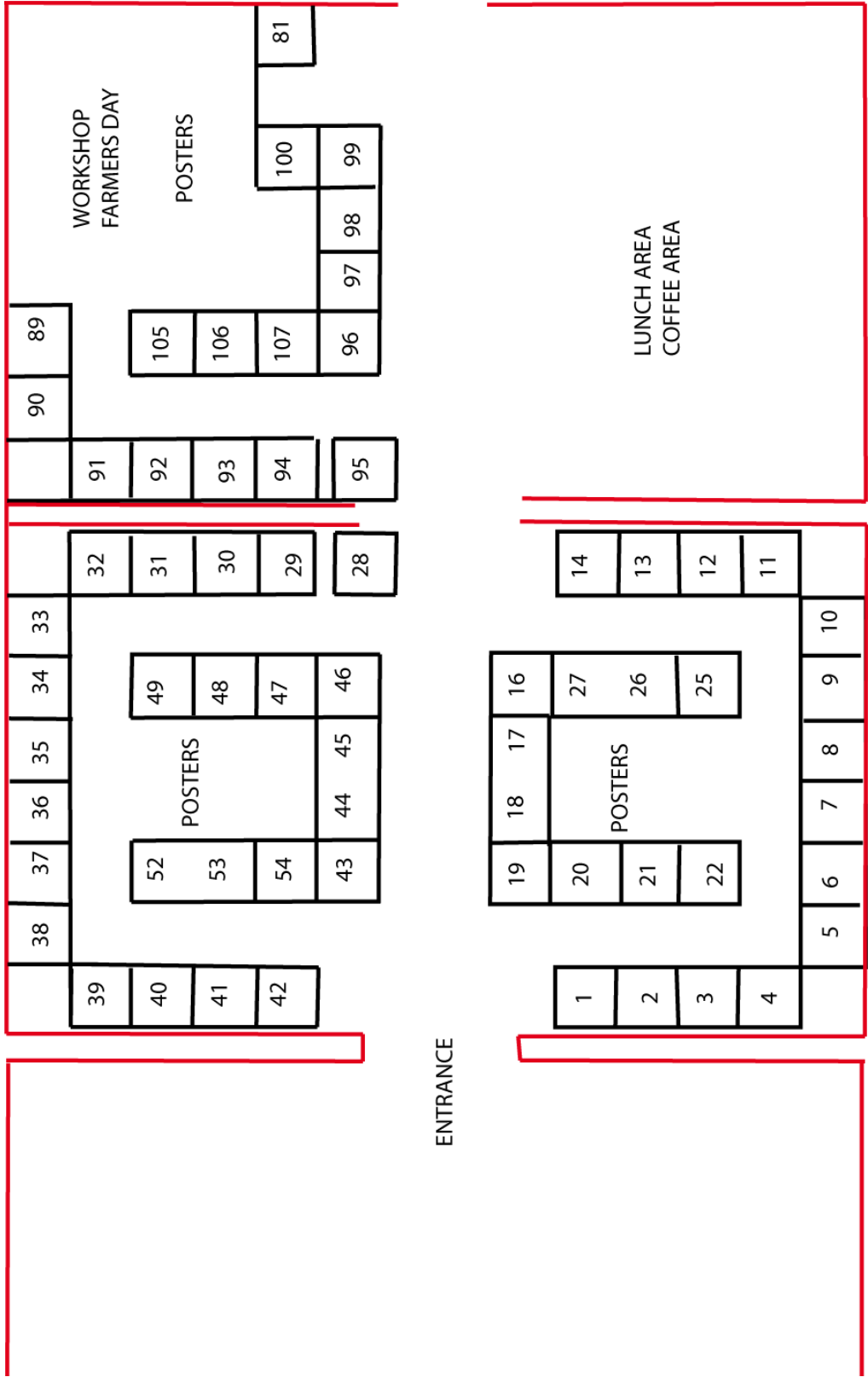
Company Name: _____ Contact Name: _____

Tel.: _____ Fax: _____ E-mail: _____

Return this form to:

AQUACULTURE EUROPE 2010 Conference Manager
Begijnengracht 40, 9000 Gent, Belgium
Fax: +32 09 2334912 – E-mail: mario.stael@scarlet.be

EXHIBITION FLOOR PLAN



HOTEL

Please book online
<http://www.mundiclasse.pt/congressos/aqua/index.asp>

AIR TRAVEL

Many direct flights to Porto from various European cities or fly in via Lisbon
Tourist information with Porto city maps in tourist office.

EXHIBITOR PARKING

There is sufficient guarded parking space for all exhibitors. Exhibitors can leave their trucks on this parking space during the show.

GENERAL SHIPPING GUIDELINES

Avoid problems and extra expense -- PLAN EARLY - SHIP EARLY

Please send directly to Alfandega Convention Center:

Filipe Santos

Events Manager

Rua Nova da Alfândega – Edifício da Alfândega

4050-430 Porto PORTUGAL

41°08'35"N - 8°37'17"W

Tel (+351) 223 403 024 / 00 Fax (+351) 223 403 099

www.amtc.pt

**PLEASE REVIEW THE FOLLOWING SHIPPING AND
CUSTOMS INFORMATION CAREFULLY.**

**ALWAYS MENTION:
AQUACULTURE EUROPE 2010**

If there are any questions, contact:

Felipe Santos
Rua Nova da Alfândega – Edifício da Alfândega
4050-430 Porto PORTUGAL
41°08'35"N - 8°37'17"W
Tel (+351) 223 403 024 / 00 Fax (+351) 223 403 099
www.amtc.pt

BASIC EXHIBIT SERVICES

Each 3 meter x 3 meter exhibit space comes with:

**Fascia Identification Sign
Hardwall on back and 2 sides
2 Full Registration Badges + 5 Trade Show Badges
Table and 2 chairs
Spotlights & 1 Power Outlet**

Additional services and equipment for your booth must be ordered from JETSTAND.



If you have any questions or need any services or equipment that is not listed in the following pages, contact:

JETSTAND
tel: (+351) 253 300 200
Fax: (+351) 253 625 962
Rua 1° Cabo Baltazar A. Simões, N°20
PQ. Ind. De Adaufe 4710-571 Braga – Portugal
www.jetstand.pt

SAVE MONEY, TIME AND ENERGY ORDER YOUR SHOW SERVICES EARLY!!



JETSTAND
MONTAGEM DE STANDS FEIRAS EXPOSIÇÕES

Mobiliário



Ref.ª Js 101



Ref.ª Js 102



Ref.ª Js 103



Ref.ª Js 104.1
Ref.ª Js 106
Ref.ª Js 416.1



Ref.ª Js 104
Ref.ª Js 106
Ref.ª Js 416.1



Ref.ª Js 104
Ref.ª Js 105
Ref.ª Js 416



JETSTAND
MONTAGEM DE STANDS FEIRAS EXPOSIÇÕES

Mobiliário



Ref.ª Js 201.2



Ref.ª Js 201.1



Ref.ª Js 201



Ref.ª Js 202



Ref.ª Js 203



Ref.ª Js 205



JETSTAND
MONTAGEM DE STANDS FEIRAS EXPOSIÇÕES

Mobiliário



Ref.ª Js207



Ref.ª Js207.1



Ref.ª 211



Ref.ª Js 205



Ref.ª Js 206.1



Ref.ª Js 206.2



Ref.ª Js 206



JETSTAND
MONTAGEM DE STANDS FEIRAS EXPOSIÇÕES

Mobiliário



Ref.ª Js 209



Ref.ª Js 208



Ref.ª 503.2



Ref.ª Js 503



Ref.ª Js 503.1



Ref.ª Js 500.1



JETSTAND
MONTAGEM DE STANDS FEIRAS EXPOSIÇÕES

Mobiliário





JETSTAND
MONTAGEM DE STANDS FEIRAS EXPOSIÇÕES

Mobiliário



Ref.ª Js 301



Ref.ª Js 302



Ref.ª Js 303



Ref.ª Js 304



Ref.ª Js 305



Ref.ª Js 306



JETSTAND
MONTAGEM DE STANDS FEIRAS EXPOSIÇÕES

Mobiliário





JETSTAND
MONTAGEM DE STANDS FEIRAS EXPOSIÇÕES

Mobiliário



Ref.ª Js 904



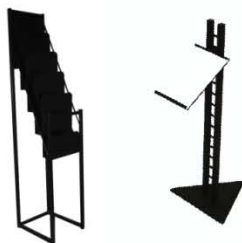
Ref.ª Js 905



Ref.ª Js 907
Ref.ª Js 903



Ref.ª Js 908



Ref.ª Js 417
Ref.ª Js 417.1



Ref.ª Js 409

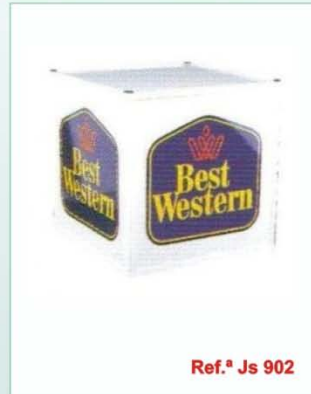


JETSTAND
MONTAGEM DE STANDS FEIRAS EXPOSIÇÕES

Mobiliário



Ref.ª Js 418



Ref.ª Js 902



Ref.ª Js 901



Ref.ª Js 906



Ref.ª Js 415



Ref.ª Js 414

SECURITY

Aquaculture Europe 2010 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 2010 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.

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 2010 Contract for Exhibit Space. Please call your insurance company and verify that your exhibit and personnel are covered.