

AQUA

2012

Global Aquaculture
SECURING OUR FUTURE

September 1-5, 2012

Prague

Czech Republic

Exhibitor Manual

Kongresové centrum Praha, a.s.

5. května 65, 140 21 Praha 4

Telefon: +420 261 172 226

Fax: +420 261 172 012

Prague, Czech Republic Sep 1-5

Complete these easy steps...

1. Check the DEADLINES
2. Make HOTEL & TRAVEL arrangements
3. Send BADGE ORDER FORM
by August 10, 2012
4. Order EXHIBIT SERVICES
by August 8, 2012
5. Read SHIPPING INFORMATION
Important Deadlines
6. Read the SHOW SCHEDULE for each day

Order early & save money

For more info on the TRADESHOW
MarEvent

Mario@marevent.com
tel/fax +32 9 2334912
www.marevent.com

For more info on the CONFERENCE
www.easonline.org
www.was.org

2012 Trade Show Shedule

SEPTEMBER 1
SATURDAY

Set Up day
10:00 - 20:00

SEPTEMBER 2
SUNDAY

Move-in
8:00 - 10:00
Trade show open
10:30 - 18:00

SEPTEMBER 3
MONDAY

Trade show open
10:30 - 18:00

SEPTEMBER 4
TUESDAY

Trade show open
10:30 - 16:00
Move out
16:00 - 20:00
President's reception
19:00 - 21:00

WELCOME

Thank you for participating in AQUA2012 !
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

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
- **JULY 15, 2012** Final Booth Payment Due
- **JULY 15, 2012** Order Badges – see Badge Order Form
- **AUG 8, 2012** Discount Deadline for all Exhibit Services
- **AUG 14, 2012** Last day for shipments to arrive in Prague
- **AUG 14, 2012** Shipments to Exhibit Site by truck/courier can arrive from 08:00 – 16:00

FOR ALL SHIPPING DETAILS, PLEASE READ THE SHIPPING INSTRUCTIONS ON
WWW.MAREVENT.COM

BOOTH INFORMATION

standard booth: €2000
corner booth: €2500

All booths on 6 m² (2x3) including

- hard walls
- electricity,
- carpet, two chairs & one table,
- spotlights,
- fascia identification sign,
- two free passes for the AQUA 2012 conference

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: JULY 15, 2012

AQUA 2012

ALL BADGES WILL BE AVAILABLE TO PICK UP ONSITE AT THE EXHIBITOR CHECK-IN DESK AT REGISTRATION STARTING ON SEPT 1 AT NOON.

COMPANY NAME _____

BOOTH # _____

Use one form per booth number please.

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.

COMPLETE THE FORM ONLINE WWW.EASONLINE.ORG.

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: € 345.00 /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: JULY 15, 2012

AQUA 2012

ALL BADGES WILL BE AVAILABLE TO PICK UP ONSITE AT THE EXHIBITOR CHECK-IN DESK AT REGISTRATION STARTING ON SEPT 1 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 AQUA 2012 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 _____
 Tradeshow Only € 5.00 Company _____
City _____ St/Prov _____ Country _____

Full Conference €345.00 Name _____
 Tradeshow Only € 5.00 Company _____
City _____ St/Prov _____ Country _____

Full Conference €345.00 Name _____
 Tradeshow Only € 5.00 Company _____
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 Tradeshow Only € 5.00 Company _____
City _____ St/Prov _____ Country _____

Full Conference €345.00 Name _____
 Tradeshow Only € 5.00 Company _____
City _____ St/Prov _____ Country _____

COMPLETE THE FORM ONLINE WWW.EASONLINE.ORG.

TRADE SHOW SCHEDULE

September 1 Saturday	September 2 Sunday	September 3 Monday	September 4 Tuesday
Set Up day 10:00 - 20:00	Move-in 8:00 - 10:00 Trade show open 10:30 - 18:00	Trade show open 10:30 - 18:00	Trade show open 10:30 - 16:00 Move out 16:00 - 20:00 President's re- ception 19:00 - 21:00

***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 AQUA 2012 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)		€500
Half page (90mm high x 134mm wide)		€350

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 AQUA 2012.

Deadlines:

Place ad order (insertion order) by July 15, 2012.
Camera-ready copy must be received by July 15, 2012.

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.

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

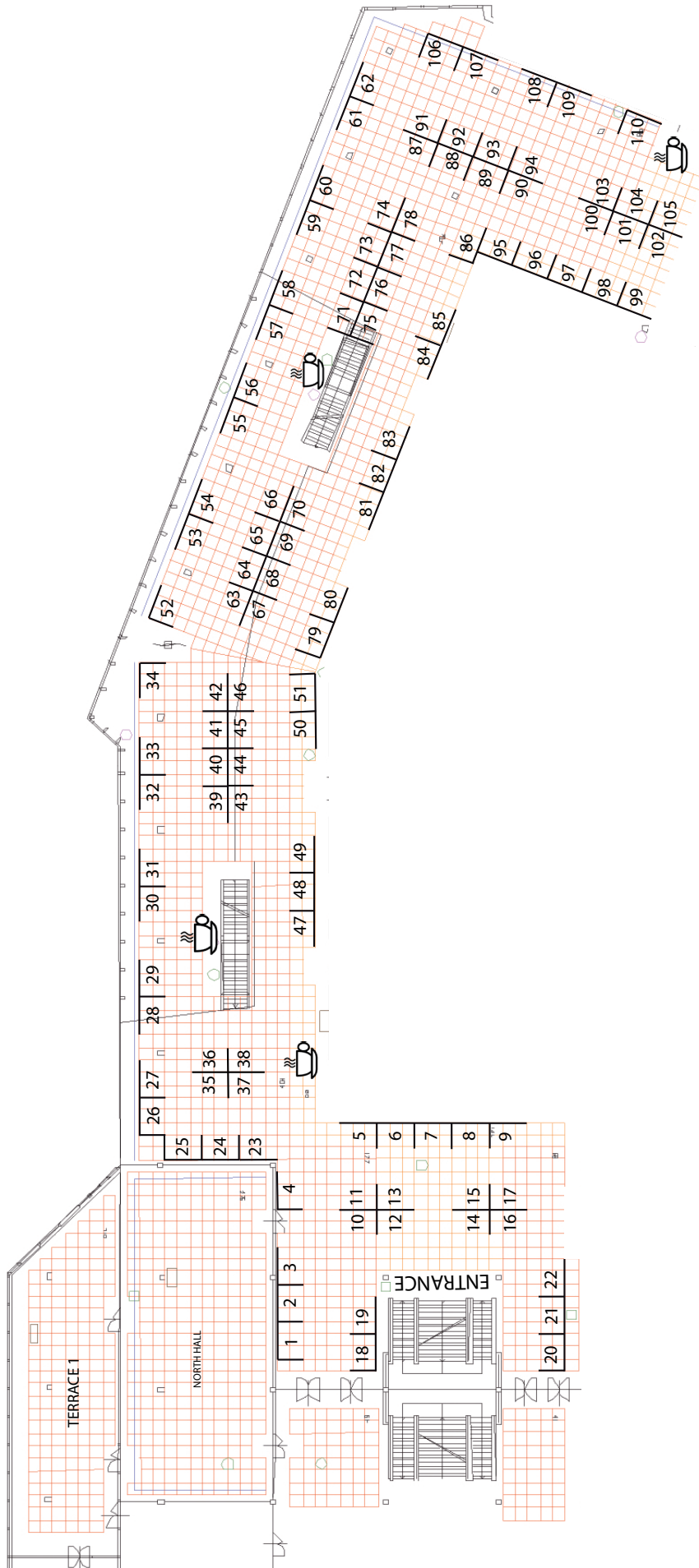
Company Name: _____ **Contact Name:** _____

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

Return this form to:

AQUA 12 Conference Manager
Begijnengracht 40, 9000 Gent, Belgium
Fax: +32 9 233 49 12 – E-mail: mario@marevent.com

EXHIBITION FLOOR PLAN



TRAVEL & HOTEL

We have arranged for fantastic rates at 2 hotels next to the Prague Convention Centre.

The Corinthia Hotel Prague

The Corinthia Hotel Prague is the Official Hotel for AQUA 2012 and just across the street from the Convention Centre. You can reserve your room by phone, fax or on their website or use the reservation form below. A great rate of Euro 117 single or Euro 126 double has been reserved for our attendees if you reserve before July 1, 2012 – after July 1, rates go to Euro 130 single or Euro 140 double. Please identify yourself as an attendee to AQUA 2012.

Tel: +420 261 191 111

Fax: +420 261 225 035

Email: events.prague@corinthia.com

Online reservations: <https://prague.corinthia.cz/en/xaqu010912.asp>

The Holiday Inn Prague

The Holiday Inn Prague is located at the other end of the Convention Centre. You can reserve your room by phone, fax or on their website or use the reservation form below. A great rate of Euro 130 single or Euro 140 double has been reserved for our attendees – please identify yourself as an attendee to AQUA 2012.

Tel: +420 296 895 001

Fax: +420 296 895 010

Email: Kristina.alaxova@holidayinn.cz

Online reservations: www.holidayinn.cz

If these hotels are blocked or you want different accommodations, there are many wonderful small hotels in the City Centre which is only an easy 10 minute trip on the Metro to the Convention Centre.

ALSO MORE INFORMATION & RESERVATION FORMS ON WWW.EASONLINE.ORG

GENERAL SHIPPING GUIDELINES

FIND SHIPPING INSTRUCTIONS AND FORM ON WWW.MAREVENT.COM

BASIC EXHIBIT SERVICES

Each 2 x 3 meter exhibit space comes with:

Fascia Identification Sign
Hardwall on 3 sides
Electricity
Carpet
Two chairs & one table
spotlights
fascia identification sign
Two free passes for the conference

**Additional services and equipment for your booth can be ordered from Triumph-expositions
Please review forms and details on
www.marevent.com**

TRIUMF EXHIBITIONS, s.r.o.
Official Exhibition Management
Mrs. Zdena Fialová
Jaromírova 54
128 00 Praha 2
Czech Republic
e-mail: zdena.fialova@triumf-expo.cz

For info on catering during Aquaculture Europe contact

Zátiší Catering
Slovanský ostrov 226, Praha 1
tel.: +420 224 932 952
mob.: +420 605 200 289
fax: +420 224 932 952
marek.schneider@zatisigroup.cz
www.zatisigroup.cz



zátiší catering

SECURITY

Aqua 2012 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.

AQUA 2012 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 Aqua 2012 Contract for Exhibit Space. Please call your insurance company and verify that your exhibit and personnel are covered.