



> Exhibitor Prospectus

australasian
aquaculture

2010
HOBART



'keeping pace with change'

23-26 May 2010
**Hotel Grand Chancellor
Hobart, Tasmania**

www.australian-aquacultureportal.com

Hosted by:



Sponsored by:



Australian Government
Fisheries Research and
Development Corporation

Exhibiting at Australasian Aquaculture is far more than just exhibiting at a trade show. The Australasian Aquaculture team is on hand throughout the lead up to the event to ensure you get the most out of your AA2010 experience; pre show, onsite and after the show. For the first time, the Trade Show will have a dedicated Manager, who will be available onsite to ensure your Australasian Aquaculture experience is a truly rewarding one. We also provide a detailed Exhibitor Manual as well as regular updates from the Conference Office which will keep you abreast of developments during the year, leading up to Australasian Aquaculture.

The official Australasian Aquaculture Program, distributed to all attendees, offers advertising to increase your visibility or announce special events. The Program is used onsite by each conference attendee and serves as a reference tool long after the conference has ended.

Australasian Aquaculture 2010 International Conference and Trade Show offers:

- A large and diverse selection of suppliers to the aquaculture and related industries
- A comprehensive Program, including an impressive line up of speakers
- Innovative and exciting features on the Trade Show floor
- The largest gathering of aquaculture professionals in the Asia Pacific in 2010

If you are involved in the aquaculture industry, you will find an array of excellent information, unique products and services and ample networking opportunities at the next biennial Australasian Aquaculture Conference and Trade Show – a dedicated event for a dynamic market!

If you are looking to do business, gain new leads and build your database then Australasian Aquaculture 2010 is the only place to be!

The Trade Show will attract the buyers!

Australasian Aquaculture attracts scientists, regulators, policy makers, farmers, processors, post harvest handlers and more! Of these attendees, 81.25% travel from interstate or overseas to hear and see of the latest industry innovations.



WHY EXHIBIT?

Australasian Aquaculture is the premier aquaculture event in the Asia Pacific region. It is proud to showcase the best suppliers in the industry.

Exhibiting at the Australasian Aquaculture International Conference and Trade Show can:

- Raise your profile and image amongst the industry's leaders
- Increase brand awareness and positioning within the industry
- Directly target hundreds of active buyers either through pre-show or onsite marketing opportunities
- Ensure you stand out from your competitors
- Maximise your exposure above and beyond your presence at Australasian Aquaculture 2010
- Generate new business, gain new leads and build your corporate database
- Promote you as a top supplier in the industry
- Introduce you to the industry's most influential players

Australasian Aquaculture is the Conference that has been the gathering place for researchers, farmers and managers from all areas of the aquaculture and related fields. Over 1200 attendees from around the world converge to see the latest innovations in high performance products and services. No other aquaculture event in the Asia Pacific in 2010 provides such opportunities for interaction and networking.

The Trade Show floor is a featured part of the three day Conference, giving delegates the opportunity to see first hand the tools (your products and services) they need to stay at the leading edge of their professions.

Attendees say they come specifically to "see new products and developments." These are the prospects you need to meet!

The Conference will be marketed to the aquaculture and related industry stakeholders and interested individuals in Australia and around the world via:

- A series of email announcements and other Conference industry updates
- Press releases to industry publications and news outlets
- Several Registration Brochures and a Program (onsite), distributed to industry representatives
- The Conference webpage www.australasian-aquacultureportal.com
- Special letters of invitation to government, industry officials and trade associations
- Postings on industry calendar of events
- Distribution of printed materials at aquaculture and seafood related meetings, conferences and events

2010 will see the introduction of the ‘Trade Soapbox’. This will be an opportunity for the first fifteen exhibitors (contracts confirmed and signed) to have a presentation time slot within the Trade Show to market their product and/or service. An area of the Trade Show floor will be assigned for this purpose, allowing delegates and visitors to take a seat and listen as you have the exclusive opportunity to take to the ‘Soapbox’.



WHERE?

Australasian Aquaculture 2010 will take place in Hobart, the picturesque capital of Tasmania, Australia. This city is one of Australia’s oldest, boasting a rich cultural heritage.

The Hotel Grand Chancellor Hobart is hosting the event from 23-26 May 2010. The hotel’s spectacular views overlooking Constitution Dock, the Derwent River and Mount Wellington are sure to impress. Hobart is the ideal conference location, combining city convenience with old world charm. Close to many of the State’s finest tourist attractions, Hobart is the perfect place to balance business and pleasure in spectacular surroundings.

The Trade Show will be in a central location from the plenary hall and breakout rooms. The floor plan will be configured so as to ensure good visibility, access to all stands and maximisation of foot traffic throughout the space.

To maximise exhibitor contact with delegates, morning and afternoon teas and lunches will be served throughout the exhibition area. We strongly recommend that you book early to take advantage of your ideal booth space. We believe all sessions and functions will be memorable and will provide you and your representatives with the opportunity to network with industry colleagues.

Limited space available in the Trade Hall. Additional space available throughout the foyers. Book early to avoid disappointment.

WHO EXHIBITS?

Exhibitors are made up of any company that supplies a product or service to the aquaculture or related industries – including stock and product suppliers – nutrition and feeding, culture techniques, quality control systems, husbandry and efficient production solutions; post-harvest products and services – processing equipment, grading and sorting mechanisms, packaging and distribution options and many more such as government departments and agencies, educational institutions and training providers, environmental and social sciences consultants, research and development investors and providers and seafood supply-chain specialists.

With over 70 individual companies represented (in over 100 booths) showcasing their products and services, it’s a great opportunity to be seen with the industry’s leading suppliers.

Companies looking for brand exposure may choose to exhibit at Australasian Aquaculture.

Over 70+ companies exhibited at the last Australasian Aquaculture Conference. Over 1200 delegates passed through the Trade Show doors, representing 35 countries.

YOUR COMPETITORS WILL BE THERE...
CAN YOU AFFORD NOT TO EXHIBIT AT
AUSTRALASIAN AQUACULTURE 2010?

Sunday 23 – Wednesday 26 May 2010
Hotel Grand Chancellor, Hobart, Tasmania, Australia

| Australasian Aquaculture 2010 | | | |
|-------------------------------|-------------------------------------|------------------------------------|------------------------------------|
| SUNDAY | MONDAY | TUESDAY | WEDNESDAY |
| 23 May | 24 May | 25 May | 26 May |
| Move In* | Trade Show Open 10:10 - 18:40 | Trade Show Open 9:00 - 17:30 | Trade Show Open 9:00 - 16:00 |
| | | | Move Out 16:00 - 20:00 |

*Times TBC

All figures quoted are inclusive of GST

Booth Information

Regular Stand size – 3m x 3m Standard Stand – \$3210.00
 Corner Stand – \$3510.00

Alternate Stand size – 3m x 2m Standard Stand – \$3000.00
 Corner Stand – \$3210.00

Booth Inclusions

- Walls on three sides (corner stands, walls on 2 sides)
- Two spotlights
- One power outlet
- Fascia identification sign
- Two complimentary Full Registration Badges
- Two complimentary Trade Show Badges (these include NO catering other than coffee & tea.)

N.B. Trade Show Pass Upgrades can be purchased – 2010 Trade Show Pass Upgrades INCLUDE catering (morning/afternoon tea, lunch and Poster Session). Contact the conference office for further details.

To reserve a booth, please complete the following form and forward with payment to the Conference Office:

Australasian Aquaculture 2010
PO Box 370
Nelson Bay NSW 2315
Australia
sarah-jane.day@aquaculture.org.au
 or fax to +61 2 4919 1044

I just wanted to congratulate you and your team for a wonderful Australasian Aquaculture Conference!

I am very new to the world of aquaculture and attending the Conference and displaying on the Queensland Government stand at the Trade Show was a great introduction to this industry for me!

Dr Sue Pillans, A/Principal Industry Development Officer,
 Food Industry Development Department of Tourism, Regional Development and Industry

For my part it was a great experience working with Australasian Aquaculture, and looking at the final product, what an achievement, congratulations.

Paul Vivian, Sales Manager National Conventions
 Brisbane Convention & Exhibition Centre

I wish to advise you that I have only heard positive comments toward your fine efforts organising such a huge event. Congratulations to you and the team.

Joe Coco
 Aquaculture Teacher/Coordinator,
 Innisfail Campus, Tropical North Queensland TAFE

Fantastic conference, Great job.

Dr Geoff Allan
 Research Leader, Aquaculture, NSW Department of Primary Industries Centre Director, Port Stephens Fisheries Centre

Thanks for everything, you did an outstanding job.

Jayne Gallagher
 Manager, Product and Market Development, Australian Seafood CRC, President, IAFI

- Aeration Industries International Inc
- Aggreko
- AGK Technology/Fresh By Design
- Airpak Packaging
- AQI Systems Pty Ltd
- Aquaculture Asia Pacific
- Aquaculture Association of Queensland
- Aquasonic Pty Ltd
- Aquatic Diagnostic Services International Pty Ltd
- Aquatic Eco-Systems Inc
- ATSA - Seaeys Distributor
- Ausplaztik Pty Ltd
- Austasia Aquaculture
- Australian Rope & Twine Pty Ltd
- Australian Seafood CRC
- Ausyfish
- BOC
- BST Oyster Supplies
- Clean Water Scientific Inc
- Department of Agriculture Fisheries and Forestry
- Donaghys Pty Ltd
- Duraplas Ajay Fiberglass Industries
- Eimco Water Technologies
- Fiomarine Industries Pty Ltd
- Fisheries Research and Development Corporation
- Fish Farming International/Intrafish
- GFB Fisheries
- Global Mussel Farming Systems
- Global Design Publication SL
- Grobest Australia
- Imbros Pty Ltd
- KM Fish Machinery
- Kinoshita Fishing Net MFG Co Ltd
- Lucky Star (Aus) Pty Ltd
- Marine Innovation South Australia
- National Aquaculture Council
- NIWA
- NSW Department of Primary Industries
- OceanSpar
- Omega Enrichment Machinery
- Orion Solar Pty Ltd
- Phoslock Water Solutions Ltd
- Plastic Fabrications Pty Ltd
- Praktisk Teknologi AS
- Primary Industries & Resources SA
- (PIRSA) Aquaculture
- Primo/INVE
- Proaqua
- Protective Structures Australia Pty Ltd
- QIS Energy Conservation Systems Pty Ltd
- Queensland Government
- Queensland Government Department of Tourism, Regional Development and Industry
- Rad Aqua P/L Ecofish (International) Pty Ltd
- Ridley Aqua Feed
- Scanz Technologies
- Scielex Pty Ltd
- Seafood Innovations Pty Ltd
- Seafood Services Australia
- Sealite Pty Ltd
- Seapa Pty Ltd
- Sea Pen
- SED Shellfish Equipment
- Select Packaging Systems Pty Ltd
- Skretting Australia
- Spectrum Aquaculture Pty Ltd
- Sunderland Marine Mutual Insurance
- Tasmanian Department of Economic Development
- Technolab Marketing Pty Ltd
- TenCate Australia Pty Ltd
- Tooltech Pty Ltd
- Ultra Violet Products
- Wenger Manufacturing Inc USA / Allied Industries Pty Ltd

> Australasian Aquaculture 2010 International Conference and Trade Show Executive Committee:

Conference Chair: Roy Palmer, CEO – SEA, President Elect WAS-APC

Craig Foster – Chair, National Aquaculture Council

John Cooksey – World Aquaculture Conference Management

Justin Fromm – CEO, National Aquaculture Council

Peter Horvat – Communications Manager, Fisheries Research and Development Corporation



> Additional Opportunities for Involvement

SPONSORSHIP AND BRANDING OPPORTUNITIES

Get more exposure during the conference by becoming a sponsor of an official event or product. Increase that exposure by committing to Gold, Silver or Bronze level sponsorship. To further discuss your sponsorship options, contact Conference Coordinator Sarah-Jane Day, sarah-jane.day@aquaculture.org.au. For specific sponsorship opportunities, see the Sponsorship Prospectus at www.australian-aquacultureportal.com.

ADVERTISING

Confirmed exhibitors have several premier advertising opportunities through the Conference Program. Further information will be available in the Exhibitor Manual, or alternatively contact Sarah-Jane Day, sarah-jane.day@aquaculture.org.au to book your advertising space today.

Visit the official conference Website, www.australian-aquacultureportal.com and click on...

‘EXHIBITORS’ to view Floor plan

DOWNLOADABLE FORMS to access:

- 2010 Sponsorship Prospectus
- ‘Call for Papers’ Registration Brochure
- Maximising Your Trade Show Experience 2010 Flyer



> Exhibit Reservation Form

Please print clearly or type.

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Australasian Aquaculture 2010 23 – 26 May 2010, Hotel Grand Chancellor, Hobart, Tasmania

This information will be used for your listing in the Conference Program.

You will order your badges on the Master Order Form in the Exhibitor Manual, which will be sent to you late 2009.

Contact Name _____ Contact Email _____

Company _____

Mailing Address _____

City _____ State _____ Postal Code _____ Country _____

Phone _____ Fax _____
(include country and city codes) (include country and city codes)

Web _____ Company Email _____

Do you need continuous water supply and/or drain other than to fill and empty a tank? Yes No

Briefly describe your product or service (limit 60 words) _____

Cost: inclusive of GST

3x3 metre stand

Standard Stand AUD\$3210 (Incl GST)

Corner Stand AUD\$3510 (Incl GST)

Please reserve ____ stand(s).

Our choices are: 1st # _____, 2nd # _____, 3rd # _____, 4th # _____

(If your choices are not available, we will assign similar space subject to your approval.)

3x2 metre stand

Standard Stand AUD \$3000 (Incl GST)

Corner Stand AUD \$3210 (Incl GST)

Each 3 x 3 metre and 2 x 3 metre wide stand includes: back wall and sides, carpet, one power outlet, lights and fascia identification sign.

The hall is carpeted. All other equipment (including furniture) or services must be ordered from the Show Decorator.

Each stand will receive two FULL Conference Registrations and two Trade Show Badges (Catering not included).

Total Amount Due **AUD\$** _____

Make cheques payable to: **NAC Australasian Aquaculture**

Payment by Credit Card accepted:

Name on Card _____ Credit Card # _____ Expires _____ CCV _____

Exhibit Reservation Form must be returned with 50% of the total space rental cost (your space is not guaranteed until this deposit is received). Total balance must be paid by 1 March 2010.

Cancellations received before 1 March 2010 will receive a refund minus 20% of total stand cost for handling. Please note there is no refund for cancellations made after 1 March 2010.

Signed for company by: _____ Date: _____

Print name of signatory: _____

Signed for Australasian Aquaculture 2010: _____ Date: _____

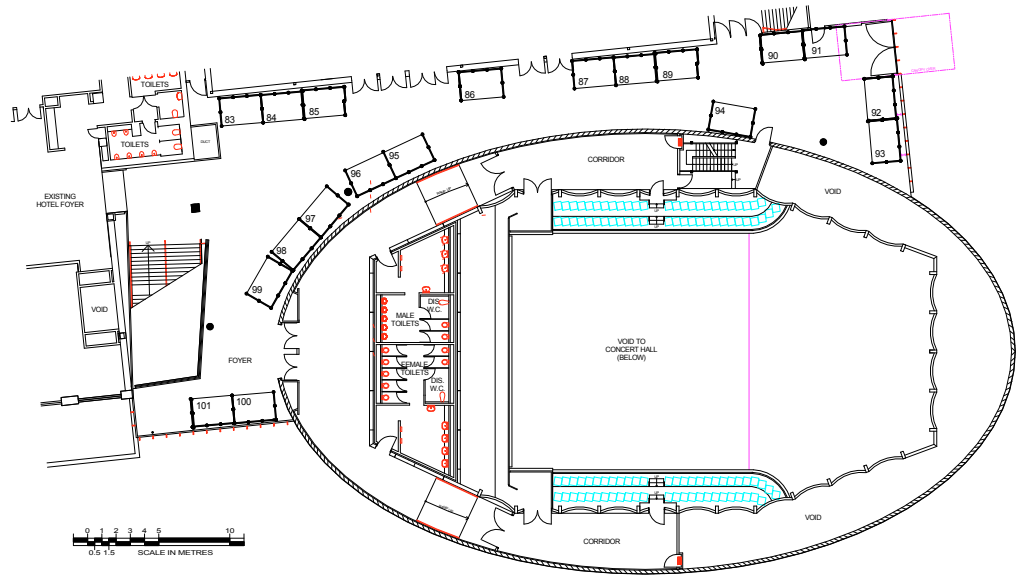
Mail or fax completed Exhibit Reservation Form and deposit to:

**Australasian Aquaculture 2010, Conference Coordinator, Sarah-Jane Day
PO Box 370 Nelson Bay NSW 2315 Australia**

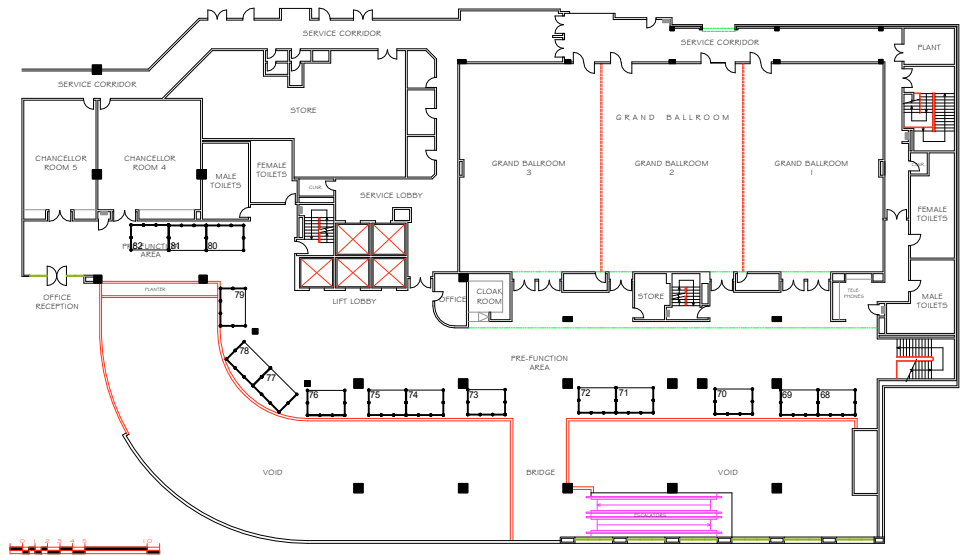
1. Federation Ballroom (main trade area)



2. Federation Foyer



3. Mezzanine Level



Catering stations for Morning/Afternoon Tea and Lunch will be positioned in each of the three trade areas.