



FENACAM & LACQUA'15

Fortaleza - Brazil

*Science & Industry Joining Forces
to Meet Seafood Demands*

EXHIBITOR MANUAL LACQUA15

Fortaleza, Brazil

NOVEMBER 16-19

For more info on
TRADESHOW & SPONSORSHIP

mario@marevent.com

For more info on the
CONFERENCE

www.was.org

TRADE SHOW SCHEDULE

November 16 Monday	November 17 Tuesday	November 18 Wednesday	November 19 Thursday
Set up day 8:00 -18:30	Move-in 8:00 - 13.30 Trade show open 14:00 -22:00	Trade show open 14:00 -22:00	Trade show open 14:00 - 21:00
Openingceremony & Presidents reception 19:00 -22:00	Happy hour 18:40 - 19:40	Happy hour 18:40 - 19:40	Happy hour 18:40 - 19:10
Move in: 14, 15 & 16/11/15 Move out: from 07:00am 20/11 until 07:00am 21/11			

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 shedule for each day

ORDER EARLY AND SAVE MONEY

ACTION REQUIRED DEADLINES

Now	Check your booth configuration against Convention Center Rules & Regulation Book Travel and Accommodation Check Advertising & Sponsorship Opportunities
AUGUST 15, 2015	Final Booth Payment Due
OCT. 15, 2015	Order Badges – see Badge Order Form
OCT. 15, 2015	Discount Deadline for all Exhibit Services
Nov. 14, 2015	Last days for shipments to arrive in Fortaleza
Nov. 14-16, 2015	Shipments can be accepted at the convention center

BOOTH INFORMATION

- standard booth: \$2250
- corner booth: \$2500
- All booths on 9 m² (3x3) including walls on three sides, electricity, carpet, three chairs & one table, spotlights, fascia identification sign, two free passes for the LACQUA 2015 conference & 5 free trade show passes.
- Please mention if you need water or electricity (more than 220v) in the booth

WELCOME

Thank you for participating in **LACQUA 2015**. 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: OCTOBER 26, 2015

LACQUA 2015

ALL BADGES WILL BE AVAILABLE TO PICK UP ONSITE AT THE EXHIBITOR CHECK-IN DESK AT REGISTRATION STARTING ON NOVEMBER 16 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 \$ /person (other than the 2 **FREE** that are complimentary with each booth)
- **TRADE SHOW ONLY:** 10 \$ /person (other than the 5 **FREE** that are complimentary with each booth)

DEADLINE: OCTOBER 26, 2015 LACQUA 2015

ALL BADGES WILL BE AVAILABLE TO PICK UP ONSITE AT THE EXHIBITOR CHECK-IN DESK AT REGISTRATION STARTING ON NOVEMBER 16 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 LACQUA 2015 or include complete credit card information here:

VISA MC AMEX

Card # _____ Exp _____ Total Amount \$ _____

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.

<input type="checkbox"/> Full Conference	345 \$	Name _____
<input type="checkbox"/> Tradeshow Only	10 \$	Company _____
		City _____ St/Prov _____ Country _____
<input type="checkbox"/> Full Conference	345 \$	Name _____
<input type="checkbox"/> Tradeshow Only	10 \$	Company _____
		City _____ St/Prov _____ Country _____
<input type="checkbox"/> Full Conference	345 \$	Name _____
<input type="checkbox"/> Tradeshow Only	10 \$	Company _____
		City _____ St/Prov _____ Country _____
<input type="checkbox"/> Full Conference	345 \$	Name _____
<input type="checkbox"/> Tradeshow Only	10 \$	Company _____
		City _____ St/Prov _____ Country _____
<input type="checkbox"/> Full Conference	345 \$	Name _____
<input type="checkbox"/> Tradeshow Only	10 \$	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 LACQUA 2015 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 LACQUA 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 LACQUA 2015.

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.WAS.org

FLOORPLAN

LACQUA 2015 -

CEARA CONVENTION CENTER - FORTALEZA - BRAZIL



SHIPPING

SERVIÇO DE DESPACHO ADUANEIRO E AGENCIAMENTO DE CARGAS
AV. DUQUE DE CAIXIAS, 110-RIBEIRA
ED. BILA-SALA 103-NATAL-RN CEP: 59.012-200
TEL: + 55(84) 3221-2514/ +55(84) 9134-6141
EMAIL: FOURTRADE@FOURTRADEASSOCIATION.COM.BR
SKYPE: FOURTRADE.ASSOCIATION

**AVOID PROBLEMS AND EXTRA EXPENSE:
PLAN EARLY - SHIP EARLY**

**ALWAYS MENTION:
LACQUA 2015**

BASIC EXHIBIT SERVICES

SECURITY

LACQUA 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.

FURNITURE, ACCESSORIES AND TAILORMADE BOOTHS

OFFICIAL STAND ASSEMBLY COMPANY

EMontadora Paulista
Rua Luiz Pinto, 1415-Precabura
Eusebio/CE CEP: 61760-000
Contatos: Viviane Barbosa
Fone: +55 (85) 3476 – 3901/3476-2259
/ 99958 – 0012/ 88685-5199
email: montadorapaulista@terra.com.br
site: www.montadorapaulista.com.br

LACQUA 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.



COMPANY RESPONSIBLE FOR CLEANING SERVICES, RECEPTIONISTS AND SECURITY SERVICES

Maestria Comunicação
Eldeny Rodrigues
(85) 3276-2525/ 9998-6675 / 8616-7207
Email: diretoria@maestriacomunicacao.com.br

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



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