

EXHIBITOR MANUAL



World Aquaculture 2011 June 6-10 Natal, Brazil

WELCOME

Thank you for participating in **WORLD AQUACULTURE 2011!**
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!

TRADE SHOW SCHEDULE

June 2011

June 6 Monday	June 7 Tuesday	June 8 Wednesday	June 9 Thursday
MOVE-IN 10:00 – 18:00	MOVE-IN 08:00 – 10:30 TRADE SHOW OPEN 11:00 – 18:30	TRADE SHOW OPEN 10:30 – 18:30	TRADE SHOW 10:30 – 16:30
WELCOME 19:00 – 20:30	HAPPY HOUR 17:30-18:30	HAPPY HOUR 17:30-18:30 PRESIDENT'S RECEPTION 19:30- 22:00	MOVE-OUT 16:30-19:00

C O N T E N T S

“URGENT! Action Required”

- Check all Deadlines & Show Schedule
- Badge Order Form – make your badges online. www.was.org, click WA11 logo
- Add-On Registration Form – april 20th. – please fax
- Final Booth payment Due – april 20th.
- Order Exhibit services – april 20th.
- Hotel & travel arrangements – more details on www.was.org

1. GENERAL INFORMATION & TRAVEL

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

2. SHIPPING

- General Shipping Guidelines – all materials to arrive in Natal May 1st

3. BASIC EXHIBIT SERVICES

- Order Exhibit services – April 20th
- Furniture & Accessories; Audio Visual Equipment; Electricity; Telephone/Internet

4. 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 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: April 20, 2011

WORLD AQUACULTURE 2011

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

Deadline: April 20, 2011

WORLD AQUACULTURE 2011

**All badges will be available to pick up onsite at the
Exhibitor Check-in desk at Registration starting on June 6 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 **WORLD AQUACULTURE 2011** or include complete credit card information here:

VISA MC AMEX

Card # _____ Exp _____ Total Amount US\$ _____

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 US\$ 345.00 **Name** _____

TRADE SHOW ONLY US\$ 5.00 **Company** _____

City _____ St/Prov _____ Country _____

FULL CONFERENCE US\$ 345.00 **Name** _____

TRADE SHOW ONLY US\$ 5.00 **Company** _____

City _____ St/Prov _____ Country _____

FULL CONFERENCE US\$ 345.00 **Name** _____

TRADE SHOW ONLY US\$ 5.00 **Company** _____

City _____ St/Prov _____ Country _____

FULL CONFERENCE US\$ 345.00 **Name** _____

TRADE SHOW ONLY US\$ 5.00 **Company** _____

City _____ St/Prov _____ Country _____

FULL CONFERENCE US\$345.00 **Name** _____

TRADE SHOW ONLY US\$ 5.00 **Company** _____

City _____ St/Prov _____ Country _____

PLEASE MAKE COPIES OF THIS FORM AS NEEDED

SHOW DIRECTORY ADS - Reserve Your Space Now!

A limited amount of advertising space is now available for the **WORLD AQUACULTURE 2011 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)		US\$750
Half page (90mm high x 134mm wide)		US\$500

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

Position: Will be at the discretion of WORLD AQUACULTURE 2011.

Deadlines: Place ad order (insertion order) **by April 20, 2011**.
Camera-ready copy must be received **by April 20, 2011**.

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: **WORLD AQUACULTURE 2011 Conference Manager**
Begijnengracht 40, 9000 Gent, Belgium
Fax: +32 09 2334912 – E-mail: mario.stael@scarlet.be

EXHIBITION FLOOR PLAN

You can find the WA11 floorplan with updated list of exhibitors on the website:
<http://www.fenacam.com.br/estandes>.

HOTEL

Many hotels in Natal and more specific in Ponta Negra. Find more information on various hotels and book online: <http://www.was.org>

AIR TRAVEL

Many direct flights to Natal from various European and American cities or fly in via Recife or any other Brazilian city

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 -- SHIP EARLY – Deadline for all exhibit materials to arrive in Natal is May 1st

Find all shipping procedures on www.HUNOS.com.br.

Review the shipping information on www.hunos.com.br.

Send temporary items and give away items separately.

For each item/box to ship mention: FENACAM WA 2011 & Booth number

BASIC EXHIBIT SERVICES

Each standard and corner exhibit space comes with:

Fascia Identification Sign

Hardwall back and side(s)

2 Full Registration Badges + 5 Trade Show Badges

Table and 2 chairs

Spotlights & 1 Power Outlet

For more exhibit services such as Furniture & Accessories; Audio Visual Equipment; Electricity; Telephone/Internet contact **TATICA** at Taticapromocoes@globo.com or www.taticamontagemeventos.com.br

SECURITY

World Aquaculture 2011 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.

World Aquaculture 2011 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 2 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 World Aquaculture 2011 Contract for Exhibit Space. Please call your insurance company and verify that your exhibit and personnel are covered.