

EXHIBITOR MANUAL

aquaculture
europe 11



OCTOBER 18-21
RHODOS - GREECE

TRADE SHOW SCHEDULE

October 18 Tuesday	October 19 Wednesday	October 20 Thursday	October 21 Friday
Move in 12.00 -18.00	Trade show open 10.00 -19.00	Trade show open 10.00 -19.00	Trade show open 10.00 -16.30
Opening Ceremony & Welcome Drink 18.00 -19.00	Happy hour 17.30 -19.00	Happy hour 17.30-19.00 Presidents' reception 19.00 -22.00	Move Out 16.30 Fare Well Happy Hour 17.30 -19.00

COMPLETE THESE EASY STEPS...

- o 1. Check the DEADLINES
- o 2. Make HOTEL & TRAVEL arrangements
- o 3. Send BADGE ORDER FORM by September 10, 2011
- o 4. Order EXHIBIT SERVICES by September 10, 2011
- o 5. Read the SHIPPING INFORMATION – Important Deadlines
- o 6. Read the SHOW SCHEDULE for each day

ORDER EARLY & SAVE MONEY !

AQUACULTURE EUROPE 2011 - CONFERENCE MANAGEMENT OFFICE
MAREVENT , Begijnengracht 40, 9000 Gent,GentBelgium
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 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 !

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

- **SEPT 10, '11** Final Booth Payment Due

- **SEPT 10, '11** Order Badges – see Badge Order Form
- **SEPT 10, '11** Discount Deadline for all Exhibit Services

- **OCT 10, '11** Last day for shipments to arrive at the warehouse in Rhodos
- **OCT 10, '11** 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 2 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: SEPT 10, 2011

AQUACULTURE EUROPE 2011

ALL BADGES WILL BE AVAILABLE TO PICK UP ONSITE AT THE
EXHIBITOR CHECK-IN DESK AT REGISTRATION STARTING ON OCT 18 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.

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.
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: SEPT 10, 2011

AQUACULTURE EUROPE 2011

ALL BADGES WILL BE AVAILABLE TO PICK UP ONSITE AT THE
EXHIBITOR CHECK-IN DESK AT REGISTRATION STARTING ON OCT 18 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 2011 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.

<input type="radio"/> Full Conference	€345.00	Name _____
<input type="radio"/> Tradeshow Only	€ 5.00	Company _____
		City _____ St/Prov _____ Country _____
<input type="radio"/> Full Conference	€345.00	Name _____
<input type="radio"/> Tradeshow Only	€ 5.00	Company _____
		City _____ St/Prov _____ Country _____
<input type="radio"/> Full Conference	€345.00	Name _____
<input type="radio"/> Tradeshow Only	€ 5.00	Company _____
		City _____ St/Prov _____ Country _____
<input type="radio"/> Full Conference	€345.00	Name _____
<input type="radio"/> Tradeshow Only	€ 5.00	Company _____
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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 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:

black & white

Full page (188mm high x 134 mm wide)

Half page (90mm high x 134mm wide)

Camera-ready

€500

€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 AQUACULTURE EUROPE 2011.

Deadlines:

Place ad order (insertion order) by Aug 10, 2011.

Camera-ready copy must be received by Aug 10, 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.

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.

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

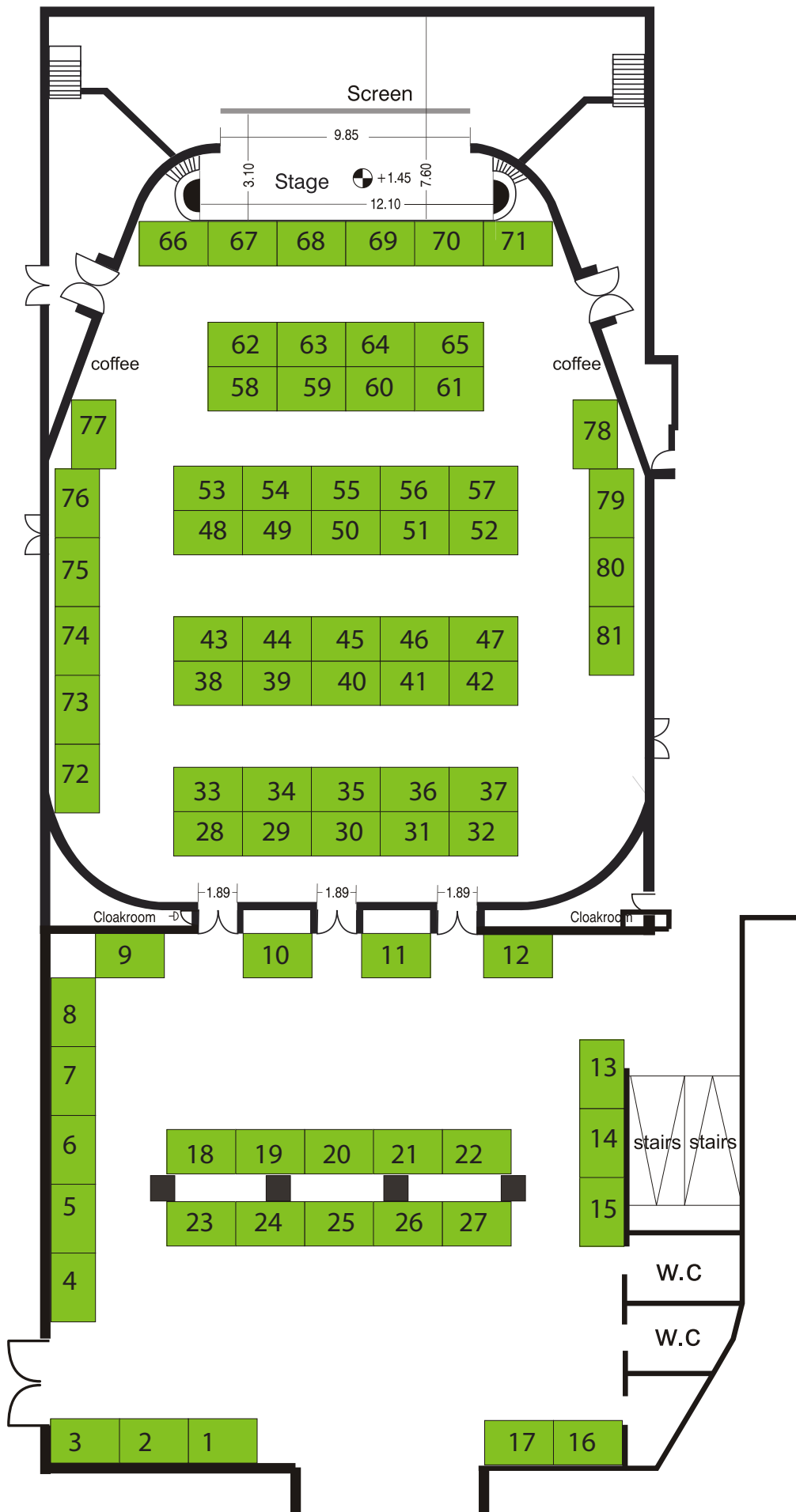
Company Name: _____ **Contact Name:** _____

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

Return this form to:

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

EXHIBITION FLOOR PLAN



TRAVEL & HOTEL

PLEASE BOOK ONLINE

WWW.FREI.GR

It is with a great sense of honor and pleasure that we inform you about the Official Congress of European Aquaculture Society, to be held in Rhodes island, Greece from 18 to 21 October 2011.

FREI S.A. Travel - Congress has been assigned to assist the Aquaculture Society to the success of this event. Therefore, should you wish to participate in the Congress, FREI S.A. provides the option of exclusive hotel accommodations, as well as social events and tours, during your stay in Rhodes.

We will be happy to provide:

- * Airtickets
- * Hotel Accommodation
- * Transfers from/to the airports
- * Guided Tours for groups or individuals
- * Restaurant bookings

If you wish to extend your stay in Greece, you can take advantage of this wonderful opportunity since you have the option for pre and post stay tours with special rates for the Congress participants, in Athens and/or other islands.

If you choose to visit other destinations in Greece we will be more than happy to assist you in preparing your travel arrangements in all aspects of your visit both before and after the Congress.

FOR FURTHER INFORMATION PLEASE FEEL FREE TO CONTACT

FREI S.A. TRAVEL - CONGRESS

3, PAPANIGOUPOULOU STR.,

KLATHMONOS SQUARE,

GR-105 61 ATHENS, GREECE

TEL.: +30-210-3215600, +30 – 211-60056500

FAX: +30-210 3219296, EMAIL: AE2011@FREI.GR

OR VISIT [HTTP://WWW.AE2011.GR](http://WWW.AE2011.GR)

GENERAL SHIPPING GUIDELINES

- European exhibitors. Ship your exhibition materials directly to the hotel. Make sure all materials will be delivered at the hotel and will not stay in the last airport (ask your shipping company to deliver to the Hotel)
- International non European Exhibitors. All materials can be shipped directly to the hotel. Please make sure that all extra charges, customs costs, are being paid by you or your shipping company. The hotel is NOT responsible to declare your materials and to pay for extras. Make sure that courriers follow up on extra charges.
- As Rhodos is one day away from Athens, we like to receive all exhibition materials before october 10th.
- Make copies of all shipping documents and hand them over to your staff joining the show.

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

Please send directly to:

Hotel Rodos Palace
Trianton Avenue
IXIA
85100
Rhodes
Greece
Tel +30 22410 25222

PLEASE REVIEW THE FOLLOWING SHIPPING AND CUSTOMS INFORMATION CAREFULLY.

ALWAYS MENTION:

AQUACULTURE EUROPE 2011

BASIC EXHIBIT SERVICES

Each 2 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 can be
ordered from PRO ELECTRO:
www.procraft.gr**

**EXHIBITORS CAN NOT BRING ANY DRINKS FOR THEIR BOOTHS.
ALL BEVERAGES NEED TO BE ORDERED DIRECTLY THROUGH THE HOTEL.**

For info on catering during Aquaculture Europe contact Vassilis Pappas at
pappas@rodos-palace.gr

Extra coffee breaks, lunch or drinks at your private meeting or booth during the Aquaculture Europe 2011 event.

1. Onside catering delivery in the booth at the trade show.
 - Tray with 50 pieces of cookies / cake at Euro 20 each.
 - Tray with 40 pieces French pastries 30 Euro per tray.
 - Tray with 30 canapes 48 Euro each.
 - Tray with 30 De Lux canapés 62 Euro each.
 - Pot of coffee (15 portions) Euro 25 each.
 - Soft drinks Euro 2 per bottle (0.33l).
 - Mineral water Euro 2.5 per bottle (1.5l).
2. Other drinks, cocktails, receptions, menus available to offer your customers at the booth or in one of the restaurants. For more information please contact Pappas Vassilis: pappas@rodos-palace.gr.
3. Catering orders can be done beforehand or onside.

SECURITY

Aquaculture Europe 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.

AQUACULTURE EUROPE 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 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 2011 Contract for Exhibit Space. Please call your insurance company and verify that your exhibit and personnel are covered.