

EXHIBITOR MANUAL

AQUACULTURE AMERICA 2015

February 19 - 22, 2015

New Orleans Marriott

Orleans, Louisiana USA

Aquaculture



Center of the Plate

TRADE SHOW SCHEDULE

F E B R U A R Y 2 0 1 5

THURSDAY Feb. 19	FRIDAY Feb. 20	SATURDAY Feb. 21	SUNDAY Feb. 22
MOVE-IN 11:00am-6:00pm	MOVE-IN 8am-10am EXHIBITS OPEN 10:00am-6:00pm HAPPY HOUR 5:00-6:00pm PRESIDENT'S RECEPTION 6:30-9:30pm	EXHIBITS OPEN 10:00am-6:00pm HAPPY HOUR 5:00-6:00pm NAA AUCTION 6:00-8:00pm	EXHIBITS OPEN 10:00am-4:00pm MOVE-OUT 4:00-7:00pm

MOVE-OUT: Sunday, February 22 4:00pm - 7:00pm

COMPLETE THESE EASY STEPS...

- 1. Check the DEADLINES
- 2. Make HOTEL & TRAVEL arrangements
- 3. Send BADGE ORDER FORM by Feb. 1, 2015
- 4. Order EXHIBIT SERVICES with Discount by Jan. 29, 2015
- 5. Read the SHIPPING INFORMATION –
Ship your exhibit to ARRIVE by February 16, 2015
- 6. Read the SHOW SCHEDULE for each day

ORDER EARLY & SAVE MONEY !

Aquaculture America 2015 - Conference Management Office

PO Box 2302 - Valley Center, CA 92082 USA

Tel: +1-760-751-5005 - Fax: +1-760-751-5003 - Email: worldaqua@aol.com

WELCOME

Thank you for participating in **AQUACULTURE AMERICA 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!

DEADLINES

NOW

Check your booth configuration against IAEM Rules & Regulations
Book Travel and Accommodation
Check Advertising & Sponsorship Opportunities

-
- NOV. 1, '14** Final Booth Payment Due (refer to contract)

 - JAN. 16, '15** First day advance shipments to GES warehouse may arrive

 - FEB. 1, '15** Order Badges – see Badge Order Form
 - JAN. 29, '15** Discount Deadline for all GES Exhibit Services.
Order at <https://ordering.ges.com/053600140>

 - FEB. 16, '15** Last day for shipments to arrive at GES warehouse without surcharge
 - FEB. 18, 19, 20** Direct shipments to Exhibit Site can arrive

Each 8' deep x 10' wide exhibit space comes with:

Identification Sign
Back Drapes: teal blue & white
Side Drapes: solid teal blue
2 Full Registration Badges + 5 Trade Show Badges
The Exhibit Hall is carpeted

CONTENTS

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- Car Rental
- General Shipping Guidelines
- Introduction to Basic Exhibit Services
- General Rules & Regulations
- Requirement of Liability Insurance

- GES Services

Questions?

AQUACULTURE AMERICA 2015
Conference Manager
Tel +1-760-751-5005
Fax +1-760-751-5003
Email: worldaqua@aol.com

For GES Services, go to this link:
www.ordering.ges.com/053600140

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.**

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: February 1, 2015

AQUACULTURE AMERICA 2015

All badges will be available to pick up onsite at Exhibitor Registration starting on February 19 at 11:00am.

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 _____

Company _____

City, State/Prov, Country _____

Full Conference Name #2 _____

Company _____

City, State/Prov, Country _____

5 Free TRADE SHOW ONLY Badges Do not duplicate FULL CONFERENCE names above

Tradeshow Only Name #3 _____

Company _____

City, State/Prov, Country _____

Tradeshow Only Name #4 _____

Company _____

City, State/Prov, Country _____

Tradeshow Only Name #5 _____

Company _____

City, State/Prov, Country _____

Tradeshow Only Name #6 _____

Company _____

City, State/Prov, Country _____

Tradeshow Only Name #7 _____

Company _____

City, State/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**.

- **FULL CONFERENCE: \$275.00 /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: February 1, 2015

AQUACULTURE AMERICA 2015

All badges will be available to pick up onsite at Exhibitor Registration starting on February 19 at 11:00am.

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 AMERICA 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 \$345.00 **Name** _____

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

City, State/Prov, Country _____

FULL CONFERENCE \$345.00 **Name** _____

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

City, State/Prov, Country _____

FULL CONFERENCE \$345.00 **Name** _____

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

City, State/Prov, Country _____

FULL CONFERENCE \$345.00 **Name** _____

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

City, State/Prov, Country _____

FULL CONFERENCE \$345.00 **Name** _____

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

City, State/Prov, Country _____

PLEASE MAKE COPIES OF THIS FORM AS NEEDED

SCHEDULE

TRADE SHOW SCHEDULE

F E B R U A R Y 2 0 1 5

THURSDAY Feb. 19	FRIDAY Feb. 20	SATURDAY Feb. 21	SUNDAY Feb. 22
MOVE-IN 11:00am-6:00pm	MOVE-IN 8am-10am EXHIBITS OPEN 10:00am-6:00pm HAPPY HOUR 5:00-6:00pm PRESIDENT'S RECEPTION 6:30-9:30pm	EXHIBITS OPEN 10:00am-6:00pm HAPPY HOUR 5:00-6:00pm NAA AUCTION 6:00-8:00pm	EXHIBITS OPEN 10:00am-4:00pm MOVE-OUT 4:00-7:00pm

THURSDAY, Feb. 19	Registration Open	11:00	-	5:00
	▶ EXHIBITOR MOVE-IN	11:00	-	6:00

FRIDAY, Feb. 20	▶ EXHIBITOR MOVE-IN	8:00	-	10:00
	Opening & Plenary	8:30	-	10:15
	▶ TRADE SHOW OPEN	10:00	-	6:00
	Refreshment Break	10:00	-	11:00
	Sessions	11:00	-	5:00
	Lunch (on your own)	12:30	-	2:00
	▶ HAPPY HOUR	5:00	-	6:00
President's Reception	6:30	-	9:30	

SATURDAY, Feb. 21	Sessions	8:30	-	5:00
	▶ TRADE SHOW OPEN	10:00	-	6:00
	Refreshment Break	10:00	-	10:30
	Lunch (on your own)	12:30	-	2:00
	▶ HAPPY HOUR	5:00	-	6:00
NAA Auction	6:00	-	8:00	

SUNDAY, Feb. 22	Sessions	8:30	-	5:00
	▶ TRADE SHOW OPEN	10:00	-	4:00
	Refreshment Break	10:00	-	11:00
	Lunch (on your own)	12:30	-	2:00
	Refreshment Break	3:30	-	4:00
	▶ EXHIBITOR MOVE-OUT	4:00	-	7:00

****No exhibitor may begin dismantling their exhibit until the show closes at 4:00.***

SHOW DIRECTORY ADS - Reserve Your Space Now!

A limited amount of advertising space is now available for the **Aquaculture America 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:

<u>Ad sizes:</u>	<u>Camera-ready</u>
Full page (4 ½"w x 8"h)	\$500
Half page (4 ½"w x 3 7/8"h)	\$350

Specifications: The directory ads will be printed in one color - black. Please supply ad copy in electronic format.

Position: Will be at the discretion of Aquaculture America 2015.

Deadlines: Place ad order (insertion order) **by January 5, 2015.**

Camera-ready copy must be received **by January 10, 2015.**

Payment: Fifty percent due with insertion order. Balance is due when directory is printed.

SPONSORSHIP OPPORTUNITIES - Call Now!

Your company can gain valuable exposure and good will as the sponsor of a show event.
Sponsorship can be shared with another company.

Refreshment Breaks: Host a refreshment break held in the exhibit area. The sponsor will be promoted on signage, announcements and in the conference program.
Cost: \$1000 per refreshment break.

Happy Hours: Host a coffee break held in the exhibit area. The sponsor will be promoted on signage, announcements and in the conference program.
Cost: \$1000 per refreshment break.

President's Reception: Exclusive or shared sponsorship for these receptions is available. Please call to discuss details.

Session Sponsor: Sponsor a session with your company's name on the program and in the session room.

Yes, I would like to run a Directory Ad. Ad size: Full Page Half Page
 Business Card

Yes, I would like to sponsor an event at the show:
 Refreshment Break Happy Hour Reception Session

Company Name: _____ Contact Name: _____

Telephone: _____ Fax: _____

Return this form to: **Aquaculture America 2015 Conference Manager**
PO Box 2302, Valley Center, CA 92082 USA
Fax: +1-760-751-5003

HOTEL

AQUACULTURE AMERICA 2015 HOTEL INFORMATION

We have arranged for a fantastic rate at the New Orleans Marriott for Aquaculture America 2015! Be sure to mention Aquaculture America 2015 to get the very special rate of \$179. Contact the hotel directly for your reservation:

Tel: +1-504-581-1000 or 1-888-771-4429

Fax: +1-210-482-2312

You can make your hotel reservations directly online by accessing this link:

https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=10993591

AIR TRAVEL

Special airfares are available with American Airlines/oneworld for travel to New Orleans.



oneworld is pleased to be the official airline alliance of Aquaculture America 2015

oneworld®, the premier global airline alliance, brings together 15 leading airlines from around the world - airberlin, American Airlines, British Airways, Cathay Pacific Airways, Finnair, Iberia, Japan Airlines, LAN Airlines, TAM Airlines, Malaysia Airlines, Qantas, Qatar Airways, Royal Jordanian, S7 Airlines and SriLankan Airlines. Together with around 30 affiliate members, oneworld's network currently serves almost 1,000 destinations in more than 150 countries.

Visit www.oneworld.com/events and enter event code **OW34B14** to log in as an attendee and access our convenient online booking tool and enjoy attractive flight discounts for travel to the event.

AIRPORT TRANSPORTATION

To get from the New Orleans International Airport (MSY) to the conference hotel you can take a cab, a shuttle or rent a car from AVIS.

We have arranged a special discount for conference attendees with Airport Shuttle service.

Aquaculture America 2015 Discounted Airport Shuttle - use this link:

<http://airportshuttleneworleans.hudsonltd.net/res?USERIDENTRY=AQUACLT0215&LOGON=GO>

Please note, there are a few simple rules: In order to be able to book airport shuttle transport online, you must book at least 24 hours prior to your flight departure time. Reservations must be booked online - you can change an existing reservation via phone (1-866-596-2699), but you will need to make your original reservation online to take advantage of the discount rate.

CAR RENTAL

Discounts on car rentals have been arranged through **AVIS Rent-A-Car**. AVIS offers free pick up and delivery to the airport, hotels and other locations where cars are needed.

For reservations, call **1-800-331-1600** or **+1-918-624-4338**, or the website: www.avis.com
Be sure to mention **AQUACULTURE AMERICA 2015** and refer to **discount AWD # J770126**.

APP FOR TRACKING ATTENDEES

As we did in Aquaculture America 2014 in Seattle, we will have the WAS Exhibitor App to track attendees available for exhibitors to use at Aquaculture America 2015 in New Orleans. The app requires no other equipment than your smart phone.

All you will need to do is download the app through the WAS website and then scan the QR code on attendees' badges when they visit your booth. At the end of the show, we will supply you with an EXCEL file with the contact info for all of your scans.

Further details and a link for downloading the app will be sent in January, 2015

GENERAL SHIPPING GUIDELINES

Avoid problems and extra expense -- PLAN EARLY - SHIP EARLY

IMPORTANT: Shipping direct to New Orleans

You can ship directly to GES in New Orleans – use GES Special Show Rates

* **Direct shipments must arrive after Jan. 16 and before Feb. 16 to ensure placement in booth by set-up day (use “Advance Shipment” label).**

* **If you need to send items to arrive *after* Feb.16, ship directly to GES at the New Orleans Marriott to arrive February 18, 19, 20. (use “Direct Shipment” label.)**

HOW TO SHIP YOUR EXHIBIT:

GES is the official show decorator and handles all freight at the exhibition site.

- Read “**Important Freight Guidelines**” for all shipments, whether handled by a shipping company, UPS, mail, overnight courier, etc.
- Fill out “**Material Handling Order Form**” and “**Key Information**” and return them to GES if you are shipping by any common carrier.
Review the “**Arrival Dates & Surcharges for Shipments**” section at the bottom of the page.
- Use the appropriate “**RUSH! Exhibition Freight**” shipping labels provided to mark ALL your materials for shipping.
 - If you ship early, use the ADVANCE GES WAREHOUSE labels.
 - If you ship late, use the DIRECT SHIPMENT labels.
- For international shipments, contact **Rock-It Cargo** Customs Brokers & Freight Company.
See “**International Shipping Instructions**”.

For Shipping Information, go to GES Online Ordering Site at this link:

<https://ordering.ges.com/053600140>

You will be able to see the products and services

BE SURE TO USE THE CORRECT SHIPPING LABELS PROVIDED

BASIC EXHIBIT SERVICES

GES is the official decorator for AQUACULTURE AMERICA 2015

- ◆ GES will maintain an Exhibitor Service Center in the exhibition area that will serve as a focal point in coordinating all details and service requests.
- ◆ The GES Exhibitor Service Center will be open from move-in through move-out.

BE SURE TO READ:

- ➔ **GES SHOW INFORMATION & “Important Dates”**
- ➔ **SHOW SITE WORK RULES**

Each 8' deep x 10' wide exhibit space comes with:

- Identification Sign
- Back Drapes: teal & white - Side Drapes: solid teal
- The Exhibit Hall is carpeted
- 2 Full Conference Registrations & 5 Trade Show Badges

Important note: Exhibitors desiring to use contractors other than GES must advise Aquaculture America 2015 Show Management and GES Exposition Services and submit the necessary Certificates of Insurance in advance so that permission may be secured for said subcontractor to operate.

SAVE MONEY, TIME AND ENERGY - ORDER YOUR SHOW SERVICES EARLY!!

GES discount deadline is Jan. 29, 2015

For all Information and for placing your orders, go to GES Online Ordering Site at this link:

<https://ordering.ges.com/053600140>

You will be able to see the products and services.

SECURITY

Aquaculture America 2015 will maintain 24-hour-a-day security staff at the Convention Center 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 (laptops, cell phones, instruments). We suggest that you plan your staff schedule so that your exhibit is not left unattended during these times. GES also has lockable cages available for rent so that sensitive equipment can be locked up.

AQUACULTURE AMERICA 2015 CANNOT BE HELD LIABLE FOR LOST OR STOLEN ITEMS.

BUSINESS CENTER

There is a Business Center in the Hotel. Standard office services are available.

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

Each booth will be set with 8' high back drapes and 3' high side curtains. Nothing may be attached to this drape. 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 6 feet 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 GES 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 "IAEM Guideline for Display Rules and Regulations". Contact us for a copy of the "IAEM 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 America 2015 Contract for Exhibit Space. Please call your insurance company and verify that your exhibit and personnel are covered.