

# EXHIBITOR MANUAL



aquaculture  
europe 16 SCOTLAND  
SEPTEMBER 20 - 23

Edinburgh



For more info on  
**TRADESHOW & SPONSORSHIP**

[mario@marevent.com](mailto:mario@marevent.com)

For more info on the  
**CONFERENCE**

[www.easonline.org](http://www.easonline.org)

## TRADE SHOW SCHEDULE

September 20 Tuesday	September 21 Wednesday	September 22 Thursday	September 23 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 18.30-21.00	Happy hour 17.20 -18.30	Presidents' reception 19.00 - 22.00	
Move in: Move out: from 07:00am 19/9 until 07:00am 24/9			

### 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 schedule for each day

**ORDER EARLY AND SAVE MONEY**

## ACTION REQUIRED DEADLINES

<b>Now</b>	<b>Check</b> your booth configuration against Convention Center Rules & Regulation <b>Book</b> Travel and Accommodation <b>Check</b> Advertising & Sponsorship Opportunities
<b>AUGUST 15, 2016</b>	Final Booth Payment Due
<b>AUGUST 15, 2016</b>	<b>Order</b> Badges – see Badge Order Form
<b>SEPT. 15, 2016</b>	Discount Deadline for all Exhibit Services
<b>SEPT. 19, 2016</b>	Last days for shipments to arrive in Edinburgh
<b>SEPT. 15-17, 2016</b>	Shipments can be accepted at the convention center

## BOOTH INFORMATION

- standard booth: €2250
- corner booth: €2500
- All booths on 6 m<sup>2</sup> (2x3) including walls on three sides, electricity, carpet, two chairs & one table, spotlights, fascia identification sign, two free passes for the AE2016 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 **AE2016**. 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!

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 General Shipping Guidelines  
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 Basic Exhibit Services - Security,  
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 - 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.easonline.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: AUGUST 20, 2016 AE2016**

**ALL BADGES WILL BE AVAILABLE TO PICK UP ONSITE AT THE EXHIBITOR CHECK-IN DESK AT REGISTRATION STARTING ON SEPTEMBER 20 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.

# 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](http://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: AUGUST 20 AE2016**

**ALL BADGES WILL BE AVAILABLE TO PICK UP ONSITE AT THE EXHIBITOR CHECK-IN DESK AT REGISTRATION STARTING ON SEPTEMBER 20 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 AE2016 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 _____

**PLEASE MAKE COPIES OF THIS FORM AS NEEDED**

# GENERAL INFORMATION & TRAVEL

## TRADE SHOW SCHEDULE

September 20 Tuesday	September 21 Wednesday	September 22 Thursday	September 23 Friday
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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](mailto: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 AE2016 Conference Manager  
Begijnengracht 40, 9000 Gent, Belgium  
E-mail: [mario@marevent.com](mailto:mario@marevent.com)*

**NO EXHIBITORS MAY BEGIN TO  
DISMANTLING THEIR EXHIBIT UNTIL  
THE SHOW CLOSES.**

## ADVERTISING

**SHOW DIRECTORY ADS.  
RESERVE YOUR SPACE NOW !**

A limited amount of advertising space is now available for the AE2016 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 AE2016.

### Deadlines:

Place ad order (insertion order) by Sept. 1, 2016.

Camera-ready copy must be received by Sept. 1, 2016.

### Payment:

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

## HOTEL & ACCOMMODATION

more info on:

[https://cabs.conventionedinburgh.com/ei/cm.esp?id=150556&pageid=\\_4JJ002V17](https://cabs.conventionedinburgh.com/ei/cm.esp?id=150556&pageid=_4JJ002V17)

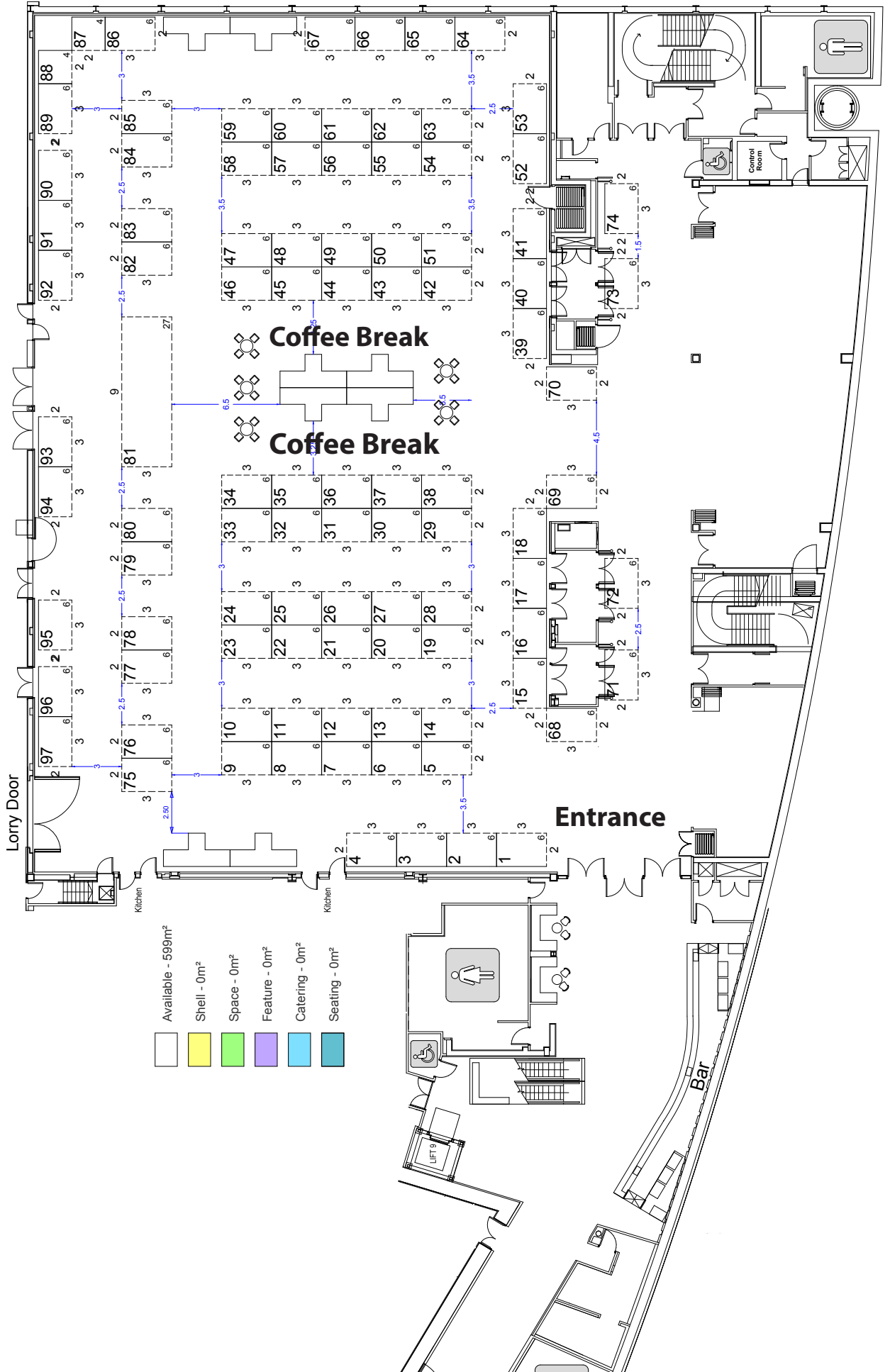
# Aquaculture Europe 2016

20 - 23 September 2016

## FLOORPLAN

AE2016 -

EDINBURGH - SCOTLAND - Edinburgh International Conference Centre.



# SHIPPING



**GES LOGISTICS**  
**EVENT.LOGISTICS@GES.COM**  
**+44 (0)121 782 4433**

All Order Forms also available on  
[http://www.marevent.com/AE16\\_EDINBURG.html](http://www.marevent.com/AE16_EDINBURG.html)  
[http://www.marevent.com/2016\\_AE%20Edinburg/EICC%20Order%20Form.xlsx](http://www.marevent.com/2016_AE%20Edinburg/EICC%20Order%20Form.xlsx)

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

**ALWAYS MENTION: AE2016**

## BASIC EXHIBIT SERVICES

### SECURITY

AE2016 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



All info on: <https://ordering.ges.com/000017398>

Our ServiCentre:  
+44 (0)2476 380 190 Monday - Friday 08:30 - 17:30

SECC, Tuesday 20 September - Friday 23 September  
Order GES Services by Tuesday 30 August for Best Pricing

### AE2016

**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.



All Order Forms also available on  
[http://www.marevent.com/AE16\\_EDINBURG.html](http://www.marevent.com/AE16_EDINBURG.html)

### STAND CATERING

Order Form and information about Stand Catering, Scottish Menus, Leith's terms and conditions available on  
[http://www.marevent.com/AE16\\_EDINBURG.html](http://www.marevent.com/AE16_EDINBURG.html)

# 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 AE2016 Contract for Exhibit Space. Please call your insurance company and verify that your exhibit and personnel are covered.