



# APA17

## KUALA LUMPUR

# EXHIBITOR MANUAL

## APA 2017

**MALAYSIA**

**KUALA LUMPUR - JULY 25 - 27**

**Putra World Trade Centre**

The annual meeting of  
**WORLD**  
AQUACULTURE  
Society

**TRADE SHOW SCHEDULE**

For more info on  
**TRADESHOW & SPONSORSHIP**

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

For more info on the  
**CONFERENCE**

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

### COMPLETE THESE EASY STEPS:

- Check the deadlines
- Make hotel & travel arrangements
- Complete badge order online
- Order exhibit services
- Read shipping information & important deadlines
- Read the show schedule for each day

**ORDER EARLY AND SAVE MONEY**

July 24 Monday	July 25 Tuesday	July 26 Wednesday	July 27 Thursday
Move in 10:00 - 18:00	Move in 8:00 - 10:00 Trade show open 10:00 - 18:30	Trade show open 10:00 - 18:30	Trade show open 10:00 - 16:00
	Opening Ceremony 9:00 - 9:40 Happy hour 17:20 - 18:30	Reception 19:30 - 21:30	

No exhibitors may begin to dismantling their exhibit until the show closes.

## 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>JUNE 15, 2017</b>	Final Booth Payment Due
<b>JUNE 15, 2017</b>	<b>Order</b> Badges
<b>JUNE 15, 2017</b>	Discount Deadline for all Exhibit Services
<b>JULY 6, 2017</b>	Last days for shipments to arrive in Kuala Lumpur

## WELCOME

Thank you for participating in **APA 2017**. 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 Info - 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

## BOOTH INFORMATION

- standard booth: \$2195
- corner booth: \$2395
- All booths on 6 m<sup>2</sup> (3x2) including walls on three sides, electricity, carpet, three chairs & one table, spotlights, fascia identification sign, two free passes for the APA 2017 conference & 5 free trade show passes.
- Please mention if you need water or electricity (more than 220v) in the booth

# BADGE ORDER INFO

Please register your staff and customers online.

Use similar link as you registered for your booth and add names.

<https://www.was.org/Exhibitors/login.aspx?ReturnUrl=%2fExhibitors%2fUsers%2fContract.aspx%3fCode%3dAPA2017&Code=APA2017>

Add the names for your badges on the link similar to your booth registration. [www.was.org](http://www.was.org), click the event you prefer, click exhibitor online, fill in your account and password and fill in the names for the badges.

You can invite up to 20 people for trade show passes.

Each booth includes two complimentary full conference registrations. Extra registrations at 345 USD.

**Deadline June 15th.**

## GENERAL INFORMATION & TRAVEL

### 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.

### ADVERTISING

A limited amount of advertising space is now available for the APA 2017 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 APA 2017.

#### Deadlines:

Place ad order (insertion order) by **May 1st, 2017**.

Camera-ready copy must be received by **May 1st, 2017**.

#### Payment:

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

Would you like to

- run a Directory Advert
- sponsor an event at the show (refreshment break, happy hour, reception, session)

please contact APA 2017 Conference Manager

Begijnengracht 42, 9000 Gent, Belgium

E-mail: [mario@marevent.com](mailto:mario@marevent.com)

## HOTEL & ACCOMMODATION

We have arranged a wide range of quality accommodations at special rates. Please check the website [www.was.org](http://www.was.org) for hotel details.

## SHIPPING

### CURIO PACK SDN BHD

contact : [ctngiam@curiopack.com.my](mailto:ctngiam@curiopack.com.my)

- Freight Request Form:  
[http://marevent.com/2017\\_APA%20Kuala%20Lumpur/Freight%20Request%20Form%20-%20Curio%20Pack.doc](http://marevent.com/2017_APA%20Kuala%20Lumpur/Freight%20Request%20Form%20-%20Curio%20Pack.doc)
- Shipping Instructions:  
[http://marevent.com/2017\\_APA%20Kuala%20Lumpur/Shipping%20Instructions%20-%20APA%202017.pdf](http://marevent.com/2017_APA%20Kuala%20Lumpur/Shipping%20Instructions%20-%20APA%202017.pdf)
- Combined Commercial Invoice & Packing List:  
[http://marevent.com/2017\\_APA%20Kuala%20Lumpur/CCIPL%20-%20APA%202017%20-%20Blank.xls](http://marevent.com/2017_APA%20Kuala%20Lumpur/CCIPL%20-%20APA%202017%20-%20Blank.xls)
- Please read the shipping instructions carefully in order to get your promotional materials on time at the CTICC.
- Always mention: WA17
- Avoid problems and extra expense: plan early, ship early.

## BASIC EXHIBIT SERVICES

### SECURITY

APA 2017 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.

### APA 2017

**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.

### FURNITURE, ACCESSORIES AND TAILORMADE BOOTHS

### OFFICIAL STAND ASSEMBLY COMPANY

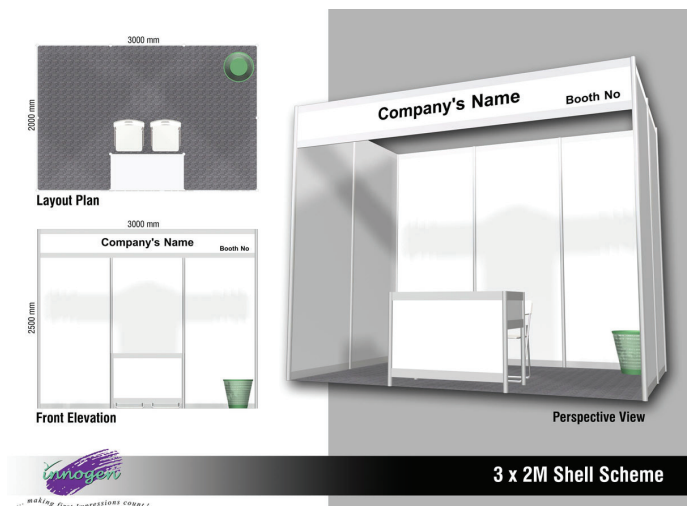
#### INNOGEN

[www.innogen.com.my](http://www.innogen.com.my)

contact:  
[info@innogen.com.my](mailto:info@innogen.com.my)

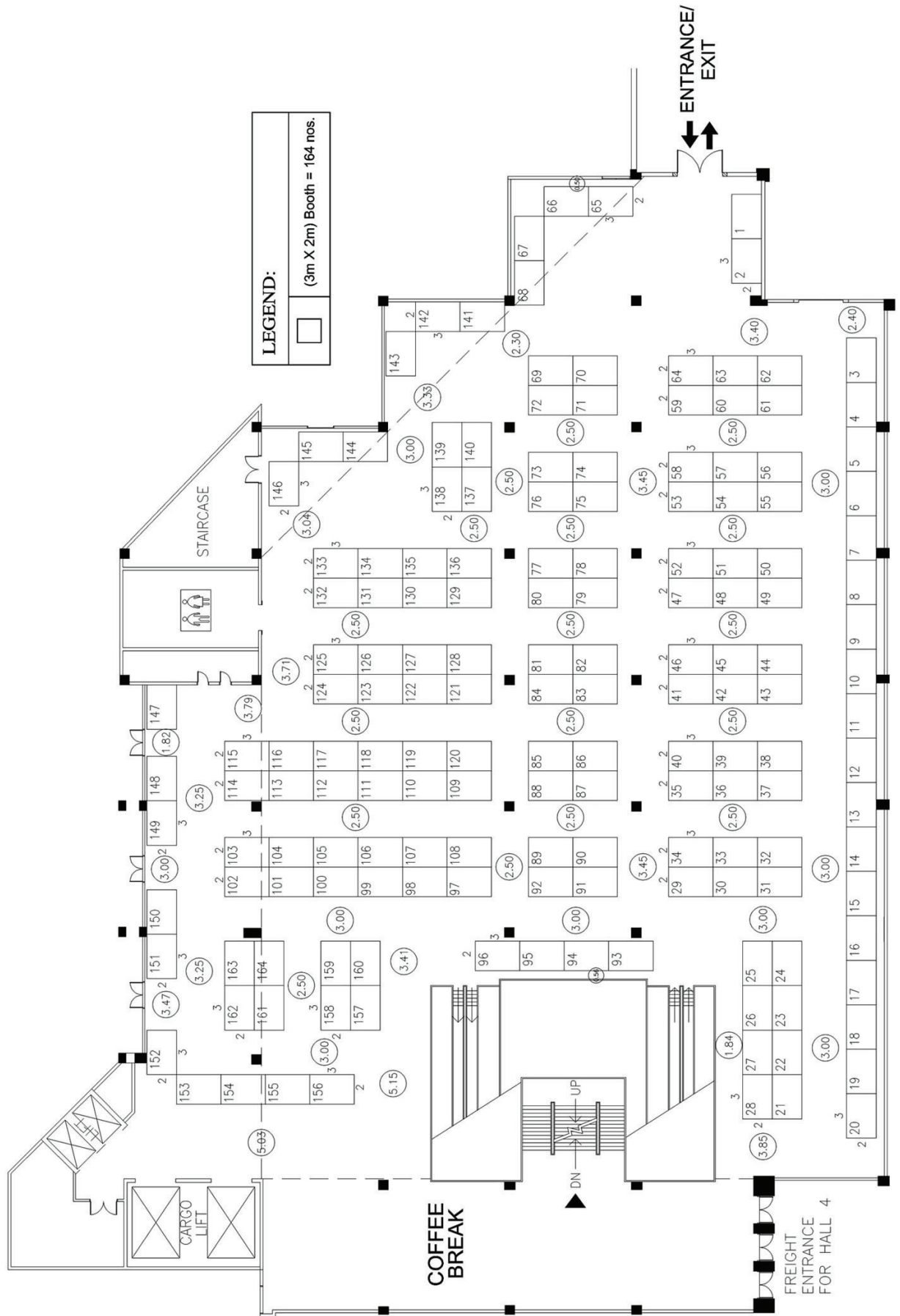
Innogen Sdn Bhd  
No. 1, Jalan Perusahaan 1, Taman Industri Selesa Jaya,  
Balakong Selangor 43300, Taman Industri Selesa Jaya,  
43300 Balakong, Selangor

Furnishing Guide:  
[http://www.marevent.com/2017\\_APA%20Kuala%20Lumpur/Innogen%20Furnishing%20Guide.pdf](http://www.marevent.com/2017_APA%20Kuala%20Lumpur/Innogen%20Furnishing%20Guide.pdf)  
You can find all forms on [www.marevent.com](http://www.marevent.com)



# ASIA PACIFIC AQUACULTURE (APA) 2017

/ JULY 2017 / HALL 4, PUTRA WORLD TRADE CENTRE, KUALA LUMPUR.



# 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 APA 2017 Contract for Exhibit Space. Please call your insurance company and verify that your exhibit and personnel are covered.