

# EXHIBITOR MANUAL

WORLD AQUACULTURE ADELAIDE 2014

7-11 June 2014

Adelaide Convention Centre (ACC)

South Australia, Australia



## TRADE SHOW SCHEDULE

J U N E 2 0 1 4

<b>SATURDAY</b> <b>7</b>	<b>SUNDAY</b> <b>8</b>	<b>MONDAY</b> <b>9</b>	<b>TUESDAY</b> <b>10</b>
<b>MOVE-IN</b> <b>10:00am – 5:00pm</b> (Custom built access, stand builders only from 10am, Friday 6 June)	<b>MOVE-IN</b> 8:00am – 10:30am <b>EXHIBITS OPEN</b> 10:30am - 6:00pm	<b>EXHIBITS OPEN</b> 10:30am- 6:00pm	<b>EXHIBITS OPEN</b> 10:30am – 4:00pm
<b>OPENING CEREMONY</b> at ACC 6:00pm – 7:00pm <b>WELCOME</b> to Adelaide <b>DRINKS</b> 7:00pm – 9:00pm	<b>Happy Hour &amp; Posters</b> 5:10pm – 6:00pm	<b>Happy Hour &amp; Posters</b> 5:10pm – 6:00pm	<b>MOVE OUT</b> 4:00pm – 7:00pm <b>PRESIDENT'S RECEPTION</b> Adelaide Oval 6:30pm – 9:00pm

## COMPLETE THESE EASY STEPS...

- 1. Check the DEADLINES
- 2. Make HOTEL & TRAVEL arrangements
- 3. Send BADGE ORDER FORM by 1 April 2014
- 4. Order EXHIBIT SERVICES by 1 April 2014
- 5. Read the SHIPPING INFORMATION Important Deadline
- 6. Read the SHOW SCHEDULE for each day

**ORDER EARLY & SAVE MONEY!**

For more information on World Aquaculture Adelaide 2014

PO Box 370 NELSON BAY NSW 2315 AUSTRALIA

Tel: +61 437 152

Email: [sarah-jane.day@aquaculture.org.au](mailto:sarah-jane.day@aquaculture.org.au)

# WELCOME

Thank you for participating in **WORLD AQUACULTURE ADELAIDE 2014!**  
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 Form
- Add-On Registration Form

### 1. GENERAL INFORMATION & TRAVEL

- Trade Show Schedule
- Advertising and Sponsorship
- Exhibition Floor Plan
- Hotels, Air Travel, Tours
- Airport Transportation

### 2. EXHIBIT SERVICES

- General Shipping Guidelines
- Introduction to Exhibit Services
- Agility Fairs & Events Shipping Information/Forms
- Adelaide Expo Hire Information/Forms
- Adelaide Convention Centre Information/Forms
- Security, Business Centre, Messages
- Exhibitor Tips

### 3. RULES & REGULATIONS

- General Rules & Regulations
- Requirement of Liability Insurance

### Questions?

**World Aquaculture Adelaide 2014  
Conference Coordinator**

**Tel +61 437 152 234**

**Email:**

[sarah-jane.day@aquaculture.org.au](mailto:sarah-jane.day@aquaculture.org.au)

**IMPORTANT – PLEASE NOTE ALL  
PRICES IN THIS MANUAL ARE SHOWN IN  
AUSTRALIAN DOLLARS (AUD).**

# URGENT! Action Required

## DEADLINES

### **NOW**

Check your booth configuration against Adelaide Convention Centre, Rules & Regulations

Book Travel and Accommodation

Check Advertising & Sponsorship Opportunities

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**1 Mar 2014** Final Booth Payment Due

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**1 Apr 2014** Order Badges – see Badge Order Form

**1 Apr 2014** Deadline for all Exhibition Hire

**1 May 2012** Direct shipments to Exhibit Site (ACC) can arrive from Friday 6 June 2014

**Each booth comes with:**

**Walls on 3 sides,  
2 Full Conference Registrations, 5 Trade Show Only Passes\*  
Spotlights, Electricity, 2 Chairs & 1 Table,  
Fascia Identification Sign  
*The Exhibit Hall is carpeted***

***\*Please note - Trade Show Passes include entry into the Exhibit Hall only.***

# BADGE ORDER FORM

Please fill out this form to register your company personnel & send in ASAP

email to: [sarah-jane.day@aquaculture.org.au](mailto:sarah-jane.day@aquaculture.org.au)

**Free with each booth: 2 FULL CONFERENCE Registrations & 5 TRADE SHOW ONLY Passes**

- **FULL CONFERENCE** registration includes: admittance to Sessions, Receptions, Trade Show & conference materials
- **TRADE SHOW ONLY** registration includes: admittance to the Exhibition Hall only

**Deadline: 1 APRIL 2014** WORLD AQUACULTURE ADELAIDE 2014

All badges will be available to pick up onsite at the Exhibitor Check-in desk at Registration starting on Saturday 7 June from 10:00am

**COMPANY NAME** (as it will appear on booth fascia identification sign)

BOOTH # \_\_\_\_\_ *Use one form per booth number please.  
Duplicate this form if your company has more than one booth.*

**2 Free FULL CONFERENCE Registrations** Please print (Titles will not be used on badges)

**Full Conference**

**Name #1** \_\_\_\_\_ City \_\_\_\_\_

Company \_\_\_\_\_ St/Prov \_\_\_\_\_ Country \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

**Full Conference**

**Name #2** \_\_\_\_\_ City \_\_\_\_\_

Company \_\_\_\_\_ St/Prov \_\_\_\_\_ Country \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

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

**Tradeshow Only**

**Name #3** \_\_\_\_\_ City \_\_\_\_\_

Company \_\_\_\_\_ St/Prov \_\_\_\_\_ Country \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

**Tradeshow Only**

**Name #4** \_\_\_\_\_ City \_\_\_\_\_

Company \_\_\_\_\_ St/Prov \_\_\_\_\_ Country \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

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

Please fill out this form to register your company personnel & email to: [sarah-jane.day@aquaculture.org.au](mailto:sarah-jane.day@aquaculture.org.au)  
 Use this form **ONLY** to register personnel IN ADDITION TO those listed on the **BADGE ORDER FORM**.

- **FULL CONFERENCE: AUD\$595.00 /person** (other than the 2 FREE that are complimentary with each booth)
- **TRADE SHOW ONLY: AUD\$30.00 /person** (other than the 5 FREE that are complimentary with each booth)

**Deadline: 1 APRIL 2014**    **WORLD AQUACULTURE ADELAIDE 2014**

**All badges will be available to pick up onsite at the  
 Exhibitor Check-in desk at Registration starting on Saturday 7 June from 10:00am**

**COMPANY NAME** \_\_\_\_\_

**BOOTH #** \_\_\_\_\_

***Please check (tick)  the type of badge required and include the correct payment.***

Make cheques payable to **NAC Australasia Aquaculture** or include complete credit card information here:

VISA     MC     AMEX     DINERS    Credit Card Security # (CCV) \_\_\_\_\_  
 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**    **AUD\$595.00**    Name \_\_\_\_\_

**TRADE SHOW ONLY**    **AUD\$30.00**    Company \_\_\_\_\_  
 City \_\_\_\_\_ St/Prov \_\_\_\_\_ Country \_\_\_\_\_

**FULL CONFERENCE**    **AUD\$595.00**    Name \_\_\_\_\_

**TRADE SHOW ONLY**    **AUD\$30.00**    Company \_\_\_\_\_  
 City \_\_\_\_\_ St/Prov \_\_\_\_\_ Country \_\_\_\_\_

**FULL CONFERENCE**    **AUD\$595.00**    Name \_\_\_\_\_

**TRADE SHOW ONLY**    **AUD\$30.00**    Company \_\_\_\_\_  
 City \_\_\_\_\_ St/Prov \_\_\_\_\_ Country \_\_\_\_\_

**FULL CONFERENCE**    **AUD\$595.00**    Name \_\_\_\_\_

**TRADE SHOW ONLY**    **AUD\$30.00**    Company \_\_\_\_\_  
 City \_\_\_\_\_ St/Prov \_\_\_\_\_ Country \_\_\_\_\_

**FULL CONFERENCE**    **AUD\$595.00**    Name \_\_\_\_\_

**TRADE SHOW ONLY**    **AUD\$30.00**    Company \_\_\_\_\_  
 City \_\_\_\_\_ St/Prov \_\_\_\_\_ Country \_\_\_\_\_

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

# SCHEDULE

## TRADE SHOW SCHEDULE

J U N E 2 0 1 4

SATURDAY 7	SUNDAY 8	MONDAY 9	TUESDAY 10
<b>MOVE-IN</b> <b>10:00am – 5:00pm</b> (Custom built access, stand builders only from 10am, Friday 6 June)	<b>MOVE-IN</b> 8:00am – 10:30am <b>EXHIBITS OPEN</b> 10:30am - 6:00pm	<b>EXHIBITS OPEN</b> 10:30am- 6:00pm	<b>EXHIBITS OPEN</b> 10:30am – 4:00pm
OPENING CEREMONY at ACC 6:00pm – 7:00pm WELCOME to Adelaide DRINKS 7:00pm – 9:00pm	Happy Hour & Posters 5:10pm – 6:00pm	Happy Hour & Posters 5:10pm – 6:00pm	<b>MOVE OUT</b> 4:00pm – 7:00pm <b>PRESIDENT'S RECEPTION</b> Adelaide Oval 6:30pm – 9:00pm

### SATURDAY, June 7

Registration Open	10:00	-	17:00
▶ <b>EXHIBITOR MOVE-IN</b>	<b>10:00</b>	-	<b>17:00</b>
Opening	18:00	-	19:00
Welcome Reception	19:00	-	21:00

### SUNDAY, June 8

▶ <b>EXHIBITOR MOVE-IN</b>	<b>8:30</b>	-	<b>10:30</b>
Opening & Plenary	8:30	-	10:00
▶ <b>TRADE SHOW OPEN</b>	<b>10:30</b>	-	<b>18:00</b>
Refreshment Break	10:30	-	11:20
Sessions	11:20	-	17:10
Lunch (on your own)	12:50	-	14:30
▶ <b>HAPPY HOUR</b>	<b>17:10</b>	-	<b>18:00</b>

### MONDAY, June 9

Sessions	9:00	-	17:20
▶ <b>TRADE SHOW OPEN</b>	<b>10:30</b>	-	<b>18:00</b>
Refreshment Break	10:40	-	11:10
Lunch (on your own)	12:50	-	14:30
▶ <b>HAPPY HOUR</b>	<b>17:10</b>	-	<b>18:00</b>

### TUESDAY, June 10

**\*No exhibitor may begin dismantling their exhibit until the show closes at 16:00**

Sessions	9:00	-	17:20
▶ <b>TRADE SHOW OPEN</b>	<b>10:30</b>	-	<b>16:00</b>
Refreshment Break	10:40	-	11:10
Lunch (on your own)	12:30	-	14:00
Refreshment Break	15:20	-	15:40
▶ <b>EXHIBITOR MOVE-OUT</b>	<b>16:00</b>	-	<b>19:00</b>
President's Reception	18:30	-	21:00

### WEDNESDAY, June 11

Sessions only – No tradeshow

## WAA14 PROGRAM ADS - Reserve Space Now!

A limited amount of advertising space is now available for the **World Aquaculture 2014 Program**. Program 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:**

**Print-ready**

Full page (188mm high x 134 mm wide) - AUD550

Half page (90mm high x 134mm wide) - AUD330

**Specifications:** The directory ads will be printed in greyscale only, 300dpi at 100%, no bleeds. Please supply ad copy in electronic format; we accept finished artwork in the following digital formats: PDF, TIF, EPS, PSD in either MAC or PC formats. Email your artwork to [sarah-jane.day@aquaculture.org.au](mailto:sarah-jane.day@aquaculture.org.au).

**Position:** Will be at the discretion of World Aquaculture Adelaide 2014.

**Deadlines:** Place ad order (insertion order) **1 March 2014**.

Camera-ready copy must be received **by 10 March 2014**.

**Payment:** Total amount due with insertion order.

## SPONSORSHIP OPPORTUNITIES - Call Now!

Your company can gain valuable exposure as the sponsor of a Conference event.  
*Sponsorship can be shared with another company.*

**The following opportunities are still available:**

**Welcome to Adelaide Drinks**

**Satchel Inserts**

**Networking Event**

**Happy Hours/Posters**

**Session Sponsorship**

Please contact [Mario@marevent.com](mailto:Mario@marevent.com) for sponsorship.

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

**Yes, I would like to sponsor an event at the show:**

I am interested in the opportunities circled above.

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Return this form to: [sarah-jane.day@aquaculture.org.au](mailto:sarah-jane.day@aquaculture.org.au)

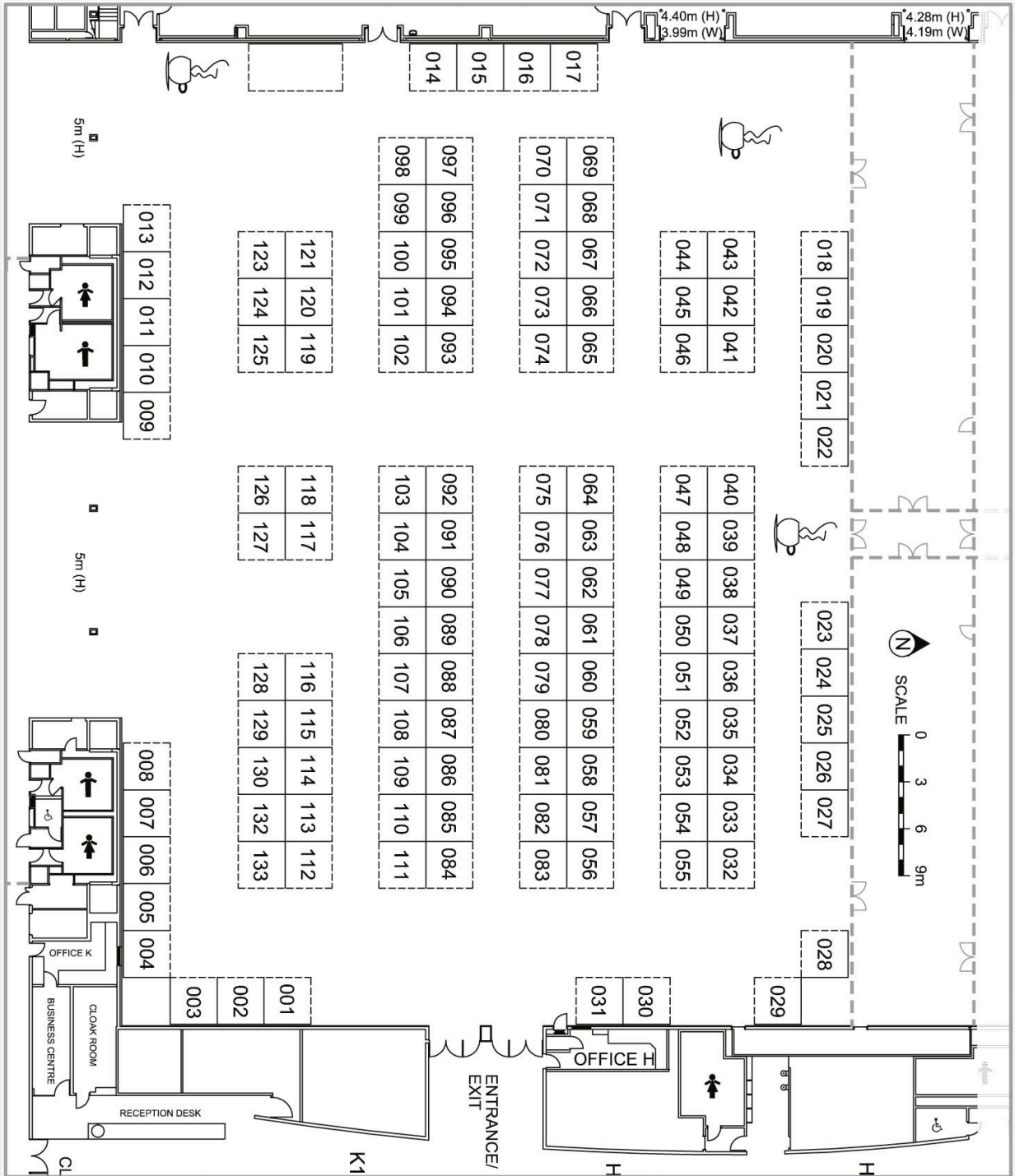
## **CLIENT MEETING SPACE**

The Executive Committee of World Aquaculture Adelaide 2014 has set aside meeting space for all Exhibitors to utilise for the purpose of meeting with clients and stakeholders. A timetable has been established – please contact [sarah-jane.day@aquaculture.org.au](mailto:sarah-jane.day@aquaculture.org.au) to reserve available space.





# trade show floorplan



# HOTEL, AIR TRAVEL, TOURS

## GREAT HOTEL RATES FOR YOU!

For conference accommodation, contact the Conference Accommodation and Travel Coordinator:

## Conference Plus Australia

**Phone:** +61 3 9330 2813 **Fax:** +61 3 9310 3643

**Email:** [info@conferenceplus.com.au](mailto:info@conferenceplus.com.au)

**Conference online link:** <https://www.secureregistrations.com/WAA2014/>

Special rates have been negotiated for World Aquaculture Adelaide 2014 exhibitors and delegates. To view the full list of accommodation options, please visit the Conference website [www.aquaculture.org.au](http://www.aquaculture.org.au) or to book accommodation, please do so at the conference online link above. Hotel, studio and apartment options are available.

A full range of pre and post tours have also been arranged.

# AIRPORT TRANSPORTATION

## Airport Transfers

Adelaide airport is eight kilometres from the centre of the city and is easily accessed by car, bus and taxi.

## Adelaide Taxis

Taxis are plentiful at Adelaide airport and will cost approximately \$18 Monday to Friday with an additional tariff of \$5 for weekends from Adelaide Airport to Adelaide CBD Hotel - Call 131008 to book a maxi taxi for 5-8 passengers.

## Corporate Sedan

A Corporate Sedan is available at a price of \$58.21 from Adelaide Airport with a free meet and greet service. To book your vehicle call Hughes Limousines Adelaide on Ph: +61 8 8440 0788 or 1300 1300 20 or email: [res@halsan.com.au](mailto:res@halsan.com.au)

## Hire Cars - Europ Cars

Vehicles are available at special conference daily rates for you:

To be eligible for the special conference rates being 10% off the advertised retail rate log onto [www.europcar.com.au](http://www.europcar.com.au) and quote the Conference Plus Australia Corporate ID number 50042005 and this will enable you to access the special discounted corporate rate.

Book with Europcar either online or by phone quoting your Corporate ID number on

1300 555 242(within Australia)  
+61 3 9330 6160 (outside Australia)

### **Adelaide Metro JetBus**

If you prefer to catch a bus, the Adelaide Metro JetBus transfers passengers to and from the airport and travels between Adelaide airport and the City.

You will need to purchase a Metro ticket fare on [www.adelaidemetro.com.au/Ticket](http://www.adelaidemetro.com.au/Ticket) to board the bus delivering you to Currie street in the city centre.

# GENERAL SHIPPING GUIDELINES

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

## **OFFICIAL FREIGHT FORWARDER:**

Agility Fairs and Events have been appointed the official logistics provider for the World Aquaculture 2014.

Agility specialises in exhibition freight forwarding - both domestic and international. Agility can ensure that your product, display & merchandise are in the right place, at the right time, providing a complete transport, materials handling & storage service. Agility provides a complete service including monitoring of freight from your door step right through to your exhibition booth to make sure your goods are handled in a professional manner and all formalities/deadlines are met. If you are using Agility, your goods will automatically be delivered to your exhibition booth.

## **Agility Fairs & Events offers the following services:**

- All local, interstate and international transport services including delivery onto each exhibitors' stand at the venue.
- Storage of early consignments, packing materials during the exhibition and storage after the exhibition.
- For international exhibitors, a comprehensive international freight forwarding service tailored to each particular exhibitor's requirements.
- Customs clearance, Tariff classification & advice, Duty & Sales Tax assessments and all relevant documentation.

Prior to the show, Agility will make contact to discuss and determine your individual freight and logistics requirements. In the meantime, for any queries please contact:

## **Agility Fairs & Events**

28-32 Sky Rd, MELBOURNE AIRPORT VIC 3045

Tel: +61 3 9330 3303

Fax: +61 3 9330 3337

E-mail: [expohelp@agilitylogistics.com](mailto:expohelp@agilitylogistics.com)

## **Please note:**

The show moves in on a Saturday and deliveries will not be accepted at the venue earlier.

Furthermore, all freight must be removed on the night of show close.

For these reasons, we highly recommend using Agility as their service is door-to-stand and they work weekends and outside normal business hours.

Please refer to the insert "Benefits of using Agility" which outlines the services provided and will assist you in making an informed decision.

**ONSITE MATERIALS HANDLING:**

Agility will be operating a forklift service during bump in and bump out to assist exhibitors requiring forklifts, pallet jacks and flatbed trolleys. These are provided free of charge by THE ORGANISER as a service to exhibitors. Please see the Agility staff at the loading dock for assistance.

Forklifts are operating during the following times only:

**MOVE IN:**

Saturday 7 June                      10am – 6pm

**MOVE OUT:**

Wed 11 June                              4pm – 7pm

**STORAGE:**

There will be limited on-site storage facilities for packing materials and boxes. It is recommended that exhibitors consider their storage needs (of packing crates and freight forwarding materials) for the duration of the exhibition. Exhibitors may not leave boxes and packing material in the exhibition display area during the show. Agility can arrange off-site storage at a cost of \$40.70 per m3 or part thereof.

Please note:

- If you are using your own transport company, Agility cannot sign for delivery of goods on your behalf. Please ensure you make specific arrangements with your transport provider and/or ensure you have a representative onsite at the time of delivery.
- Agility Fairs & Events standard trading conditions apply for services provided – it is important that you are aware of these. Services include: transport, crantage, forklift, portorage, clearance, delivery, storage, positioning and all other onsite services.

Why should you use Agility Fairs & Events? Refer to the 'Benefits of Using Agility' document attached.

# INTRODUCTION TO EXHIBIT SERVICES

Adelaide Expo Hire is the official stand builder/decorator for World Aquaculture Adelaide 2014.

**Each booth comes with:**

Walls on 3 sides,  
2 Full Conference Registrations, 5 Trade Show Only Passes\*  
Spotlights, Electricity, 2 Chairs & 1 Table,  
Fascia Identification Sign  
*The Exhibit Hall is carpeted*

- EXHIBITION HIRE, FURNITURE, LIGHTING & ELECTRICAL – refer to paperwork

**CONTACT DETAILS:**

Adelaide Expo Hire

Sarah-Jean Brooks

Telephone: +61 8 8350 2305 Facsimile: +61 8 8350 2301

Email: sarah-jeanb@aeH.com.au Website: www.aeh.com.au

31 Deeds Road, North Plympton, South Australia 5037

\*\*\*\*\*  
**SAVE MONEY, TIME AND ENERGY – ORDER YOUR SHOW  
SERVICES EARLY!!**  
\*\*\*\*\*

**PLEASE FIND LINKS TO ALL RELEVANT PAPERWORK/FORMS ETC. BELOW -**

## **Adelaide Convention Centre**

- **ACC Exhibitor Handbook**
- **Delivery Label**

## **Adelaide Expo Hire**

- **Furniture Packages**
- **Exhibitor Kit**

## **Agility Fairs and Events**

- **Benefits of Using Agility**
- **Transport Form**
- **Materials Handling Form**

# SECURITY

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.

**WORLD AQUACULTURE ADELAIDE 2014 CANNOT BE HELD LIABLE FOR LOST OR STOLEN ITEMS.**

# MESSAGES

Conference 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 2.5 metres high back and side walls.

**ALL ACTIVITIES UNDERTAKEN BY BOOTH STAFF MUST BE CONTAINED WITHIN YOUR BOOTH AREA. DISTRIBUTION OF LITERATURE, FOOD, BEVERAGE, PROMOTIONAL TOOLS 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 (refer to Exhibitor Services Kit) within this Manual.

All cords at any doorways or across any aisles must be securely taped down and covered with carpet.

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.

All rules and regulations as outlined by the Adelaide Convention Centre must be adhered to.

## **REQUIREMENT OF LIABILITY INSURANCE (CERTIFICATE OF CURRENCY)**

Your company must have property damage, public liability and personal injury insurance. Please call your insurance company and verify that your exhibit and personnel are covered.