

WORLD AQUACULTURE ADELAIDE 2014

CREATE / NURTURE / GROW
7-11 June

Exhibitor & Sponsorship Prospectus

ADELAIDE CONVENTION CENTRE
Adelaide, South Australia

For more information:

www.aquaculture.org.au (Australia)

www.was.org (International)

Major Sponsor & Host



Government
of South Australia

Primary Industries
and Regions SA

Conference Sponsors



WAS Premier Sponsors



Organisers



Australia is proud to be hosting World Aquaculture for the first time since 1999.

This annual event will incorporate the biennial Australasian Aquaculture Conference and Trade Show and will see several thousand attendees from around the world converge on the city of Adelaide and tour the central hub of Australian aquaculture in Port Lincoln.

Contributions to the progress of developing new and existing ideas to stimulate this vital industry are welcome. With almost half of the world's consumption of seafood coming from farms, aquaculture is playing an increasingly important role in meeting the challenge of global food security.

World Aquaculture Adelaide 2014 (WAA14) will be an opportunity for the international aquaculture community - academics, industry researchers, market and industry analysts, government officials, policy makers and industry representatives - to present their work and exchange ideas and develop a vision for the future of the aquaculture industry as we focus on the theme of 'Create, Nurture, Grow.'

An event not to be missed - WAA14 will offer a chance to gauge the sector's progress, whilst we discuss and debate the issues, ideas, mechanisms and hands-on practical approaches towards building a better industry. In addition there will be ample opportunity to network during both structured and free-flowing events.

On behalf of the WAA14 Steering Committee, we look forward to seeing you in Adelaide.

Graham Mair

Graham Mair - Chair: World Aquaculture Adelaide 2014

benefits to exhibitors/sponsors

REASONS TO EXHIBIT & SPONSOR

World Aquaculture Adelaide 2014 will be the gathering place for people, businesses and organisations from all areas of aquaculture and related fields. Attendees from around the world will converge on Adelaide to see the latest innovations in farming, research products and services. Exhibitor/Sponsorship benefits include:

- Maximum exposure at a premier EVENT dedicated to GLOBAL aquaculture
- The opportunity to deliver a clear message about your commitment to the global aquaculture industry
- Inform and update all sectors of global aquaculture about your research, products and services
- Increase exposure to and sales and consumption of your products and services
- Raise awareness of your brand
- Draw your target market to you in one place at one time
- Launch new products
- Attract new client base and maintain existing customers
- Gather customer insight
- Develop a competitive edge on your industry competitors

FOR FURTHER INFORMATION:

Australian Sponsorship, Communication & Tours/Event Coordinator, **Roy Palmer** - roydpalmer@gmail.com

International Sponsorship and Trade Show Coordinator, **Mario Stael** - mario@marevent.com

All general enquiries, **Sarah-Jane Day** - sarah-jane.day@aquaculture.org.au

Conference Management (International), **John Cooksey** - worldaqua@aol.com

exhibition opportunities

Running in conjunction with the Conference will be a comprehensive Trade Show providing you with the opportunity to showcase your products and services directly to the Conference audience.

A number of strategies have been devised to maximise traffic and enhance networking opportunities, including Trade Show hours structured around the Conference Program. All refreshment, Happy Hours and seating for lunch will be created in the Trade Show hall.

Exhibiting will also provide you with two full registrations and five Trade Show only passes enabling personnel to showcase your products, network with other exhibitors, interact with Conference delegates, be entitled to refreshments and attend the Welcome Reception, Happy Hours (Poster Sessions) and President's Reception.

A complimentary room will be provided for the purpose of exhibitor/client meetings. A booking schedule will be available to view online (www.aquaculture.org.au) in due course - please contact sarah-jane.day@aquaculture.org.au to reserve time across the days of World Aquaculture Adelaide 2014. There will only be a limited number of spaces available and allotments per exhibitor may be capped dependent on demand. All catering and audio visual (AV) costs will be at the expense of the individual exhibitor utilising the space (a room refresh fee may also be charged by Adelaide Convention Centre if catering/AV is required).

We encourage any business that supplies a product or service to the aquaculture industry to get involved. The opportunity of having the global industry under one roof is rare. No matter where you fit in this industry the Event will provide chances to engage - our door is open and we are keen to assist so contact us and seize the day!

enquiries & bookings

For further enquiries, or to discuss your interest in booking your exhibition or sponsorship package, please complete the Sponsorship or Exhibition Forms that follow and return as per the contact details provided on each form.

CORPORATE RESPONSIBILITY PROJECT

We will continue with the Corporate Responsibility Project, which was successfully launched in 2012. It was developed by the Executive Committee to give exhibitors, sponsors and visitors an opportunity to increase their awareness and knowledge of environmental and social responsibility through the Conference and Trade Show.

See http://www.aquaculture.org.au/images/downloads/Corporate_Responsibility_Project_Details_120808.pdf for details.

exhibit reservation form

WORLD AQUACULTURE ADELAIDE 2014

SATURDAY 7 - TUESDAY 10 JUNE 2014, ADELAIDE CONVENTION CENTRE, ADELAIDE, SOUTH AUSTRALIA

This information will be used for your listing in the Conference Program.

Order your badges on the Master Order Form in the Exhibitor Manual, which will be sent to you late 2013.

Contact Name _____ Contact Email _____

Company _____

Mailing Address _____

City _____ State _____ Postal Code _____ Country _____

Phone _____ Fax _____
(include country and city codes) (include country and city codes)

Web _____ Company Email _____

Do you need continuous water supply and/or drain other than to fill and empty a tank? ___ Yes ___ No

Briefly describe your product or service (limit 60 words)

Cost: inclusive of GST

3x3 metre stand

Standard Booth: AUD\$2700 (Incl GST)

Corner Booth: AUD\$3000 (Incl GST)

Please reserve ___ stand(s).

Our choices are: 1st # _____, 2nd # _____, 3rd # _____, 4th # _____

(If your choices are not available, we will assign similar space subject to your approval.)

See floor plan on page 5 to select your preferences.

Each 3 x 3 metre wide stand includes:
back wall and sides, two chairs, carpet,
one power outlet, lights and fascia
identification sign. The hall is carpeted.
All other equipment (including furniture)
or services must be ordered from the
Show Decorator. Each stand will receive
two FULL Conference Registrations and
five Trade Show Passes.

Total Amount Due AUD\$ _____

Make cheques payable to: **NAC WAA14**

Payment by Credit Card accepted:

Name on Card _____ Credit Card # _____

Expires _____ CCV _____

Exhibit Reservation Form must be returned with 50% of the total space rental cost (your space is not guaranteed until this deposit is received). Total balance must be paid by 1 March 2014.

Cancellations received before 1 March 2014 will receive a refund minus 20% of total stand cost for handling. Please note there is no refund for cancellations made after 1 March 2014.

Signed for company by: _____ Date: _____

Print name of signatory: _____

Signed for WAA14: _____ Date: _____

Email or mail completed
Exhibit Reservation Form
and deposit to:

International Trade Show Information/Bookings

Contact: Mario Stael

PO Box 2302 Valley Center, CA 92082 USA

Email: mario@marevent.com Web: www.was.org

Australian Trade Show Information/Bookings

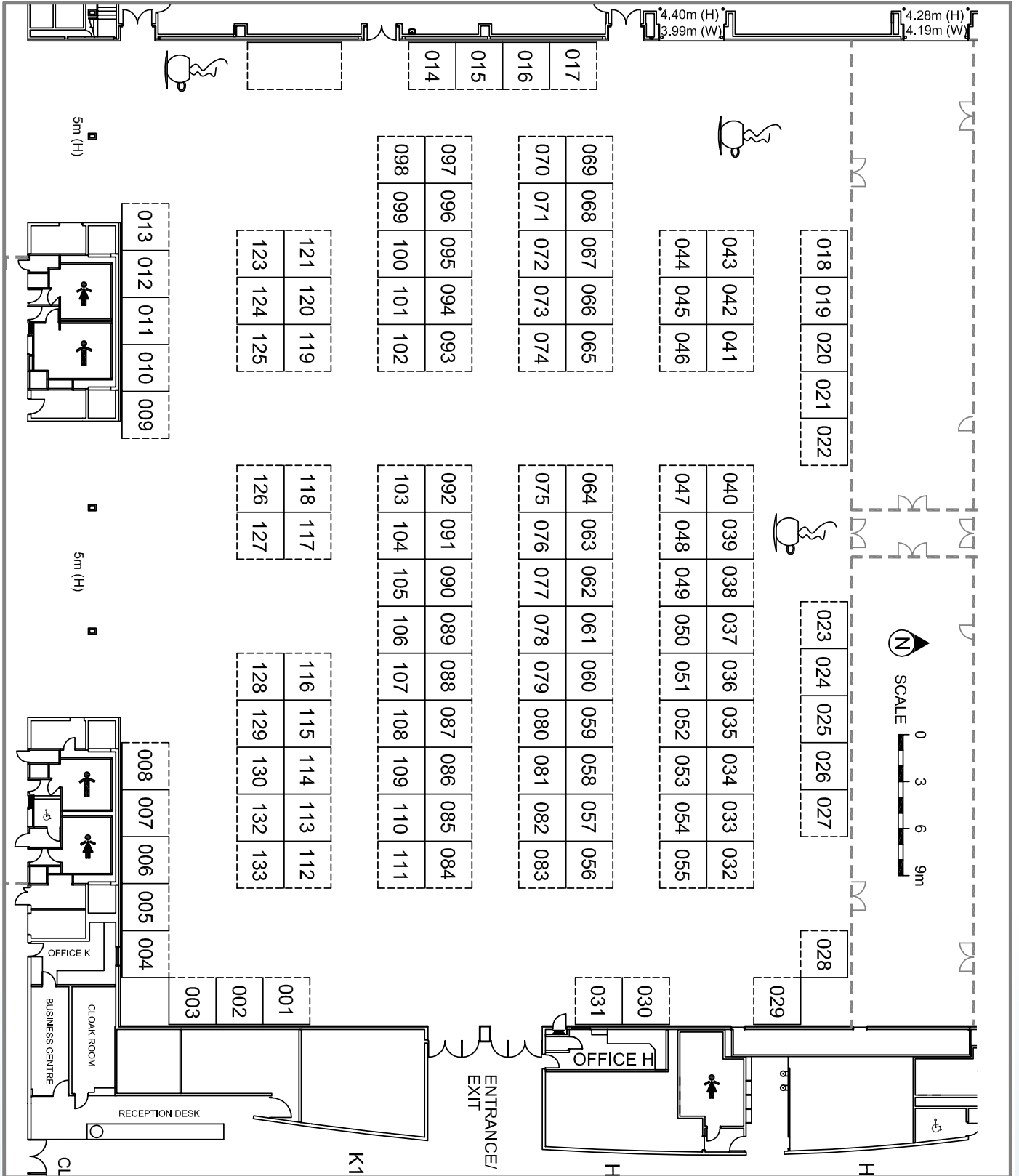
Contact: Sarah-Jane Day

PO Box 370, Nelson Bay, NSW 2315 Australia

Ph: +61 437 152 234 Web: www.aquaculture.org.au

Email: sarah-jane.day@aquaculture.org.au

trade show floorplan



sponsorship opportunities

Signing up early will provide you with the highest degree of exposure for your company, brand and product and ensure you avoid missing out on some benefits (if, for example, advertising deadlines are missed).

The marketing for the WAA14 has already begun. As a valued sponsor of the Conference you will receive priority in our marketing and communications campaign. The plan includes a broad Conference program (including workshops, tours and networking events) which will attract the delegates, multiple e-newsletters to the member, conference and other databases, communications with all relevant industry organisations and companies, advertising and articles in relevant industry publications, dynamic websites, social media and much more.

marketing & PR

The WAA14 team is here to ensure you get the most out of your investment. We encourage you to contact us to discuss any additional ways we can assist your marketing efforts and build your business through WAA14.

The Conference and Trade Show will be marketed to industry stakeholders and interested individuals in Australia and around the world via:

- A series of email announcements and other Conference industry updates
- Press releases to industry publications and global media
- Registration and Sponsorship brochures distributed widely
- The Conference webpage which will be used as the main information distribution channel and, as such will be regularly updated and refreshed with the latest updates
- Special letters of invitation to government, industry officials and trade associations
- Postings on industry calendars of events
- Distribution of printed materials at aquaculture and seafood related conferences and events
- Exposure through Facebook and social media outlets

Sponsorship packages can be tailored to suit your marketing strategies.

Whatever your business, we have a sponsorship package that will help you meet your brand and marketing objectives.



SOCIAL PROGRAM

The Social Program is always a highlight of the event.

Consisting of a Welcome Reception, two Happy Hour Sessions/Poster Sessions, a Students' Reception, President's Reception and closing Happy Hour, these are the opportunities to network in a relaxed social environment.

Individual and packaged opportunities are available and an involvement in the Conference Social Program is an exclusive and excellent opportunity to make a strong, lasting impression on all delegates.

AWARDS PROGRAM

The inaugural AAA Blue Thumbs Awards hosted at Australasian Aquaculture 2012 were very well received with much publicity gained both on the domestic and international front. These awards will once again be presented at WAA14.

As an exclusive sponsorship category, this will provide the sponsor with a significant profile.

ADVERTISING OPPORTUNITIES

Confirmed exhibitors have several premier advertising opportunities through the Conference Program/ Handbook. Details will be made available in the Exhibitor Manual (released late 2013) or alternatively contact the Conference Office.

sponsorship table of benefits

Prices AUD & GST inclusive	\$	Full Conference Registrations	Trade Show Passes*	Social Event Tickets	Naming Right for Session	Media Interview Opportunity	Logo & Link on website	Logo on Signage	Advertisement in Conference Program/USB	Satchel Insert	Trade Exhibition Booth ⁺
Session - Full Day	8,800	1	5	2	✓	✓	✓	For Session	Full Page	✓	
Session - Half Day	5,500	1	5	1	✓		✓	For Session	Full Page	✓	
Welcome to Adelaide Reception	11,000	2	5	4	✓	✓	✓	For Reception	Full Page	✓	
President's Reception	16,500	3	7	6	✓	✓	✓	For Reception	Full Page	✓	1
Poster Sessions	5,500	1	2	2	✓	✓	✓	For Session	Full Page	✓	
Internet Booth	12,500	3	7	2		✓	✓	At Booth	Full Page	✓	2
AAA Blue Thumb Awards	12,500	2	5	6	✓	✓	✓	Conference Signage	Full Page	✓	1
Morning/Afternoon Breaks	2,750	1	2		✓				Half Page		
Goodbye Adelaide Function	6,600	1	5	2	✓		✓	For Session	Half Page	✓	
Conference Satchels	5,500	1	2	1	✓ [#]				Half Page		
Satchel Inserts	1,100									✓	
Conference Program/Handbook Advertisement	550 1,100								Half Page Full Page		

* Trade Show Passes allow entry to Trade Show, morning/afternoon tea/coffee and entry to Farmers Day Session only.

Name on Satchel.

+ No further complimentary inclusions with booths.

application for sponsorship

I/We wish to become a Sponsor of World Aquaculture Adelaide 2014

Contact Name:

Organisation:

Postal Address:

Telephone:

Fax:

Email:

The sponsorship opportunity we would like to undertake is:

Price (inc GST)

- Session Sponsor - Full Day
- Session Sponsor - Half Day
- Welcome to Adelaide Reception
- President's Reception
- Poster Sessions
- Internet Booth
- AAA Blue Thumb Awards
- Morning/Afternoon Breaks
- Goodbye Adelaide Function
- Conference satchels
- Satchel Inserts
- Conference Program/Handbook Advertisement
- Other

Please note all Sponsors are expected to purchase a Trade Booth in order to maximise the opportunity.

- Please contact me to discuss sponsorship opportunities

Please Scan and Email (preferred) or
Fax completed Application for Sponsorship Form to:

Sarah-Jane Day - Conference Coordinator
Fax (within Australia): 02 4984 1142 • Fax (international): +61 2 4984 1142
Email: sarah-jane.day@aquaculture.org.au • Post: PO Box 370, Nelson Bay NSW 2315 Australia

The National Aquaculture Council of Australia (ABN: 96 912 231 582) is responsible for financial management of World Aquaculture Adelaide 2014 on behalf of partner organisations.
Your organisation will be required to enter into an agreement and will be invoiced accordingly.





terms and conditions

BOOKING CONDITIONS - Acceptance of Sponsorship/ Exhibitor/Advertising applications will be subject to approval. All monies due and payable must be received by the specified due date or prior to the event. No company will be listed as a Sponsor/Exhibitor in Conference Program book until full payment and paperwork have been received.

CANCELLATION POLICY - Cancellations received before 1 March 2014 will receive a refund minus 20% of total stand cost for handling. Following this date, all monies paid will be retained.

ATTENDANCE - The Sponsor/Exhibitor understands that all attendees must officially register.

BOOTH ALLOCATION - We will do our best to meet your booth preference requirements however the exhibitor understands that booths and/or space will be allocated at the discretion of Conference Management.

LIABILITY & INSURANCE - Australian regulations requires all Exhibitors to have adequate Public and Product Liability Insurance cover based on a limit of indemnity to a minimum value of AUD\$10,000,000. Exhibitors are required to submit their Public Liability Insurance Certificate (Certificate of Currency) along with their booking form. The Conference Organisers, affiliated Associations and the Conference Committee act only to procure and arrange these activities and do not accept responsibility for any act or omission on the part of the service providers. No liability is accepted for any inaccuracy or misdescription, nor for any delay or damage, including personal injury or death, howsoever caused resulting from arising out of any reliance upon general or specific information published in this brochure. In the event of unforeseen circumstances, the Committee reserves the right to change any or all of these details.

VARIATIONS - Conference Management may in the event of any circumstances which renders it necessary vary the booth or stand space allocation and the Exhibitor will accept such re-allocation without any claim for a reduction in charges or otherwise.

UNAVOIDABLE OCCURRENCES - In the event that the Trade Show is cancelled or delayed through no fault of Conference Management, the Venue Manager or the Sponsors including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slow downs or disputes, or other similar events then the Exhibitor shall not be entitled to any refund or claim for loss or damage.

ASSIGNMENTS AND SUBLETTING - No Exhibitor shall assign, sublet or share the whole or any part of the space allotted without the knowledge and consent of Conference Management.

HOURS - Conference Management shall determine the hours during which the Trade Show shall be conducted and hours of access for Exhibitors including variations of such times as shall be necessary.

PRIVACY STATEMENT - I consent to my contact details being shared with suppliers and contractors of the Conference to assist with my participation, being included in participant lists for the information distribution in respect of promotion of the Conference. Please inform Conference Management in writing of any inability to accept the privacy statement.