

EXHIBITOR MANUAL

ASIAN PACIFIC AQUACULTURE 2011

aquaculture - the future is here

January 17-20, Kochi, India

ASIAN-PACIFIC AQUACULTURE 2011

MONDAY	TUESDAY	WEDNESDAY	THURSDAY
Jan. 17	Jan. 18	Jan. 19	Jan. 20
MOVE-IN 08:00 - 17:00	MOVE-IN 08:00 - 10:00	TRADE SHOW OPEN	TRADE SHOW OPEN
APA INAUGURAL CEREMONY 16:00	TRADE SHOW OPEN 11:00 - 18:30	10:00 - 17:00	10:00 - 16:30
EXHIBITION OPENING 18:00	HAPPY HOUR 17:00 - 18:30	FARMERS DAY 10:00 - 17:30	MOVE OUT 16:30 - 20:00

COMPLETE THESE EASY STEPS...

- 1. Check the **DEADLINES**
- 2. Make **HOTEL & TRAVEL** arrangements
- 3. Send **BADGE ORDER FORM** by **December 1, 2010**
- 4. Order **EXHIBIT SERVICES** by **December 1, 2010**
- 5. Read the **SHIPPING INFORMATION** – Important Deadlines
- 6. Read the **SHOW SCHEDULE** for each day

ASIAN PACIFIC AQUACULTURE 2011 - Conference Management Office

Marevent, Begijnengracht 40, 9000 Gent, Belgium

Tel/Fax: +32 9 233 49 12 - Email: mario.stael@scarlet.be

www.marevent.com - www.was.org

Welcome

Thank you for participating in **ASIAN PACIFIC AQUACULTURE 2011**
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

- Show Schedule
- Advertising and Sponsorship
- Exhibition Floor plan
- Hotel, Air Travel, Exhibit Parking

2. SHIPPING

- General Shipping Guidelines

3. BASIC EXHIBIT SERVICES

- Booth Information
- Security, Business Center, Messages

4. RULES & REGULATIONS

- General Rules & Regulations
- Requirement of Liability Insurance

Deadlines

NOW

Check your booth configuration against Convention Center Rules & Regulations if own constructions.

Book Travel and Accommodation

Check Advertising & Sponsorship Opportunities

Dec 15, '10

Final Booth Payment Due (refer to contract)

Dec 1, '10

Order Badges – see Badge Order Form

Dec 1, '10

Discount Deadline for all Exhibit Services

Jan 10 '11

Last day for shipments to arrive at the warehouse in Kochi, India

For all shipping details, please contact :

CARGOMAR Pvt Ltd

Air Freight Division, 9/468, Kariyad-Kalady Road
Near Saj Earth Resort ,Opp. Cochin International Airport Ltd. (C.I.A.L)
Vappalassery P.O - 683 572, Nedumbassery, Kochi.

Tel /Fax: + 91-484-2610013

E-mail : ranjithrp@cargomar.in kochiairops@cargomar.in

Ptc: Mr. Ranjith R.P - Manager - HP: +91-98468 82320

website: www.cargomar.in

Badge Order Form

Please fill out this form to register your company personnel & send in ASAP via fax +1 760 751 5003 or e-mail the scanned form to worldaqua@aol.com. COMPLETE THE FORM ONLINE www.was.org.

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: Dec 15, 2010

ASIAN PACIFIC AQUACULTURE 2011

All badges will be available to pick up onsite at the Exhibitor Check-in desk at Registration starting on Jan 17, 2011 at noon.

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 _____ 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 #3 _____ City _____
Company _____ St/Prov _____ Country _____

Tradeshow Only

Name #4 _____ City _____
Company _____ St/Prov _____ Country _____

Tradeshow Only

Name #5 _____ City _____
Company _____ St/Prov _____ Country _____

Tradeshow Only

Name #6 _____ City _____
Company _____ St/Prov _____ Country _____

Tradeshow Only

Name #7 _____ City _____
Company _____ St/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**. **YOU CAN COMPLETE THIS FORM ONLINE** at www.was.org

- **FULL CONFERENCE: US \$ 295 /person** (other than the 2 FREE that are complimentary with each booth)
- **TRADE SHOW ONLY: US \$ 5 /person** (other than the 5 FREE that are complimentary with each booth)

Deadline: Dec 15, 2010

ASIAN PACIFIC AQUACULTURE 2011

All badges will be available to pick up onsite at the Exhibitor Check-in desk at Registration starting on Jan 17, 2011 at noon.

COMPANY NAME _____

BOOTH # _____

Please check the type of badge required and include the correct payment.
Include complete credit 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 US \$ 295/Person

Name _____

TRADE SHOW ONLY US \$ 5/Person

Company _____

City _____ St/Prov _____ Country _____

FULL CONFERENCE US \$ 295/Person

Name _____

TRADE SHOW ONLY US \$ 5/Person

Company _____

City _____ St/Prov _____ Country _____

FULL CONFERENCE US \$ 295/Person

Name _____

TRADE SHOW ONLY US \$ 5/Person

Company _____

City _____ St/Prov _____ Country _____

FULL CONFERENCE US \$ 295/Person

Name _____

TRADE SHOW ONLY US \$ 5/Person

Company _____

City _____ St/Prov _____ Country _____

FULL CONFERENCE US \$ 295/Person

Name _____

TRADE SHOW ONLY US \$ 5/Person

Company _____

City _____ St/Prov _____ Country _____

PLEASE MAKE COPIES OF THIS FORM AS NEEDED

TRADE SHOW SCHEDULE

ASIAN-PACIFIC AQUACULTURE 2011

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***No exhibitors may begin dismantling their exhibits until the show closes.**

SHOW DIRECTORY ADS - Reserve Your Space Now!

A limited amount of advertising space is now available for the **ASIAN-PACIFIC AQUACULTURE 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:

Ad sizes :	full colour	Camera-ready
Full page (188mm high x 134 mm wide)		US \$ 750
Half page (90mm high x 134mm wide)		US \$ 500

Specifications The directory ads will be printed in full colour. Please supply ad copy in electronic format.

Position Will be at the discretion of ASIAN-PACIFIC AQUACULTURE 2011.

Deadlines Place ad order (insertion order) **by Dec 15, 2010**
Camera-ready copy must be received **by Dec 15, 2010**

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

SPONSORSHIP OPPORTUNITIES - Contact Now!

Your company can gain valuable exposure and good will as the sponsor of a show event. Sponsorship can be shared with another company. Please contact mario.stael@scarlet.be 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.

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

Bag Sponsor or CD/Book of Abstracts Sponsor: Also Gold or Silver Sponsor possible

_____ **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:

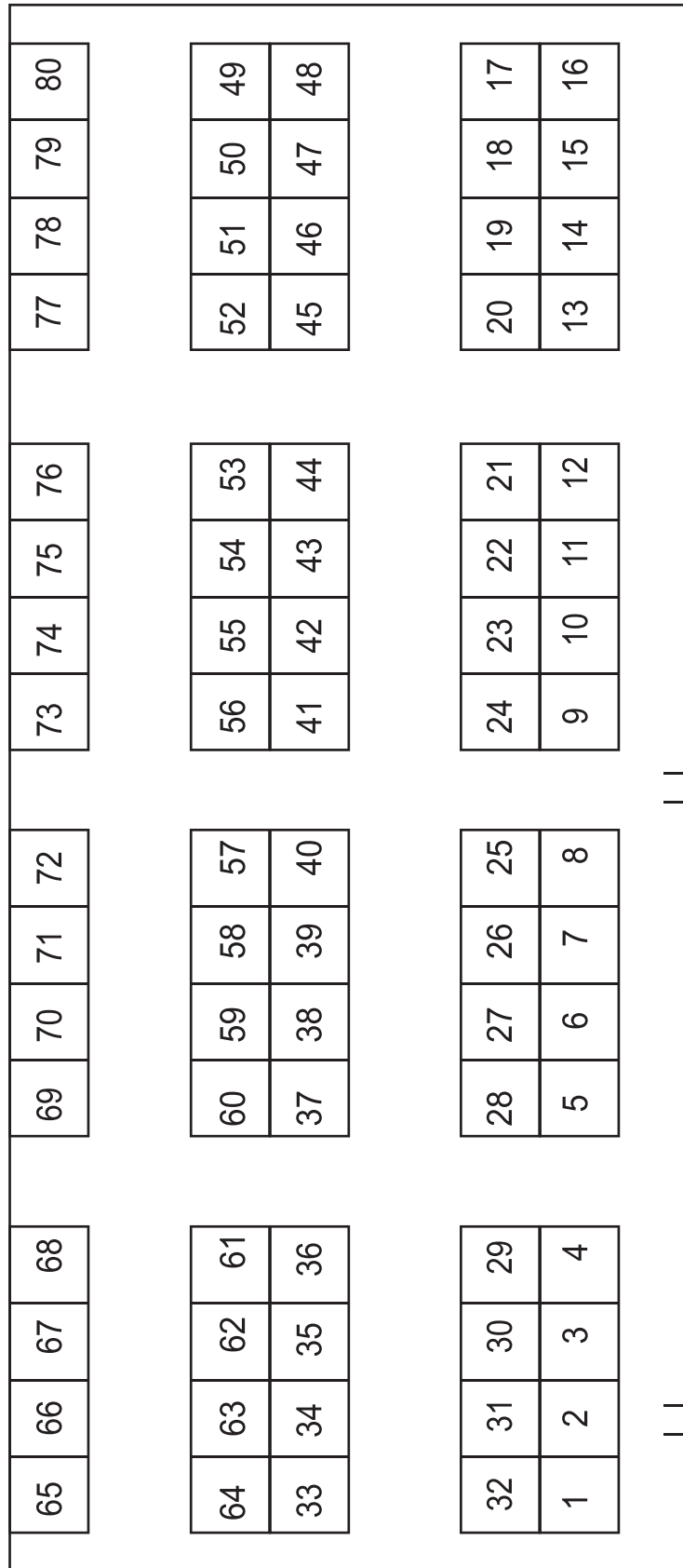
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EXHIBITION FLOOR PLAN



Entrance

Entrance

HOTEL

Please book online at www.apa2011.in/accommodation.php for all your bookings while you are at Kochi for APA2011.

AIR TRAVEL

Cochin International Airport has direct access from all major world destinations. Daily flights arrive from Singapore, Middle East and several European cities. Please contact us at apa2011@hotmail.com if you need any travel assistance.

EXHIBITOR PARKING

If you have any specific question on this, please contact us at apa2011@hotmail.com

GENERAL SHIPPING GUIDELINES

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

**SHIPPING AND CUSTOMS
INFORMATION WILL BE MAILED
TO YOU UPON REQUEST**

**ALWAYS MENTION:
ASIAN-PACIFIC AQUACULTURE 2011**

If there are any questions, contact:

Mario.stael@scarlet.be
or
apa2011@hotmail.com

APA 2011 Conference Secretariate, College of Fisheries, Kochi.

BASIC EXHIBIT SERVICES

Each 3 meter x 3 meter exhibit space comes with:

**Fascia Identification Sign
Hardwall on back and 2 sides
2 Full Registration Badges + 5 Trade Show Badges
Table and 2 chairs
2 Spotlights & 1 Power Outlet**

For any additional services and equipment for your booth,

please contact :-

executive 
events

Providing Smart Event Solutions

A UNIT OF EXEVENS EVENT MANAGEMENT PVT. LTD.

Mahima Building, Kannanthodath Lane, Valanjambalam
Cochin 682016, Ph:+91- 484 - 2377860
Mob: +91 99470 58123, +91 99615 65580
info@executivekerala.in, apa2011@hotmail.com
www.executivekerala.com

SECURITY

ASIAN PACIFIC AQUACULTURE 2011 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.

ASIAN PACIFIC AQUACULTURE 2011 CANNOT BE HELD LIABLE FOR LOST OR STOLEN ITEMS.

BUSINESS CENTRE

A business centre will be operational in the exhibit hall with PCs, printers, copier and internet where you can approach for all business centre needs. The designated area will be announced at the Exhibition Hall.

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

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.

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 Asian Pacific Aquaculture 2011 Contract for Exhibit Space. Please call your insurance company and verify that your exhibit and personnel are covered.