



# EXHIBITOR MANUAL

# LAQUA13

Organised by  
Universidad Llanos &

the Latin American & Caribbean Aquaculture Chapter of the  
World Aquaculture society

XIX Jornada de Acuicultura  
de la Universidad de los Llanos  
VI Foro Regional de Acuicultura



October 8-11, 2013  
Villavicencio, Colombia

## TRADE SHOW SCHEDULE

October 8 Tuesday	October 9 Wednesday	October 10 Thursday	October 11 Friday
Set Up day 12:00 - 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

For more info on  
TRADESHOW & SPONSORSHIP  
MarEvent - [mario@marevent.com](mailto:mario@marevent.com) - [www.marevent.com](http://www.marevent.com)  
For more info on  
the CONFERENCE  
[www.conferenciapesesnativos2013.com](http://www.conferenciapesesnativos2013.com)  
[www.was.org](http://www.was.org)

## COMPLETE THESE EASY STEPS

1. Check the DEADLINES
2. Make HOTEL & TRAVEL arrangements
3. Send BADGE ORDER FORM  
September 8, 2013
4. Order EXHIBIT SERVICES  
by September 8, 2013
5. Read SHIPPING INFORMATION  
Important Deadlines
6. Read the SHOW SCHEDULE for each day

## ORDER EARLY & SAVE MONEY

# WELCOME

Thank you for participating in **IVCLCPN & LACQUA 2013**.  
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

### 1. URGENT! ACTION REQUIRED

3

- Deadlines
- Badge Order Form
- Add-On Registration Form

### 2. GENERAL INFORMATION & TRAVEL

6

- Show Schedule
- Advertising
- Sponsorship
- Exhibition Floor plan
- Hotel & Accommodation

### 3. SHIPPING

9

- General Shipping Guidelines

### 4. EXHIBIT SERVICES

10

- Basic Exhibit Services
- Security, Business Center, Messages
- Info on furniture & accessories

### 5. RULES & REGULATIONS

12

- General Rules & Regulations
- Requirement of Liability Insurance

# URGENT ! ACTION REQUIRED

## DEADLINES

- **Now** Check your booth configuration against Convention Center Rules & Regulations  
Book Travel and Accommodation  
Check Advertising & Sponsorship Opportunities
- **SEPT 8, 2013** Final Booth Payment Due
- **SEPT 8, 2013** Order Badges – see Badge Order Form
- **SEPT 8, 2013** Discount Deadline for all Exhibit Services
- **Oct 8, 2013** Last day for shipments to arrive in Villavicencio
- **Oct 8, 2013** Shipments to Exhibit Site by truck/courier can arrive from 08:00 – 16:00 at the Grand Hotel Sonesta.

**FOR ALL SHIPPING DETAILS, PLEASE READ THE SHIPPING INSTRUCTIONS ON PAGE 9**

## BOOTH INFORMATION

standard booth: US\$ 1995  
corner booth: US\$ 2195

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 LACQUA 2013 conference & 5 free trade show passes

# 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** [www.was.org](http://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: SEPT 8, 2013**

IVCLCPN & LACQUA2013

**ALL BADGES WILL BE AVAILABLE TO PICK UP ONSITE AT THE  
EXHIBITOR CHECK-IN DESK AT REGISTRATION STARTING ON OCTOBER 8 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.

**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**.

**COMPLETE THE FORM ONLINE** [www.easonline.org](http://www.easonline.org).

- **FULL CONFERENCE:** USD 150.00 /person (other than the 2 **FREE** that are complimentary with each booth)
- **TRADE SHOW ONLY:** USD 5.00 /person (other than the 5 **FREE** that are complimentary with each booth)

**DEADLINE: SEPT 8, 2013** IVCLCPN & LACQUA2013

**ALL BADGES WILL BE AVAILABLE TO PICK UP ONSITE AT THE  
EXHIBITOR CHECK-IN DESK AT REGISTRATION STARTING ON OCTOBER 8 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 LACQUA2013 or include complete credit card information here:

☐ VISA

☐ MC

☐ AMEX

Card # \_\_\_\_\_ Exp \_\_\_\_\_ Total Amount Euro \_\_\_\_\_

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"/> <b>Full Conference</b>	USD 150.00	Name _____
<input type="checkbox"/> <b>Tradeshow Only</b>	USD 5.00	Company _____
_____		City _____ St/Prov _____ Country _____
<input type="checkbox"/> <b>Full Conference</b>	USD 150.00	Name _____
<input type="checkbox"/> <b>Tradeshow Only</b>	USD 5.00	Company _____
_____		City _____ St/Prov _____ Country _____
<input type="checkbox"/> <b>Full Conference</b>	USD 150.00	Name _____
<input type="checkbox"/> <b>Tradeshow Only</b>	USD 5.00	Company _____
_____		City _____ St/Prov _____ Country _____
<input type="checkbox"/> <b>Full Conference</b>	USD 150.00	Name _____
<input type="checkbox"/> <b>Tradeshow Only</b>	USD 5.00	Company _____
_____		City _____ St/Prov _____ Country _____

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

# GENERAL INFORMATION & TRAVEL

## TRADE SHOW SCHEDULE

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**\*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 LACQUA2013 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

Full page (188mm high x 134 mm wide)  
Half page (90mm high x 134mm wide)

##### Camera-ready

USD 500  
USD 350

#### 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 LACQUA2013.

#### Deadlines:

Place ad order (insertion order) by Sept. 8, 2013.

Camera-ready copy must be received by Sept. 8, 2013.

#### 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.**

*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:*

LACQUA2013 Conference Manager  
Begijnengracht 40, 9000 Gent, Belgium  
E-mail: [mario@marevent.com](mailto:mario@marevent.com)

## EXHIBITION FLOORPLAN

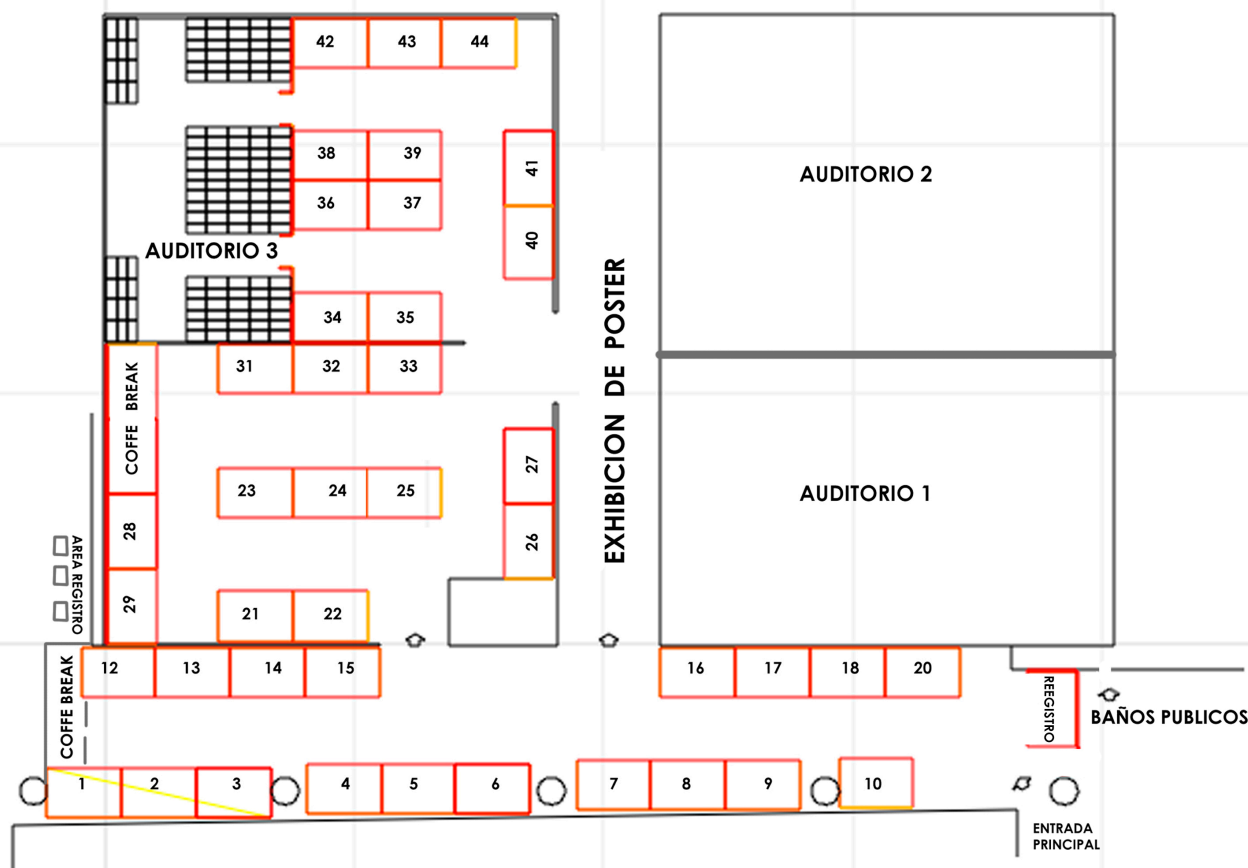


### IV CONFERENCIA LATINOAMERICANA SOBRE CULTIVO DE PECES NATIVO LATIN AMERICAN & CARIBBEAN AQUACULTURE

XIX Jornada de Acuicultura de la Universidad de los Llanos - VI Foro Regional de Acuicultura

OCTOBER 8 - 11, 2013  
VILLAVICENCIO, COLOMBIA

# LAQUA13



Organised by





## HOTEL & ACCOMMODATION

### GRAND HOTEL VILAVICENCIO

Carrera 39 C n° 19C - 15

Registro Nacional del Turismo 27921

tel: (57-8)668 0666

fax: (578) 671 34 68

reservas.grandhotel@ghlhoteles.com



for all info:

[http://www.ghlhoteles.com/hotel/home/42\\_sonesta-hotel-villavicencio--colombia.html](http://www.ghlhoteles.com/hotel/home/42_sonesta-hotel-villavicencio--colombia.html)

## SHIPPING

**ALWAYS MENTION LACQUA2013**

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



More info:

T.M.A. Cargo S.A.S.

Bogota, Colombia

Avda. Calle 26 N° 85D-55

Dorado Plaza Modulo Naranja, Oficina 230

tel: 571-4103026

fax: 4169748

operaciones2@tmacargo.com.co

OR

Paola Baquero

comercial3@tmacargo.com.co

OR

[www.tmacargo.com.co](http://www.tmacargo.com.co)

**The shipping Address is the Grand Hotel Villavicencio -  
Carrera 39 C, n° 19C-15, Villavicencio, Meta, Colombia.**

# BASIC EXHIBIT SERVICES

## EACH 3 X 2 METER EXHIBIT SPACE COMES WITH:

walls on three sides, electricity, carpet, two chairs & one table, spotlights, fascia identification sign, two free passes for the LACQUA 2013 conference & 5 free trade show passes



## SECURITY

LACQUA2013 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.

**LACQUA2013 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.

**TO DESIGN AND BUILD YOUR SPECIAL BOOTH.**



**MORE INFO:**

**[WWW.MAREVENT.COM](http://WWW.MAREVENT.COM)**

**[www.vSION.com.co](http://www.vSION.com.co)  
[andres.vSION.solutions@gmail.com](mailto:andres.vSION.solutions@gmail.com)**

# RULES AND 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 LACQUA2013 Contract for Exhibit Space. Please call your insurance company and verify that your exhibit and personnel are covered.

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