

# EXHIBITOR MANUAL

## AQUACULTURE AMERICA 2018

February 19 - 22, 2018

Paris Hotel

Las Vegas, Nevada USA



### TRADE SHOW SCHEDULE

F E B R U A R Y 2 0 1 8

MONDAY Feb. 19	TUESDAY Feb. 20	WEDNESDAY Feb. 21	THURSDAY Feb. 22
<b>MOVE-IN</b> <b>10:00pm-6:00pm</b>	<b>MOVE-IN 8am-10am</b> <b>EXHIBITS OPEN</b> <b>10:00am-6:00pm</b> <b>HAPPY HOUR 5:00-6:00pm</b> <b>PRESIDENT'S RECEPTION</b> <b>6:00-8:30pm</b>	<b>EXHIBITS OPEN</b> <b>10:00am-6:00pm</b> <b>HAPPY HOUR 5:00-6:00pm</b> <b>NAA AUCTION</b> <b>6:00-7:30pm</b>	<b>EXHIBITS OPEN</b> <b>10:00am-1:30pm</b> <b>MOVE-OUT 1:30-5:00pm</b>

**MOVE-OUT: Thursday, February 22 1:30pm - 5:00pm**

### COMPLETE THESE EASY STEPS...

- ☐ 1. Check the DEADLINES
- ☐ 2. Make HOTEL & TRAVEL arrangements
- ☐ 3. Send BADGE ORDER FORM by Feb. 7, 2018
- ☐ 4. Order EXHIBIT SERVICES with Discount by Jan. 29, 2018
- ☐ 5. Read the SHIPPING INFORMATION –  
Ship your exhibit to ARRIVE by January 16 - February 14, 2018
- ☐ 6. Read the SHOW SCHEDULE for each day

**Please note the Trade Show will close on the last day at 1:30pm**

**ORDER EARLY & SAVE MONEY!**

**Aquaculture America 2018 - Conference Management Office**

PO Box 2302 - Valley Center, CA 92082 USA

Tel: +1-760-751-5005 - Fax: +1-760-751-5003 - Email: [worldaqua@was.org](mailto:worldaqua@was.org)

# WELCOME

Thank you for participating in **AQUACULTURE AMERICA 2018!**  
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!

## DEADLINES

### ☐ **NOW**

- Check your booth configuration against IAEM Rules & Regulations
- Book Travel and Accommodation
- Check Advertising & Sponsorship Opportunities

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- ☐ **NOV. 1, '17** Final Booth Payment Due (refer to contract)
  - ☐ **JAN. 16, '18** First day advance shipments to GES warehouse may arrive
  - ☐ **FEB. 7, '18** Last Day to Order Badges – see Badge Order Form
  - ☐ **JAN. 29, '18** Discount Deadline for all GES Exhibit Services
  - ☐ **FEB. 14, '18** Last day for shipments to arrive at GES warehouse without surcharge
  - ☐ **FEB. 19, '18** Direct shipments to Exhibit Site can arrive between 8:00 am – 4:00 pm
  - ☐ **Please note that this year the Trade Show will close on the last day at 1:30pm**

**Each 8' deep x 10' wide exhibit space comes with:**

**Identification Sign – Back Drapes: teal blue & white - Side Drapes: solid teal blue**  
**2 Full Registration Badges + 5 Trade Show Badges**  
***The Exhibit Hall is carpeted***

## C O N T E N T S

- ☐ Deadlines
- ☐ Badge Order Form
- ☐ Add-On Registration Form
- ☐ Show Schedule
- ☐ Advertising and Sponsorship
- ☐ Exhibition Floor Plan
- ☐ Hotel, Air Travel, Airport Transport
- ☐ Car Rental
- ☐ General Shipping Guidelines
- ☐ Introduction to Basic Exhibit Services
- ☐ General Rules & Regulations
- ☐ Requirement of Liability Insurance
- ☐ International Customs Freight Handling

- ☐ GES Services - Contact us online

<https://ordering.ges.com/011601125>

**GES National Servicer®:**

• Phone: (800) 475-2098 / Fax: (866) 329-1437

• Int'l phone: (702) 515-5970 / Fax: (702) 263-1520

### **Questions?**

**AQUACULTURE AMERICA 2018**

**Conference Manager**

**Tel +1-760-751-5005**

**Fax +1-760-751-5003**

**Email: [worldaqua@was.org](mailto:worldaqua@was.org)**

# 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.**

**Each booth: 2 FULL CONFERENCE Registrations & Unlimited Comp 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: February 7, 2018**

**AQUACULTURE AMERICA 2018**

**All badges will be available to pick up onsite at Exhibitor Registration starting on February 19 at 10:00am.**

**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** \_\_\_\_\_

Company \_\_\_\_\_ Email \_\_\_\_\_

City, State/Prov, Country \_\_\_\_\_

**Full Conference Name #2** \_\_\_\_\_

Company \_\_\_\_\_ Email \_\_\_\_\_

City, State/Prov, Country \_\_\_\_\_

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

**Tradeshow Only Name #3** \_\_\_\_\_

Company \_\_\_\_\_ Email \_\_\_\_\_

City, State/Prov, Country \_\_\_\_\_

**Tradeshow Only Name #4** \_\_\_\_\_

Company \_\_\_\_\_ Email \_\_\_\_\_

City, State/Prov, Country \_\_\_\_\_

**Tradeshow Only Name #5** \_\_\_\_\_

Company \_\_\_\_\_ Email \_\_\_\_\_

City, State/Prov, Country \_\_\_\_\_

**Tradeshow Only Name #6** \_\_\_\_\_

Company \_\_\_\_\_ Email \_\_\_\_\_

City, State/Prov, Country \_\_\_\_\_

**Tradeshow Only Name #7** \_\_\_\_\_

Company \_\_\_\_\_ Email \_\_\_\_\_

City, State/Prov, Country \_\_\_\_\_

Additional FULL CONFERENCE 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**.

- **FULL CONFERENCE: \$345.00 /person** (other than the 2 FREE that are complimentary with each booth)
  - **TRADE SHOW ONLY:** Use additional sheets of the previous page for extra comp Trade Show Badges

**Deadline: February 7, 2018**

**AQUACULTURE AMERICA 2018**

*All badges will be available to pick up onsite at Exhibitor Registration starting on February 19 at 10:00am.*

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

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

**Fax: +1-760-751-5003**

**Please check ☒ the type of badge required and include the correct payment.**

Make checks payable to **AQUACULTURE AMERICA 2018** or include complete credit card 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 \$345.00**    **Name** \_\_\_\_\_

Company \_\_\_\_\_ Email \_\_\_\_\_

City, State/Prov, Country \_\_\_\_\_

☐ **FULL CONFERENCE \$345.00**    **Name** \_\_\_\_\_

Company \_\_\_\_\_ Email \_\_\_\_\_

City, State/Prov, Country \_\_\_\_\_

☐ **FULL CONFERENCE \$345.00**    **Name** \_\_\_\_\_

Company \_\_\_\_\_ Email \_\_\_\_\_

City, State/Prov, Country \_\_\_\_\_

☐ **FULL CONFERENCE \$345.00**    **Name** \_\_\_\_\_

Company \_\_\_\_\_ Email \_\_\_\_\_

City, State/Prov, Country \_\_\_\_\_

☐ **FULL CONFERENCE \$345.00**    **Name** \_\_\_\_\_

Company \_\_\_\_\_ Email \_\_\_\_\_

City, State/Prov, Country \_\_\_\_\_

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

# SCHEDULE

## TRADE SHOW SCHEDULE

F E B R U A R Y 2 0 1 8

MONDAY Feb. 19	TUESDAY Feb. 20	WEDNESDAY Feb. 21	THURSDAY Feb. 22
<b>MOVE-IN</b> <b>10:00pm-6:00pm</b>	<b>MOVE-IN 8am-10am</b> <b>EXHIBITS OPEN</b> <b>10:00am-6:00pm</b> <b>HAPPY HOUR 5:00-6:00pm</b> <b>PRESIDENT'S RECEPTION</b> <b>6:00-8:30pm</b>	<b>EXHIBITS OPEN</b> <b>10:00am-6:00pm</b> <b>HAPPY HOUR 5:00-6:00pm</b> <b>NAA AUCTION</b> <b>6:00-7:30pm</b>	<b>EXHIBITS OPEN</b> <b>10:00am-1:30pm</b> <b>MOVE-OUT 1:30-5:00pm</b>

<b>MONDAY, Feb. 19</b>	Registration Open	10:00	-	5:00
	► <b>EXHIBITOR MOVE-IN</b>	<b>10:00</b>	-	<b>6:00</b>

<b>TUESDAY, Feb. 20</b>	► <b>EXHIBITOR MOVE-IN</b>	<b>8:00</b>	-	<b>10:00</b>
	Opening & Plenary	8:30	-	10:00
	► <b>TRADE SHOW OPEN</b>	<b>10:00</b>	-	<b>6:00</b>
	► Refreshment Break	10:00	-	11:00
	Sessions	11:00	-	5:00
	Lunch (on your own)	12:30	-	1:30
	► <b>HAPPY HOUR</b>	<b>5:00</b>	-	<b>6:00</b>
	<b>President's Reception</b>	<b>6:30</b>	-	<b>8:30</b>

<b>WEDNESDAY, Feb. 21</b>	Sessions	8:30	-	4:30
	► <b>TRADE SHOW OPEN</b>	<b>10:00</b>	-	<b>6:00</b>
	► Refreshment Break	10:00	-	10:30
	Lunch (on your own)	12:30	-	1:30
	► <b>HAPPY HOUR</b>	<b>5:00</b>	-	<b>6:00</b>
	<b>NAA Auction</b>	<b>6:00</b>	-	<b>7:30</b>

<b>THURSDAY, Feb. 22</b>	Sessions	8:30	-	5:30
	► <b>TRADE SHOW OPEN</b>	<b>10:00</b>	-	<b>1:30</b>
	► Refreshment Break	10:00	-	11:00
	Lunch (on your own)	12:30	-	1:30
	► <b>EXHIBITOR MOVE-OUT</b>	<b>1:30</b>	-	<b>5:00</b>

*\*No exhibitor may begin dismantling their exhibit until the show closes at 1:30.*

## SHOW DIRECTORY ADS - Reserve Your Space Now!

A limited amount of advertising space is now available for the **AQUACULTURE AMERICA 2018 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:

<u>Ad sizes:</u>	<u>Camera-ready</u>
Full page (4 ½"w x 8"h)	\$500
Half page (4 ½"w x 3 7/8"h)	\$350

**Specifications:** The directory ads will be printed in one color - black. Please supply ad copy in electronic format.

**Position:** Will be at the discretion of AQUACULTURE AMERICA 2018.

**Deadlines:** Place ad order (insertion order) **by January 5, 2018.**

Camera-ready copy must be received **by January 15, 2018.**

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

## SPONSORSHIP OPPORTUNITIES - Call Now!

Your company can gain valuable exposure and good will as the sponsor of a show event.  
*Sponsorship can be shared with another company.*

**Refreshment Breaks:** Host a refreshment break held in the exhibit area. The sponsor will be promoted on signage, announcements and in the conference program.  
Cost: \$1000 per refreshment break.

**Happy Hours:** Host a coffee break held in the exhibit area. The sponsor will be promoted on signage, announcements and in the conference program.  
Cost: \$1000 per refreshment break.

**President's Reception:** Exclusive or shared sponsorship for these receptions is available. Please call to discuss details.

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

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

\_\_\_ **Yes, I would like to sponsor an event at the show:**  
     \_\_\_ Refreshment Break      \_\_\_ Happy Hour      \_\_\_ Reception      \_\_\_ Session

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

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Return this form to: **AQUACULTURE AMERICA 2018 Conference Manager**  
**PO Box 2302, Valley Center, CA 92082 USA**  
**Fax: +1-760-751-5003      Email: worldaqua@was.org**

# HOTEL

## HOTELS – AQUACULTURE AMERICA 2018

Las Vegas, Nevada

We have arranged for fantastic rates at the Paris Hotel, Bally's Hotel and Planet Hollywood Hotel. The meeting will be in the Paris Convention Center.

The Paris Hotel is the Official Hotel for Aquaculture America 2018. Bally's Hotel is connected to the Paris Hotel and Planet Hollywood is located on the other side of Paris.

**Website Room Reservations:** You can reserve your room at any of the hotels on their website:  
<https://aws.passkey.com/go/WORLDAQUACULTURE>

### **Telephone Reservations:**

#### Paris Reservations

A great rate of US\$159 single or double at Paris Hotel (\$30 more on February 17, 23, 24) has been reserved for our attendees. Please identify yourself as an attendee to Aquaculture America 2018 (Code SPWOR8).

Tel: +1-877-603-4389 or +1-702-946-7000

#### Bally's Reservations

A great rate of US\$125 single or double at Bally's Hotel (\$45 more on February 17, 23, 24) has been reserved for our attendees. Please identify yourself as an attendee to Aquaculture America 2018 (Code SBWOR8).

Tel: +1-800-358-8777 or +1-702-947-4111

#### Planet Hollywood Reservations

A great rate of US\$139 single or double at Planet Hollywood Hotel (\$60 more on February 17, 23, 24) has been reserved for our attendees. Please identify yourself as an attendee to Aquaculture America 2018 (Code SMWOR8).

Tel: +1-866-317-1829 or +1-702-785-5555

# AIRPORT TRANSPORTATION

To get from the Las Vegas McCarran International Airport (LAS) to the conference hotel you can take a cab, a shuttle or rent a car from AVIS.

## SuperShuttle

Transportation from the Las Vegas airport has been set up with SuperShuttle. You can make your reservation online at this link.

<http://group.supershuttle.com/group-page/aquaculture-america-2018/>

You must use this group code to get a special discount: **33QQQ**. The reservations can be booked on [www.supershuttle.com](http://www.supershuttle.com), by downloading our app in your app store or by clicking <http://group.supershuttle.com/group-page/aquaculture-america-2018/> and please inform your guests to input the group code to receive the discount.

### To catch your shuttle:

**Terminal 1:** After collecting your luggage, exit the baggage claim area via Door 11 (behind Starbucks) and proceed right to the SuperShuttle ticket booth to speak with a uniformed Customer Service Representative.

**Terminal 3:** After collecting your luggage, proceed to the SuperShuttle ticket booth to speak with a uniformed Customer Service Representative. The SuperShuttle booth is located outside of Door 53, to the right of the baggage claim.

<https://www.mccarran.com/Fly/WhichTerminal.aspx>

## CAR RENTAL

Discounts on car rentals have been arranged through **AVIS Rent-A-Car**. AVIS offers free pick up and delivery to the airport, hotels and other locations where cars are needed.

For reservations, call **1-800-331-1600** or **+1-918-624-4338**, or the website: **www.avis.com**. Be sure to mention **AQUACULTURE AMERICA 2018** and refer to **discount AWD # J770126**.



# GENERAL SHIPPING GUIDELINES

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

IMPORTANT: Shipping direct to Las Vegas

You can ship directly to GES in Las Vegas – use GES Special Show Rates

- \* **Direct shipments must arrive between Jan. 16 - Feb. 14 to ensure placement in booth by set-up day (use “Advance Shipment” label).**
- \* **If you need to send items to arrive *after* Feb. 14, ship directly to GES at the Paris Hotel to arrive February 19 from 8:00 am – 4:00 pm. (use “Direct Shipment” label.)**

## HOW TO SHIP YOUR EXHIBIT:

**GES is the official show decorator and handles all freight at the exhibition site.**

- ☐ Read “**Important Freight Guidelines**” for all shipments, whether handled by a shipping company, UPS, mail, overnight courier, etc.
- ☐ Fill out “**Material Handling Order Form**” and “**Key Information**” and return them to GES if you are shipping by any common carrier.  
Review the “**Arrival Dates & Surcharges for Shipments**” section at the bottom of the page.
- ☐ Use the appropriate “**RUSH! Exhibition Freight**” shipping labels provided to mark ALL your materials for shipping.
  - If you ship early, use the ADVANCE GES WAREHOUSE labels.
  - If you ship late, use the DIRECT SHIPMENT labels.
- ☐ For international shipments, contact **Rock-It Cargo** Customs Brokers & Freight Company.  
See “**International Shipping Instructions**”.

**BE SURE TO USE THE CORRECT SHIPPING LABELS  
PROVIDED BY GES**

**For Shipping Information, go to GES Online Ordering Site at this link:**

<https://ordering.ges.com/011601125>

**GES National Servicer®:**

- Phone: (800) 475-2098 / Fax: (866) 329-1437
- International phone: (702) 515-5970 / Fax: (702) 263-1520

# BASIC EXHIBIT SERVICES

## **GES is the official decorator for AQUACULTURE AMERICA 2018**

- ◆ GES will maintain an Exhibitor Service Center in the exhibition area that will serve as a focal point in coordinating all details and service requests.
- ◆ The GES Exhibitor Service Center will be open from move-in through move-out.

### **BE SURE TO READ:**

- ➔ **GES SHOW INFORMATION & “Important Dates”**
- ➔ **SHOW SITE WORK RULES**

### **Each 8' deep x 10' wide exhibit space comes with:**

- **Identification Sign**
- **Back Drapes: teal blue & white - Side Drapes: solid teal blue**
- **The Exhibit Hall is carpeted with multi-color carpet**
- **2 Full Conference Registrations & 5 Trade Show Badges**

**Important note:** Exhibitors desiring to use contractors other than GES must advise AQUACULTURE AMERICA 2018 Show Management and GES Exposition Services and submit the necessary Certificates of Insurance in advance so that permission may be secured for said subcontractor to operate.

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

***GES discount deadline is Jan. 29, 2018***

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**For all Information and for placing your orders, go to GES Online Ordering Site  
at this link: <https://ordering.ges.com/011601125>**

**GES National Servicer®:**

- Phone: (800) 475-2098 / Fax: (866) 329-1437
- International phone: (702) 515-5970 / Fax: (702) 263-1520

# SECURITY

**AQUACULTURE AMERICA 2018** will maintain 24-hour-a-day security staff at the Convention Center 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 (laptops, cell phones, instruments). We suggest that you plan your staff schedule so that your exhibit is not left unattended during these times. GES also has lockable cages available for rent so that sensitive equipment can be locked up.

**AQUACULTURE AMERICA 2018 CANNOT BE HELD LIABLE FOR LOST OR STOLEN ITEMS.**

# GENERAL RULES AND REGULATIONS

Each booth will be set with 8' high back drapes and 3' high side curtains. Nothing may be attached to this drape. 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 6 feet 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 GES 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 "IAEM Guideline for Display Rules and Regulations". Contact us for a copy of the "IAEM 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 AQUACULTURE AMERICA 2018 Contract for Exhibit Space. Please call your insurance company and verify that your exhibit and personnel are covered.

## GES SERVICES

**For all Information and ordering, go to GES Online Ordering Site at this link:**

<https://ordering.ges.com/011601125>