

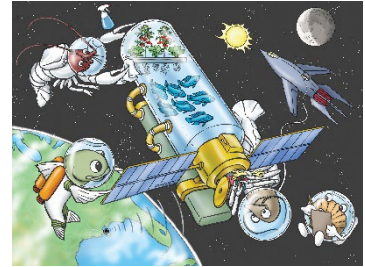
EXHIBITOR MANUAL

AQUACULTURE AMERICA 2023

February 23 - 26, 2023

New Orleans Marriott

New Orleans, Louisiana USA



TRADE SHOW SCHEDULE

F E B R U A R Y 2 0 2 3

THURSDAY Feb. 23	FRIDAY Feb. 24	SATURDAY Feb. 25	SUNDAY Feb. 26
MOVE-IN 10:00am-6:00pm	MOVE-IN 8am-10am EXHIBITS OPEN 10:00am-6:00pm HAPPY HOUR 4:30-6:00pm PRESIDENT'S RECEPTION 6:30-9:00pm	EXHIBITS OPEN 10:00am-6:00pm HAPPY HOUR 5:00-6:00pm NAA AUCTION 6:00-8:00pm	EXHIBITS OPEN 10:00am-1:30pm MOVE-OUT 1:30-5:00pm

MOVE-OUT: Sunday, February 26 1:30pm - 5:00pm

COMPLETE THESE EASY STEPS...

- 1. Check the DEADLINES
- 2. Make HOTEL & TRAVEL arrangements
- 3. Order BADGES ONLINE by Feb. 8, 2023
- 4. Order EXHIBIT SERVICES with Discount by February 8, 2023
- 5. Read the SHIPPING INFORMATION –
Ship your exhibit to ARRIVE between January 20 – Feb. 17, 2023
- 6. Read the SHOW SCHEDULE for each day

ORDER EARLY & SAVE MONEY !

Aquaculture America 2023 - Conference Management Office

PO Box 2302 - Valley Center, CA 92082 USA

Tel: +1-760-751-5005 - Fax: +1-760-751-5003 - Email: worldaqua11@was.org

WELCOME

Thank you for participating in **AQUACULTURE AMERICA 2023!**
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

-
- NOV. 1, '22** Final Booth Payment Due (refer to contract)
-
- JAN. 20, '23** First day advance shipments to GES warehouse may arrive
-
- FEB. 8, '23** Order Badges Online
- FEB. 8, '23** Discount Deadline for all GES Exhibit Services.
Order at <https://ordering.ges.com/053600657>
- FEB. 17, '23** Last day for shipments to arrive at GES warehouse without surcharge
- None Allowed** No Direct shipments to Exhibit Site will be accepted. All shipments must be sent to the GES warehouse between January 20 and February 17, 2023

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

Identification Sign
Back Drapes: solid blue & white
Side Drapes: solid blue
2 Full Registration Badges + Unlimited Trade Show Badges
The Exhibit Hall is carpeted

CONTENTS

- 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

- GES Services

Questions?

AQUACULTURE AMERICA 2023
Conference Manager
Tel +1-760-751-5005
Fax +1-760-751-5003
Email: worldaqua11@was.org

For GES Services, go to this link:
<https://ordering.ges.com/053600657>

BADGE ORDER

Please complete the order for your badges ONLINE in your exhibitor account. Please add the names of your staff and customers for badges as they come in. You can always add extra names and make changes later on at the same link. You can delete names, add names, etc. You can easily see the list of all names submitted.

To make sure we have your badges ready to pick up on the morning of setup day, we need to receive your order by **February 8th, 2023**. It is still possible to add names after that date online and we will do everything we can to get them ready as early as possible on setup day and throughout the exhibition.

We can make badges for you onsite at the Exhibitor Desk, but it takes longer as you will need to leave individual names with us to process and large lists will need to be submitted through your online account.

Free with each booth: 2 FULL CONFERENCE Registrations & UNLIMITED TRADE SHOW ONLY GUEST PASSES

- **FULL CONFERENCE** registration includes: admittance to Sessions, Breaks, Receptions & Exhibition + Full Conference
- **TRADE SHOW ONLY** registration includes: admittance to the Exhibition Hall only
- **GUEST TRADE SHOW ONLY** registration includes: admittance to the Exhibition Hall only
- **Additional Exhibitor Full Conference Registrations can be purchased at a rate of \$345 each badge**

Deadline: February 8, 2023 **AQUACULTURE AMERICA 2023**

All badges will be available to pick up onsite at Exhibitor Registration starting on February 23 at 10:00am.

Please register your staff and customers online. [World Aquaculture Society Exhibitor | Login | World Aquaculture Society Meetings \(was.org\)](#) Click the event and badges. **Use the same account and password as the booth registration.**

Each name needs an email to send out confirmation (Same email for max. 2 names).

Badges: ALL Badges are waiting for you and your guests at the Exhibitor Registration desk. Just ask for your company envelope. We will NOT send out email confirmations to all added emails as most exhibitors prefer to invite their customers directly.

- 2 complimentary full conference registrations (ExConf) for each booth with entrance to all session rooms, to the plenary and to the trade show, also coupons for coffee/tea and president dinner and happy hour, this includes the conference materials. ExConf are the badges that allow you to all activities.
- ExTrade – unlimited number of passes for your staff. With this pass they can enter the trade show.
- ExGuest - 100 complimentary trade show passes for your customers, guests with entrance to the trade show.

Payment can be made for the extra exhibitor full conference badges with the same link and account login.

AUDIO/VISUAL/ELECTRICITY/WI-FI

Audio/Visual needs will be provided by Encore Global, please follow the link below to access the ordering site. Search for Aquaculture America 2023 New Orleans.

https://eventnow.encoreglobal.com/myevents/result/index/show_id/9a92d09f-7c81-ed11-81ad-0022482b2f78/

SCHEDULE

TRADE SHOW SCHEDULE

F E B R U A R Y 2 0 2 3

THURSDAY Feb. 23	FRIDAY Feb. 24	SATURDAY Feb. 25	SUNDAY Feb. 26
MOVE-IN 10:00am-6:00pm	MOVE-IN 8am-10am EXHIBITS OPEN 10:00am-6:00pm HAPPY HOUR 4:30-6:00pm PRESIDENT'S RECEPTION 6:30-9:00pm	EXHIBITS OPEN 10:00am-6:00pm HAPPY HOUR 5:00-6:00pm NAA AUCTION 6:00-8:00pm	EXHIBITS OPEN 10:00am-1:30pm MOVE-OUT 1:30-5:00pm

THURSDAY, Feb. 23	Registration Open	12:00	-	5:30
	▶ EXHIBITOR MOVE-IN	10:00	-	5:30

FRIDAY, Feb. 24	▶ EXHIBITOR MOVE-IN	8:00	-	10:00
	Opening & Plenary	8:30	-	10:00
	▶ TRADE SHOW OPEN	10:00	-	6:00
	Refreshment Break	10:00	-	11:00
	Sessions	11:00	-	4:30
	Lunch (on your own)	12:30	-	1:30
▶ HAPPY HOUR	4:30	-	6:00	
President's Reception	6:30	-	9:00	

SATURDAY, Feb. 25	Sessions	8:30	-	5:00
	▶ TRADE SHOW OPEN	10:00	-	6:00
	Refreshment Break	10:00	-	10:30
	Lunch (on your own)	12:30	-	1:30
	▶ HAPPY HOUR	5:00	-	6:00
NAA Auction	6:00	-	8:00	

9

SUNDAY, Feb. 26	Sessions	8:30	-	5:00
	▶ TRADE SHOW OPEN	10:00	-	1:30
	Refreshment Break	10:00	-	11:00
	Lunch (on your own)	12:30	-	1:30
▶ EXHIBITOR MOVE-OUT	1:30	-	5:00	

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

SHOW DIRECTORY ADS - Reserve Your Space Now!

A limited amount of advertising space is now available for the **Aquaculture America 2023 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 2023.

Deadlines: Place ad order (insertion order) **by January 10, 2023.**

Camera-ready copy must be received **by January 15, 2023.**

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.

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 2023 Conference Manager**
PO Box 2302, Valley Center, CA 92082 USA
Worldaqua@was.org
Fax: +1-760-751-5003

HOTEL

AQUACULTURE AMERICA 2023 HOTEL INFORMATION

We have arranged for a fantastic rate at the Marriott New Orleans for Aquaculture America 2023! Be sure to mention Aquaculture America 2023 to get the very special rate of \$219/night. Contact the hotel directly for your reservation:

Tel: +1-504-581-1000 or 1-888-771-4429

Fax: +1-210-482-2312

You can make your hotel reservations directly online by accessing this link:

<https://book.passkey.com/event/50332303/owner/6139/home>

AIRPORT TRANSPORTATION

To get from the New Orleans International Airport (MSY) to the Marriott New Orleans Conference Hotel you can take a cab, UBER/LYFT or schedule a shuttle.

APP FOR TRACKING ATTENDEES

As we did in Aquaculture 2022 in San Diego, we will have the WAS Exhibitor App to track attendees available for exhibitors to use at Aquaculture America 2023 in New Orleans. The app requires no other equipment than your smart phone or tablet.

All you will need to do is download the app through the WAS website and then scan the QR code on attendees' badges when they visit your booth. At the end of the show, we will supply you with an EXCEL file with the contact info for all of your scans.

Below is the link for downloading the app and further details will be sent in January 2023.



GENERAL SHIPPING GUIDELINES

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

IMPORTANT: Shipping direct to New Orleans

You can ship directly to GES in New Orleans – use GES Special Show Rates

- * **Direct shipments must arrive between Jan. 20th and no later than Feb. 17th to ensure placement in booth by set-up day (use “Advance Shipment” label).**
- * **No shipments will be accepted at show site – you must send items to arrive at GES warehouse between Jan. 20 and Feb. 17th.**

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**”.

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

WAS GES Expresso Site: Expresso by GES

<https://ordering.ges.com/053600657>

Please enter your booth number and set-up your account to place your order.

If you have questions, please call the National Service Center to place orders directly.

Call **(800) 801-7648**

International: **(702) 515-5970**

Monday - Friday 6:00 AM - 4:00 PM PST

You will be able to see the products and services offered by GES.

BE SURE TO USE THE CORRECT SHIPPING LABELS PROVIDED

BASIC EXHIBIT SERVICES

GES is the official decorator for AQUACULTURE AMERICA 2023

- ◆ 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: blue & white - Side Drapes: solid blue
- The Exhibit Hall is carpeted
- 2 Full Conference Registrations & Unlimited Trade Show Badges

Important note: Exhibitors desiring to use contractors other than GES must advise Aquaculture America 2023 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.

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

GES discount deadline is Feb. 8, 2023

For all Information and for placing your orders, go to GES Online Ordering Site at this link:

<https://ordering.ges.com/053600657>

You will be able to see the products and services.

SECURITY

Aquaculture America 2023 will maintain 24-hour-a-day security staff at the Convention Center from the initial move-in period until 5:00 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 2023 CANNOT BE HELD LIABLE FOR LOST OR STOLEN ITEMS.

BUSINESS CENTER

There is a Business Center in the Hotel. Standard office services are available.

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.

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 2023 Contract for Exhibit Space. Please call your insurance company and verify that your exhibit and personnel are covered.