

The inaugural “The Wonders and Opportunities of our Oceans” Exhibition

Including Health and Wellbeing from Seafood



In conjunction with
the International Seafood
and Health Conference
6 - 10 November 2010

Chairman's Invitation

An exciting international seafood event right in the heart of cosmopolitan Melbourne, Australia! Promoting your business, product or service with a focus on seafood is a unique opportunity and one we're very proud to offer. Over the three days of the conference and five days of the accompanying exhibition there will be countless openings to:

- promote Australian seafood products to domestic and international consumers
- stimulate sales and expand awareness of your brand
- display and offer samples or sell your goods
- develop relationships with researchers, suppliers and customers
- directly engage the public, government agencies and industry
- share information, especially relating to products, technologies and capabilities
- promote career opportunities through the entire seafood chain, and
- listen, learn and network with world leaders in the seafood industry speaking at the conference.

Creating a Paradigm Shift is the overall theme of the conference and the exhibition theme, **The Wonders and Opportunities of Our Oceans**, will complement the conference by showcasing everything the industry has to offer. Naturally, we have our own goals for this conference and exhibition, but we are also taking a flexible approach to ideas from our exhibitors and sponsors.

Come and join us. We look forward to working with you to prepare for the exciting challenges ahead.

Kind Regards

Roy Palmer, FAICD
Conference & Exhibition Chairman
International Seafood & Health Conference

www.seafoodhealthconference.com



Wonders and Opportunities
of our Oceans Exhibition
Media and Marketing Partners

Herald Sun



Why Melbourne?



The Victorian Government sees this conference and exhibition as an important event to be included in its supported event calendar. **The event will be held at the Melbourne Convention and Exhibition Centre - the first conference centre to be awarded a 6 star Green Star environmental rating.** Melbourne is also recognised internationally as one of the world's leading convention cities. We have chosen an exciting time to hold the event - the week after the famous Spring Carnival. (See www.visitvictoria.com for more information on Melbourne and Victoria.)

The state of Victoria accounts for about 25 per cent of Australia's population, yet it carries out more than 40 per cent of the nation's health and medical research. The universities of greater Melbourne produce more students from the sciences than any other Australian city. Melbourne also ranks alongside London and Boston as the only cities with two world-class medical teaching universities.

Despite Melbourne being one of the finest centres for restaurants and fine dining experiences in the world, there is clearly scope to boost seafood sales in the city. The last Fisheries Research and Development Corporation survey of retail sales and consumption of seafood discovered that "people in Melbourne appear to be eating less seafood (12.5 kg) than their counterparts in Sydney and Perth. Sydney's per capita consumption was estimated at 15.1 kg in 1999, while Perth's was 14.7 kg" (*Ruello 2005*).

About the exhibition

The Wonders and Opportunities of Our Oceans exhibition has been designed to attract all members of the public and provide education and entertainment for families. They will learn about all aspects of what lies beneath the oceans, the science, the careers, the seafood, the environment and the industry. Every day will be family day with activities such as:

- master classes where internationally recognised health specialists will be team up with celebrity chefs to talk about seafood and health, and create simple nutritious and inexpensive seafood dishes. Celebrity chef, Pete Evans, will play a major part in these classes.
- competitions based on seafood and health concepts, and
- careers expo promoting seafood's full range of careers from fisheries management and compliance through science/research to harvesting/processing and on to retail/hospitality and logistics and management.

In addition to the regular exhibition display, we are planning international pavilions that will allow many countries to display their research achievements. This will give the event a truly international feel and great opportunities for interaction with local colleagues and suppliers and particularly with the Victorian public.

Confirmed exhibitors will be listed in the eight-page Event Preview Guide positioned in the middle of the Sun Herald newspaper on 3 November 2010.

Becoming an exhibitor gives you an unprecedented opportunity to take advantage of face-to-face meetings with colleagues, researchers, buyers and members of the public seeking health and wellbeing help and information. Leverage your business by inviting potential clients to meet you at your booth at the exhibition.

Who will attend?

Our research suggests up to 1,000 conference delegates from Australia and overseas will attend over a period of three days, and our marketing experts are suggesting that over 30,000 members of the public could visit the five-day exhibition.

While the conference focuses primarily on seafood and health, much broader issues of food security and human behaviour will also be examined. It is a subject that will attract people from an enormous range of professions and industries: medical and allied health and nutrition, scientific and research communities, undergraduate and postgraduate students, the seafood industry, government agencies, food and hospitality, and media and communications. **A list of the people the conference and exhibition will attract is available at www.seafoodhealthconference.com/whowillcome/.** These are the groups who will be targeted in our campaigns.

How is the exhibition being promoted?



Our print media partnership with News Limited, Herald and Weekly Times will ensure that sponsors and exhibitors receive maximum coverage for their investments.

The organisers have planned an integrated print and electronic marketing campaign for the conference and exhibition. The conference is being marketed directly to all potential interested parties and links have been made with domestic and international organisations. A seafood and health calendar has been distributed widely which promotes the conference and exhibition on a monthly basis. Our print media partnership with News Limited/Herald and Weekly Times will ensure that sponsors and exhibitors receive maximum coverage for their investments.

The exhibition theme, **The Wonders and Opportunities of Our Oceans**, will be marketed extensively and will attract members of the public to learn about all aspects of “what lies beneath”, the science, the careers, the seafood, the environment, the industry and so on.

Marketing material will also be sent to primary and secondary schools, TAFE colleges, universities and child care agencies in addition to our extensive mailing list.

There will be no set public entry fee to the exhibition. Instead a voluntary gold coin donation will be passed on to our charity partners. Aquaculture without Frontiers is an independent non-profit organisation that promotes and supports responsible and sustainable aquaculture in the alleviation of poverty by improving livelihoods in developing countries.

Exhibiting opportunities

A diverse range of organisations should take this opportunity to show their wares to Australian families and the 1,000 delegates from Australia and overseas who are attending the conference.

- Seafood harvesters and grower associations
- Seafood Processors, Manufacturers, Exporters and Importers
- Seafood Foodservice Distributors, Wholesalers and Retailers/Supermarkets
- Recreational fishers' suppliers and resellers
- Aquariums and suppliers
- Restaurants & Caterers
- Charter Boat operators
- International trade delegations
- Professional & Marine safety agencies
- Fisheries & Aquaculture agencies
- Environmental agencies
- Health & Ageing agencies
- Environmental Tourism
- Medical researchers
- Doctors
- Professional medical associations
- Nutritionist, Dieticians, Nursing specialists/associations
- Health support organisations
- Brain and mental health organisations
- Health and wellbeing organisations
- Children's health and welfare agencies
- Household cooking equipment and utensils suppliers
- Publishers of healthy eating cook books, seafood recipe books and seafood publications/magazines
- Publishers of websites promoting health, nutrition and wellbeing
- Health spa operators and rejuvenation resorts
- Exercise disciplines such as Tai Chi and Pilates and health and fitness coaches
- Gymsnasiums and equipment suppliers
- Careers and skills and industry counsellors and organisations

If you have a product or service not listed here, we are keen to discuss your requirements. On behalf of the exhibition management team we invite your organisation to join with this event by completing the application form included in this email, and nominating your space/booth location preferences. Alternatively, send an email to seafoodhealth@conferenceplus.com.au or phone John Richards on **+61 3 9330 2813**.

Our sponsorship packages – now available on the conference website – offer many opportunities for potential exhibitors to combine exhibition booths in one package.

“The Wonders and Opportunities of our Oceans” Exhibition

Including Health and Wellbeing from Seafood

In conjunction with
the International Seafood
and Health Conference
6 - 9th November 2010

Information for exhibitors

The organisers of International Seafood and Health Conference & Expo have laid out the exhibition area to provide exhibitors the best opportunities for product exposure with Delegates and public interaction and at the same time allow people to move easily around exhibition area.

1. EXHIBITION BOOTH DESCRIPTION

Booth Size	The booth size is 6m x 3m x 2.5m
Walls	White PVC coated panels with matt anodised aluminium Frame – 2500mm high
Fascia Panel	Navy Blue panels in a anodised aluminium frame – 340 mm deep
Signage	Applied directly to fascia insert. Computer cut vinyl letters (maximum of 30 Characters and one sign per aisle frontage)
Lighting	Two 150 watt track mounted spotlights inside the fascia per booth
Green Power	One 240V/ 4 amp GPO per booth. * Three phase power at additional cost Power accessories need to be tagged to comply the with venue OH&S regulations. Your electrical contractor can provide this service.
Gas and or water	If you required any of these services you will need to arrange for their supply by contacting Nichola Cowen at the Melbourne Conference and Exhibition Centre +61 3 9235 8112 or refer to the venue Exhibitor kit accompanying this document for full details
Additional display Equipment	Additional equipment requirements such as tables, chairs, AV equipment, brochure stands etc contact Blair Lumsden on +61 3 9676 7797 or email blair.lumsden@expohire.com
Non Standard Booths	If you wish to provide your own booth structure or require an upgrade to a standard booth or a specially designed custom booth - Please email or call on +61 3 9330 2813 to discuss your needs or visit this custom built booths website for a copy of the catalogue www.exhibitionhire.com.au

Please note When attaching posters to the walls, exhibitors are to use Velcro, Bluetac, double sided adhesive tape or Octanorm shelving or hooks, all available from the booth builder.





Please refer to the conference website www.seafoodhealthconference.com for floor plan. Enter your location preferences in the space provided on the bottom of page 5. Final booth location shall be at the discretion of the conference organisers to maximize traffic throughput and public interest.

2. EXHIBITION LUNCH, MORNING AND AFTERNOON TEA

Vouchers will be provided for booth attendants to obtain their daily lunch from the special catering area. Morning and afternoon tea and snacks will be available from the kiosks in the exhibition area at their own cost.

3. IMPORTANT DATES AND TIMES

Bump In.

The exhibition booths will be set up and ready for exhibitors to move into by 10.00 am Friday 5th November 2010.

Exhibitors are required to have their booth ready with displays completed ready for the opening at 10.30 am Saturday 6th November 2010 and booths remain in place until 3.15 pm on Tuesday 9th November.

Exhibition Trading Hours

Saturday 6th 10.30 pm to 5.00 pm – Monday 10.00 am to 5.00 pm, Tuesday 10.00 am to 3.15 pm

Bump Out

Exhibitors must remove all of their property from the venue by 9.00 pm pm Tuesday 9th November 2010

4. DELIVERY AND LABELS

We will provide delivery labels that include addressing details for the venue which can be located in the Exhibitors Kit available from www.seafoodhealthconference.com

***Deliveries to the venue are permitted from 10.00 am on Friday 5th November 2010**

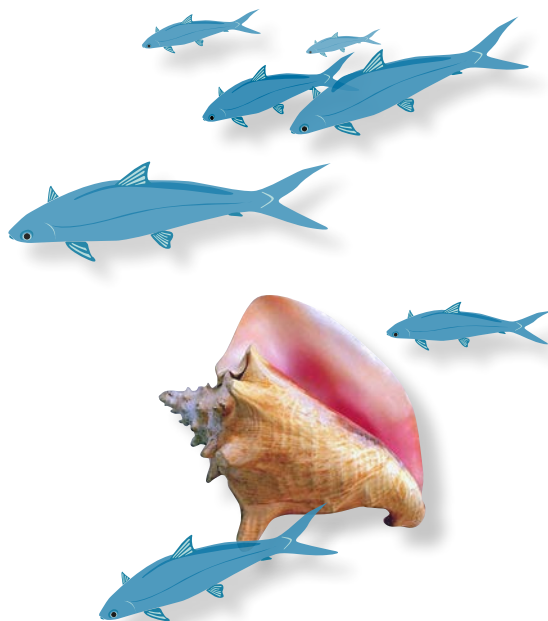
5. LIABILITY

The International Seafood and Health Conference and exhibition, Conference-Plus Australia Pty Ltd, the Venue, referred to as the organisers, will not be responsible for any loss or damage to the exhibitor's property. All exhibitor material and equipment is the sole responsibility of the exhibitor.

6. INSURANCE REQUIREMENTS

Exhibitors shall cover their public risk liability in respect of the site by an appropriate insurance policy for a minimum cover of Ten million dollars (\$10,000,000) or above The Seafood and Health Conference & expo the Conference host body and organising committee, their agents and their servants and the venue act as only organisers of the activities and do not accept any responsibility for any acts, accidents or omissions on the part of service providers.

It is necessary for your organisation to provide a copy of the relevant insurance certificate when placing your booth order. (Check to see if your existing policy includes off-site insurance cover)



The following are the conditions relating to trade displays



Agility Fairs & Events has been appointed as the official logistics contractor



7. DISCLAIMER

The event organisers accept no responsibility for the accuracy or content of any statements whether written or orally made by speakers or exhibitors in connection with this event, delay, damage, personal injury or death. The event organisers reserve the right to amend any part of the program without notice.

8. MICROPHONES

and sound amplifiers will be permitted only as long as they cause no annoyance to neighbouring exhibitors or the visiting public. The organisers or its authorised agent shall be the sole judge as to whether there is an annoyance being caused to neighbouring exhibitors or the public.

9. DISPLAYS

and demonstrations shall remain in keeping with the dignity and the atmosphere of the exhibition and the organisers retain the right to reject any display or demonstration, which does not achieve this objective.

10. THE ORGANISERS

will use their best endeavours to ensure the supply of services to the site, but it shall not be liable for any loss, damage or expense incurred by the exhibitor, resulting from any cause beyond the control of the organisers

11. EXHIBITION/CONFERENCE INTEGRATION

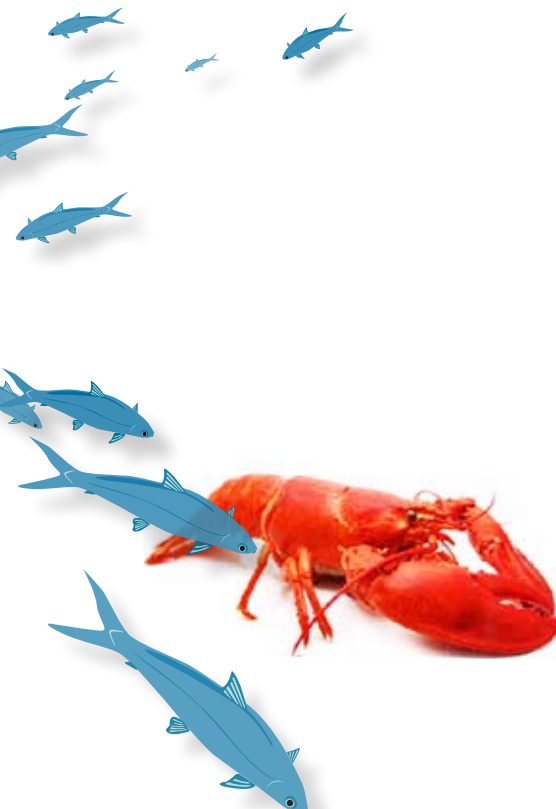
The Conference program has been designed for maximum exhibitor exposure. The location of the exhibition area also provides an ideal situation for maximum exposure, together with morning/afternoon tea and lunch breaks.

12. THE MELBOURNE CONFERENCE AND EXHIBITION CENTRE EXHIBITOR SERVICES KIT

It is important that exhibitors read this document carefully as it cover all of the venues rules and regulations.

It is a 81 page document therefore reading it on the website is a good option www.seafoodhealthconference.com however if you would like us to email a copy to you please email your request to enquiries@conferenceplus.com.au

7 day cooling off period applies and cancellations in writing is required no later 1st August 2010



www.seafoodhealthconference.com



Wonders and Opportunities
of our Oceans Exhibition
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“The Wonders and Opportunities of our Oceans” Exhibition
 Including Health and Wellbeing from Seafood
 (In conjunction with the International Seafood and
 Health Conference), 6–10 November 2010

Booth or Space Order Form

A Division of International Agri-Food
Institute Pty Ltd ABN 61134628578

Company: _____

Contact Name: _____

Company Address: _____

Address 2: _____ Postcode: _____

Contact Email: _____

Contact Phone: _____ Fax: _____

Privacy Policy: In registering for this event relevant details will be incorporated into a list for the benefit of public and delegates (name and organisation) and may be made available to parties directly related to the conference including Conference Plus, venue and accommodation providers (for the purpose of room bookings and event options) and sponsors (subject to strict conditions).

I do not agree: _____

Early bird rates until 30th June 2010 inclusive of GST	Quantity of booths	Investment (\$)
6m x 3m Shell Scheme booth AUD6270.00		
6m x 3m Space only AUD5,115.00		
6m x 6m Shell Scheme booth AUD12,513.00		
6m x 6m Space only AUD10,216.00		
Post early bird from 1st July 2010 onwards inclusive of GST		
6m x 3m Shell Scheme booth AUD7210.00		
6m x 3m Space only AUD5,883.00		
6m x 6m Shell Scheme booth AUD14390.00		
6m x 6m Space only AUD11750.00		

Refrigeration storage and handling AUD198.50 per pallet	Number of pallets	
Exhibition booth attendants registration fee includes Presidents Welcome function and conference catering for stand up luncheon. AUD225.50	Number of attendants	

Total purchase _____

Provide the names of exhibitor attendees, please see document below.

After each payment is received, a Tax receipt will be emailed to your nominated email address
A copy of our products/public liability Insurance certificate is enclosed. **Yes/No**

Signage

Company name applied directly to fascia insert. One sign per aisle frontage. Please print your trading name clearly, maximum of 30 Characters including spaces:

Text: _____

(max 30 char)

Payment options

Date _____ Full payment now	Payable with order (full payment by the 30th June 2010 to qualify for the early bird price)	AUD
Date _____ 50% Deposit	Payable with order	AUD
Date _____ Final payment	Final payment by the 30th June 2010 to qualify for the early bird price or 50% balance due by the 31st August 2010	AUD

EFT Payments

Account Name International Seafood and Health Conference
Bank National Bank
BSB 083-004
Account # 89-546-5131

To help us identify your payment, please fax a copy of your bank transaction receipt bearing your name to **+61 3 9310 3643**

By Cheque

Please make cheques payable to:

International Seafood and Health Conference

Mail cheques, and completed form and insurance certificate to:

Conference-Plus Australia Pty Ltd
369 Royal Parade Parkville Victoria 3052

Confirmation

- Booth Exhibition Terms and Conditions as per this Exhibition Agreement form
- All prices quoted include GST

For marketing purposes please forward a low res Logo in JPG format and a 150 word profile of your organisation to enquiries@conferenceplus.com.au by the 31st August 2010

I/We are authorised to sign this document and acknowledge payment of any outstanding balance of our commitment including GST is required by 31st August 2010.

I/We have inspected the rules and regulations governing the exhibition and will comply with them in full.

I/We have read the Exhibitors Services kit that is available on the conference website www.seafoodhealthconference.com

Signature: _____

Dietary requirements

Print Name: _____ Title: _____

Date: _____ Booth/Space: _____

Booth attendees' name

1. _____
2. _____
3. _____
4. _____

Booth/Space preferences

1. _____
2. _____
3. _____
4. _____

Email or Fax this completed form with requested attachments if paying by EFT
+61 3 9310 3643