

**Ocean Innovation 2008 World Summit Ocean Observing Systems
Exhibitor Handbook *Focused on Exhibitors***

Exhibitions, like advertising, PR and direct selling, are a strategic sales and marketing tool. They should be used as part of an overall marketing strategy, not isolation. Ocean Innovation 2008 has been arranged to maximize benefits for you – our exhibitors. We appreciate your significant investment each time you exhibit with us, so it is our goal to make sure you receive the maximum amount of time and sight exposure with buyers, sellers and collaborators – after all you are the show!

Your booth will be open to outside visitors on both exhibition days. Visitor passes can either be purchased in advance by you and mailed out to business contacts or purchased upon arrival at registration at reasonable rates.

This year we will be providing you with 30 plus exhibit spaces to choose from (on a first come first serve basis) throughout two spacious areas suitable for maximum exposure, walk through and networking upon the main floor of the *Delta Hotel & Conference Centre*. Throughout the conference, delegates will be given ample time during nutrition and lunch breaks to visit exhibits and to network with you. Additionally, Ocean Innovation 2008 will be offering all exhibitors and delegates free wireless access within the conference and exhibit areas.

For exhibitors interested business and collaborative opportunities, we wish to inform you that in addition to the substantial number of delegates from across Canada expected to attend Ocean Innovation 2008, we anticipate international delegations from across the globe and have put together a separate evening social event on October 21st namely: ***Rally in the Alley.***

The evening will begin with a proper “scoff” (evening meal) and our well received “Screech In” followed by an exuberating pub-crawl across the infamous George Street. Organized by Newfoundland entertainment experts, *McCarthy’s Party* a popular event, it will allow delegates to experience the nightlife for which St. John’s is so famous for as well as some of our humor and culture. The tour will bring everyone strategically throughout bars/pubs on the street allowing for drink stops & history comments/stories at each,. This is sure to provide conference participants with ample opportunity to mingle all while having a lovely time – after all St. John’s has more bars and pubs per capita than any other city in St. John’s, surely there will be a place for everyone!

Please review the information on the following pages to find out what is included in the rental of exhibit space, and what you should know while planning your presence at this year’s World Summit for Ocean Observing Systems. We look forward to seeing you at Ocean Innovation 2008, and invite any additional comments or concerns you may have.

Warm Regards,

Sherry Power
Conference Coordinator
1-709-778-0756 || Sherry.Power@mi.mun.ca
www.oceaninnovation.ca

Package Contents, Costs & Additional Availabilities

PACKAGE

- Exhibit floor space: All spaces within Salon B, C & D provide a 8' frontage and a depth of 8' (The lobby provides 8' frontage and 6' depth). Your exhibit floor space will be taped and numbered prior to your arrival.
- Electrical service, consisting of a double receptacle outlet providing 1500 Watts – 15 Amps.
- One 6' Topped & Skirted table & Two Folding Chairs. (*Please advise if a different table size is required*)
- Waste basket
- Security during non-exhibiting hours.
- One full conference registration, which entitles the holder to attend all conference sessions and luncheons.

All Exhibitors will receive a complimentary pass for the Annual Ice-Breaker Reception (Sunday, October 19th 7:00pm at The Rooms).

COSTS

There is a single rate structure in place for exhibit space at Ocean Innovation 2008.

The regular rate for a single exhibit space is \$1200.00 Early Bird, \$1400.00 after July 27th, 2008 (plus HST).

ADDITIONAL AVAILABILITIES

In addition to the daytime conference and exhibit activities, all Exhibitors will have the opportunity to attend the conference Gala Dinner, being held on the evening of October 20th, 2008. Coordinated by The Delta Hotel & Conference Centre, spouses and guests may attend with registered Delegates and Exhibitors. Tickets must be purchased in advance through via the registration system at www.oceaninnovation.ca .

Exhibitor Set up/Tear down, Display Company, Shipment & Electrical

SET UP & TEAR DOWN TIMES

Set Up: will take place Sunday October 19th, from 12:00pm until 5:00pm in Salon B, C, D and the Crush Lobby. Shipment Address:

**The Delta Hotel & Conference Centre
120 New Gower Street
St. John's, NL A1C 6K4**

Tear Down: will take place Tuesday October 21st, 4:30pm.

Queries about the Hotel? Call *The Delta* Direct: Scott White, Telephone: 1 709-739-6404

Please note that shipment of exhibitor materials must arrive no later than 3:00pm Friday October 17th, 2008 firm. Please ensure that all materials are clearly marked OCEAN INNOVATION, RE:SHERRY POWER, along with your COMPANY NAME.

DISPLAY COMPANY

Our preferred display company – addressing your audio visual, exhibitor booth needs and electrical requirements is *Atlantic Audio Visual*.

Contact: Duane Mills, Atlantic Audio Visual
Director of Sales & Marketing
(Tel) 1 709-739-6386
(Mobile) 1 709-691-7799
(Fax) 1 709-739-6455
(Email) duanem@atlanticaudiovisual.com

SHIPMENT METHODS FOR EXHIBITOR MATERIALS

(International/National)- *FedEx. Express*
Book online at fedex.ca or call 1-800-463-3339

Locally (St. John's Area) – *The Go Getters Courier Service*
Office 1-709-722-6285 or mobile 1-709-685-0773

Additional Queries or Concerns Related to Ocean Innovation 2008?

Contact: Sherry Power
The Marine Institute of Memorial University, Marketing & Business Development
Direct: 1 709-778-0756 || Fax 1 709-778-0793
www.oceaninnovation.ca