



Exhibitor Marketing & Promotion Guide

Increase the return on your exhibiting investment with these traffic- and sales-building opportunities, exclusive to FEA08 exhibitors.

Use this guide to:

- Order free VIP invitations for your customers
- Add your logo to your Show Buyers' Guide and Web site listing
- Order display advertising in the Show Buyers' Guide
- Order exclusive and attention-grabbing show sponsorships
- Spot light new products
- Reserve on-site rooms for important meetings and receptions
- Add show logos to your industry advertising
- Send press releases to draw attention to your booth
- Learn how to increase your exhibiting ROI



April 9–10, 2008
Rhode Island Convention Center ~ Providence, RI
www.fishexpoatlantic.com

HUGGER EVENT MANAGEMENT, LLC
231 Front Street, Suite One
South Portland, ME 04106
Tel: 207-799-1356
Fax: 207-799-1762

EIGHT EFFECTIVE WAYS TO PROMOTE YOUR BOOTH

Taking advantage of these proven, cost-effective methods of driving traffic to your booth will maximize your exhibiting experience and ensure a greater return on your investment.

- 1. VIP Invitations — FREE3
- 2. Show Buyers' Guide Advertising4
- 3. Sponsorship Opportunities6
- 4. New Product Spot Light.....8
- 5. Meeting Rooms & Hospitality Suites.....9
- 6. Press Promotions — FREE10
- 7. Pre-show Advertising — FREE10
- 8. Tried and True Tradeshow Promotion Tips11



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1. VIP INVITATIONS

Show your customers how important they are. Invite them to see you at the show — absolutely FREE. We'll automatically send you 50 VIP invitations to distribute to your customers. The VIP invitation allows your customers FREE admission to the show — a \$20 value. Need more than 50? Let us know. We'll send as many as you'd like, but order early, quantities are limited.

Tips For Distributing Your VIP Invitations

- Send a letter to your customers with a VIP invitation— see our sample letter for ideas.
- Hand them out at every sales call – don't forget to leave a few extra for their colleagues.
- Have retail space? Distribute VIP invitations at the check-out counter.
- Enclose a VIP invitation with invoices or shipping packages.
- Post the electronic VIP invitation on your Web site with the show dates and your booth number.
- Attach the electronic VIP invitation to your promotional emails, newsletters or electronic invoices.

Need More VIP Invitations?

We would be happy to send you more VIP invitations for your customers. Simply complete the form below.

Deadline: March 7, 2008

- Please send me an additional _____ VIP invitations for my customers.
- Please email me the PDF version of the VIP invitation.

Company: _____

Contact: _____ Booth #: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Date

Dear Customer:

ABC Company will be exhibiting at Fish Expo Atlantic, April 9–10, 2008 in Providence, RI. Come by our booth, #123, to see out our latest product line and take advantage of our show specials. Place an order at the show and be entered into our special prize drawing.

Enclosed is a VIP invitation that will allow you to register for Fish Expo Atlantic FREE, saving you the \$20 registration fee.

Simply pre-register online at www.fishexpoatlantic.com or bring this with you when you register at the show.

Please contact us if you need additional VIP invitations for your friends and colleagues. We look forward to seeing you at the show in April.

Sincerely,

John Doe
President
ABC Company

Fax, Email or Call:

Nicole Knispel
Fish Expo Atlantic
P: 207-799-1356
F: 207-799-1762
E: nicolek@huggercom.com



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2. FEA Show Buyers' Guide Advertising

The Show Buyers' Guide is the Bible of every tradeshow. Every attendee that comes through the door receives this vital publication — 70% will retain a copy for a year or more. Be sure to advertise in the Show Buyer's Guide to increase traffic to your booth.

Show Buyer's Guide Listing & Web Site Logos \$350

Make your company stand out in the Show Buyer's Guide exhibitor list and on the FEA Web site by adding your black and white logo.

Show Buyers' Guide Front Cover Ad \$4,000

Your advertisement printed as a banner on the cover of the Show Buyers' Guide. This high-visibility opportunity includes a full-page black and white ad inside the guide. The cost of production is not included.

Show Buyers' Guide Display Advertising

| Position | Rate |
|--|---------|
| <input type="checkbox"/> 1/4 Page (b&w only) | \$500 |
| <input type="checkbox"/> 1/2 Page (b&w only) | \$900 |
| <input type="checkbox"/> Full Page (b&w) | \$1,200 |
| <input type="checkbox"/> Inside Back Cover (4-color) | \$2,000 |
| <input type="checkbox"/> Inside Front Cover (4-color) | \$2,000 |
| <input type="checkbox"/> Outside Back Cover (4-color) | \$2,500 |
| <input type="checkbox"/> Front Cover Banner w/Full Page (b&w)..... | \$4,000 |

Space Reservation Deadline **March 17, 2008**
Materials Deadline: **March 24, 2008**

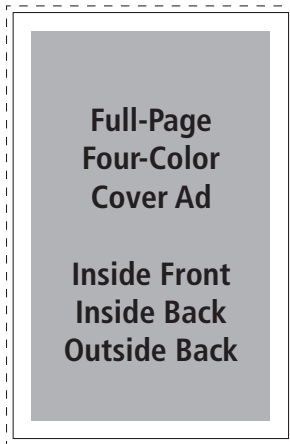
Exhibitor _____
 Contact _____ Booth # _____
 Phone _____ Fax _____
 E-Mail _____

Please see next page for sizes and mechanical specifications.

Fax, Email or Call:

Nicole Knispel
 Fish Expo Atlantic
 P: 207-799-1356
 F: 207-799-1762
 E: nicolek@huggercom.com

FEA 08 SHOW BUYERS' GUIDE ADVERTISING SPECIFICATIONS

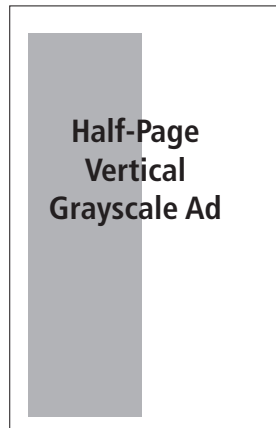


Trim: 5.5" x 8.5"
Bleed: 5.75" x 8.75"

CMYK only.

Please keep all live material 1/2" away from all bleed edges.

Bleed all sides .125", please include crop marks.



Size: 2.2917" x 7.75"

Grayscale only.

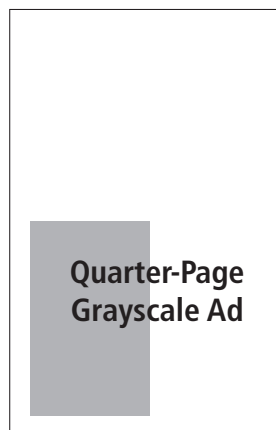
No bleed, please include crop marks.



Size: 4.75" x 7.75"

Grayscale only.

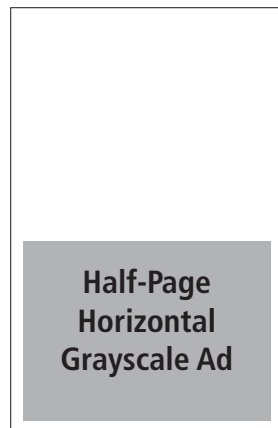
No bleed, please include crop marks.



Size: 2.2917" x 3.75"

Grayscale only.

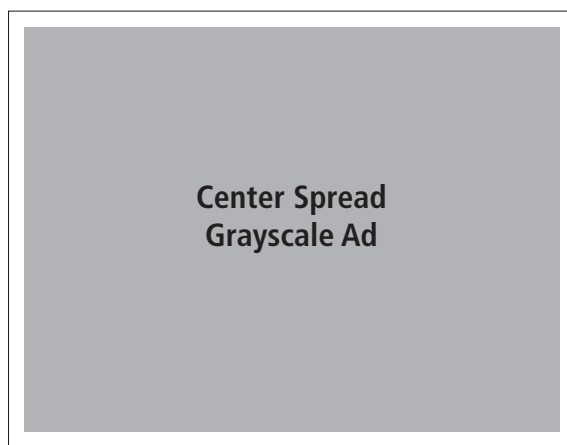
No bleed, please include crop marks.



Size: 4.75" x 3.75"

Grayscale only.

No bleed, please include crop marks.



Size: 10.25" x 7.75" • Grayscale only.
No bleed, please include crop marks.

Press quality PDFs are the preferred format.

However, we do accept Mac-OS based files in the following formats: Photoshop TIF, Illustrator EPS (all fonts outlined and compatible w/CS).

IMAGES: Raster-based images must be 300dpi at 100% of size. All images must be either CMYK or grayscale depending on ad choice.

SCREEN REQUIREMENTS: 133lpi

SEND MATERIALS TO: nicolek@huggercom.com



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3. SPONSORSHIP OPPORTUNITIES

The Center for Exhibition Research reports that booth efficiency **increases by a whopping 104%** when a sponsorship is included in your exhibit plan. These cost-effective branding opportunities will significantly improve your company's exposure and build name recognition. Make it easy for top buyers to find you. In addition to benefits outlined in each of the following packages, these opportunities also include additional endorsement in the Show Buyers' Guide.

Billboards \$800

Drive traffic to your booth by advertising outside of its walls. Advertise on 3' x 8' four-color, double sided, freestanding billboards located in prominent locations. This opportunity includes mention in the Show Buyers' Guide. Production costs not included.

Banners \$800

We will also have many opportunities to showcase your company's message on banners that overlook the registration area at the Rhode Island Convention Center. Don't miss this opportunity to display your company name and booth number. This opportunity includes mention in the Show Buyers' Guide. Banners to be supplied by the exhibitor.

Conference Sponsorship — Exclusive Opportunity..... \$5,000

Show attendees will acknowledge and appreciate that you've unwritten their conference program when you become the official Conference Sponsor. Your company will be identified as the sponsor in all conference session promotions, in the Show Buyers' Guide, on the FEA Web site, in visitor promotional materials, and in on-site signage. As Conference Sponsor you may also distribute materials outside the conference room and greet conference attendees.

Registration Bag Distribution — Exclusive Opportunity \$1,000

Strategic bag distribution outlets will be located in the registration area. This exclusive opportunity will create "walking mini-billboards" as attendees carry them showing your company's logo and message onto every area of the show floor. This opportunity includes mention in the Show Buyer's Guide. Production costs not included.

Lanyards — Exclusive Opportunity \$1,000

Put your company name and marketing message on the official show lanyard. This is an exclusive branding opportunity to distribute your lanyards in the registration area and information booth on site. Lanyard production is the responsibility of the sponsor. This opportunity includes mention in the Show Buyers' Guide. Production costs not included.

Theater & Beer Garden — Exclusive Opportunity..... \$7,000

FEA is introducing a new feature in 2008—the Theater & Beer Garden. Set up in the back of the exhibit hall, this will be the only food-and-beverage concession on the show floor...an inviting and casual place for exhibitors and attendees to gather during show hours for food and refreshments. A large-screen projection system will be installed as part of the Beer Garden, and will feature loops of interesting commercial fishing and commercial marine video and still photography. As sponsor, you'll be entitled to naming rights (i.e. Acme Theater & Beer Garden), and your sponsorship will be proclaimed in signage, on all promotional materials, in logo IDs in the video loop, and on table cards. In addition, space will be provided in the Theater & Beer Garden for a product display. The Theater & Beer Garden will be promoted in the Show Buyers' Guide recognizing the sponsor in a full page ad.

Please order sponsorships using the form on page 7.



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Sponsorship Order Form

Indicate choices below. Fees do not include materials production. Production costs will be quoted separately. See page 6 for complete sponsorship descriptions.

- Billboards \$800
- Banners..... \$800
- Conference Sponsorship \$5,000
- Registration Bag Distribution \$1,000
- Lanyards..... \$1,000
- Theater & Beer Garden \$7,000

DEADLINE: March 17, 2008

Exhibitor _____

Contact _____ Booth # _____

Phone _____ Fax _____

E-Mail _____

Fax, Email or Call:

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Fish Expo Atlantic
P: 207-799-1356
F: 207-799-1762
E: nicolek@huggercom.com



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4. NEW PRODUCT SPOTLIGHT

Here's your chance to place your new products in the spot light! New products will be featured in the official Show Buyers' Guide and in on-site displays, free of charge. To qualify, products must have been introduced to the commercial fishing or commercial marine marketplaces in the 12 months proceeding April 9, 2008.

Product Name: _____

Description (50 Words Max.)

| | | | | |
|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 |
| 31 | 32 | 33 | 34 | 35 |
| 36 | 37 | 38 | 39 | 40 |
| 41 | 42 | 43 | 44 | 45 |
| 46 | 47 | 48 | 49 | 50 |

Exhibitor _____

Contact _____ Booth # _____

Phone _____ Fax _____

E-Mail _____

DEADLINE: March 17, 2008

Fax, Email or Call:

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5. RESERVE A MEETING ROOM OR HOSPITALITY SUITE

Consider Reserving A Room For:

- Conducting a board meeting at the show. •Meeting privately with your customers and new prospects. •Inviting visitors to an informational presentation. •Holding a press conference.
- Organizing a breakfast, luncheon, or reception.

Meeting rooms at the Rhode Island Convention Center are available to exhibitors for \$300 per day. Please allow one week for processing. Show management will contact you with room availability and instructions on ordering additional services.

Preferred Room Set-up: (For assignment purposes only, once assigned you will receive a confirmation letter detailing procedures on ordering additional furniture and services.)

Classroom: Rows of tables and chairs facing a podium w/mic. and 6' speakers' table.

Theater: Rows of chairs facing a podium w/mic. and 6' speaker's table.

Conference: Chairs placed around a large conference table.

Banquet: Round tables and chairs with 8 to 10 people per table.

- Classroom Theater Conference Banquet

Please do NOT list my meeting in the official 2008 Show Buyers' Guide.

Please list my meeting in the official 2008 Show Buyers' Guide as:

Name of Company/Meeting: _____

Meeting Date: _____ Meeting Time: _____ to _____

Number of People Expected: _____

Exhibitor _____

Contact _____ Booth # _____

Phone _____ Fax _____

E-Mail _____

DEADLINE: March 17, 2006

Fax, Email or Call:

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6. PRESS PROMOTION

Editors are always looking for breaking news about the latest technologies on the market. This free publicity increases your company's visibility and generates interest in your products and services.

Exhibitors may post news they have in the press release section of our high-traffic Web site. Simply send a finalized press release complete with contact information, booth #, company and product news to nicolek@huggercom.com and type FEA EXHIBITOR PRESS RELEASE in the subject area.

Exhibitors can also request a list of industry/trade press. Simply send an email to nicolek@huggercom.com and type FEA PRESS LIST REQUEST in the subject area.

7. PRE-SHOW ADVERTISING

Pre-show and at-show advertising will ensure that buyers will put you on their list of companies to visit while they're at the show.

According to CARR Reports, 8 out of 10 trade magazine readers attend industry tradeshow and 83% claim they use publications to pre-plan their visit.

TIPS for Creating Tradeshow Ads

- Include the show logo and dates (visit www.fishexpoatlantic.com, in the Exhibitor's Only section, to download a show logo)
- Always include your booth number in your ad
- Invite buyers directly to your booth
- Promote show specials
- Launch new products
- Highlight a special event or celebration
- Announce a raffle, drawing or give-away



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8. TRIED AND TRUE TRADESHOW PROMOTION TIPS

A company's tradeshow exhibit is a marketing opportunity — the chance to make an impression on buyers and convince them to come into your booth. It is a vital part of an effective, integrated marketing effort. How can an exhibitor get the most out of their participation in the event? Here are some tips for achieving the perfect blend of design and effective marketing message.

1. Set measurable goals for exhibiting. Make sure goals are specific, for example: Attain contact information for 50 qualified buyers who are interested in purchasing your equipment within four to six months.
2. Promote your presence at the event pre-show, onsite and after the event to maximize your investment. Invite customers and prospects to your booth with a pre-show mailing. Take advantage of our onsite branding opportunities. Advertise in the pre-show issues of leading trade publications and in the on-site Show Buyers' Guide. Send out a press release of a new product you will be launching around the show.
3. Booth giveaways can be an effective part of your success. Make sure your giveaway doesn't interfere with your goal of attracting qualified prospects. Avoid stacking the giveaways on countertops. Instead, hand them out after a discussion as a way to show your appreciation to attendees for their taking the time to discuss needs and applications. Always tie giveaways to some form of registration.
4. Design your booth so visitors can navigate easily without feeling crowded. Keep the atmosphere intimate, and remove any barriers (such as tables) between yourself and your audience.
5. Booth Etiquette

Don't sit. You'll give attendees the impression that you don't care or that you're lazy.

Don't read. You aren't able to make eye contact with attendees as they walk by your booth.

Don't ignore attendees. If you're busy when someone approaches, either acknowledge him/her or try to include him/her in your conversation. If you're talking with a booth-mate, break it off immediately.

Don't talk on the telephone. Spending time on the phone is time away from potential prospects; more importantly, it tells everyone you have better things to do.

Don't stand where you become a barricade or block the attendees' view. Stand near the aisle and off to the side.

Don't hand out literature freely. Your catalogs and brochures end up in a bag with everyone else's literature. Be discriminating in who gets literature. Better yet, mail them to qualified prospects after the show.

Don't cluster with friends and other booth personnel.