



# 2017 Seafood Expo North America Planning Guide



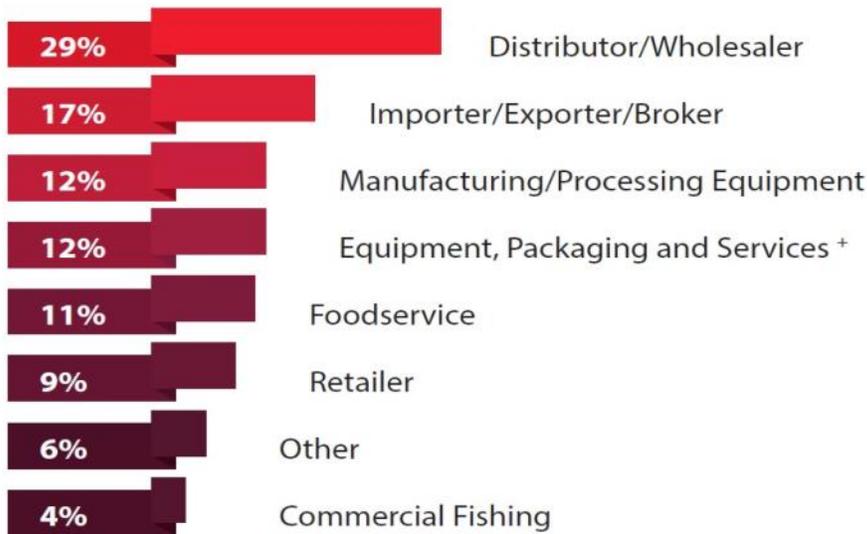
Thank you for your interest in the 2017 Seafood Expo North America. This is the largest seafood show in North America and the second largest. We expect the interest in participating in this year's booth to be at an all time high.

The Maryland Seafood Marketing Program is here to help you get into the seafood show at a discounted rate as we feel that this is an important venue for you to get your product onto an even larger stage.

Please read this guide and feel free to contact us if you have any other questions.

# Why Attend?

## TOP VISITOR INDUSTRIES



*\*Includes: Cold Storage/Transportation/Logistics, Packaging/Labels, Equipment, Financial Services and Technology Solutions*

## VISITOR PURCHASING AUTHORITY



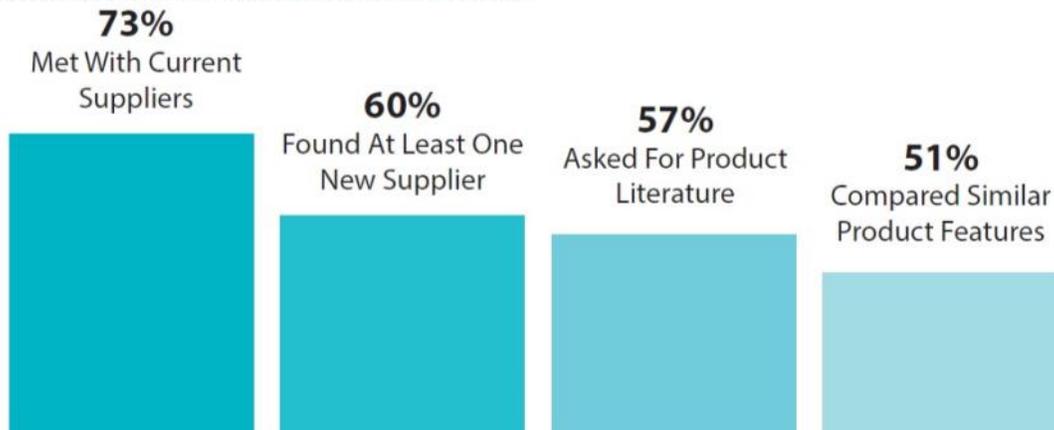
**83%** of visitors involved in or influence purchasing decisions



**71%** of visitors intend to purchase as a result of the expo

**91%** of visitors plan to return next year

## REASONS WHY ATTENDEES COME:



*All results based on 2015 visitor registration or post-event surveys.*

## CONNECT WITH THE SEAFOOD INDUSTRY

▶ Total 2015 Expo Attendance.....20,682



**70%**  
United States

**9%**  
Canada

**8%**  
Asia

**6%**  
Central &  
South America

**6%**  
Europe

**1%**  
Rest of  
World

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## TOP 10 PRODUCTS & SERVICES THAT ATTENDEES PURCHASE

- |                                    |                                          |
|------------------------------------|------------------------------------------|
| 1. Frozen seafood                  | 6. Private label                         |
| 2. Fresh seafood                   | 7. Canned seafood                        |
| 3. Aquaculture/farm-raised seafood | 8. Packaging materials & equipment       |
| 4. Live seafood                    | 9. Transportation/logistics/cold storage |
| 5. Value-added seafood             | 10. Services                             |

## 2015 TRADE SHOW EXHIBIT SPACE

▶ Occupied Exhibit Space: 220,130 square feet

# Convention Center Map



Entrance

Maryland Seafood Booth

The Maryland Seafood Booth is ideally located near one of the main entrances to the convention hall. This location results in excellent exposure to all of the people coming into the expo. Additionally, we are located under one of the glass walking bridges that go over the show floor. Many people walk along the bridge and have an excellent 'birds eye' view of our booth. You can expect a great deal of traffic throughout the show.

# Deadlines

Applications must be submitted by **December 1, 2016**

*Late applications will not be accepted*

Payment must be received in full by **January 27th, 2017**

*Additional requirements (tables, chairs, etc) must be submitted at this time.*

Attendee names for badges must be submitted by **February 1st, 2017**

*Each booth space comes with four (4) exhibitor badges and four (4) attendee badges.*

**DON'T MISS  
THE DEADLINE**



## The Booth

The Maryland Seafood Marketing Program will provide you with the following items for your booth, which are included in the price.

*One six foot folding table*

*White tablecloth*

*Two plastic chairs*

*Waste can*

*Carpet & padding*

*Daily vacuuming and waste disposal*

*Basic electricity (shared)\**

The Maryland Seafood Program has a backdrop that runs the entire length of the booth. This backdrop is designed to make the booth cohesive and set us apart as 'Maryland Seafood'. We do not allow objects to be placed in front of the banner. There is space behind the booth to store some small objects and you have the space underneath the table. We need to keep the area behind the tables fairly uncluttered. The space on the table is yours, table top displays, brochures, products to demo. You are also welcome to hang banners off the front of the table to promote your business.

\*The electricity provided is basic and shared with other booth members. It will be enough to charge your phones, laptops, etc. If you plan on using any cooking equipment you will need to upgrade the electric at your expense.

**PER SHOW RULES, NO EQUIPMENT MAY BE DISPLAYED IN THE BOOTH.  
DISPLAY IS LIMITED TO PROMOTION OF EDIBLE ITEMS ONLY.**



# Pricing?

## Good question

**The pricing for the 2017 North American Seafood Expo will be consistent with last year. Priority will be given to applications from businesses required to pay the MD Seafood Marketing surcharge.**

*Interior Booth Space (8ft frontage) - \$2000*

*Corner Booth (18ft frontage - Only one available) - \$2500*

**Add On Items: \*\***

Extra Table -

4 foot \$136.65    6 foot \$171.35    8 foot \$191.00

Extra Chairs - \$73.40

High Top Table -

4 foot \$172.90    6 foot \$205.85    8 foot \$227.25

High Top Chair - \$71.75

Upgraded electricity - \$182

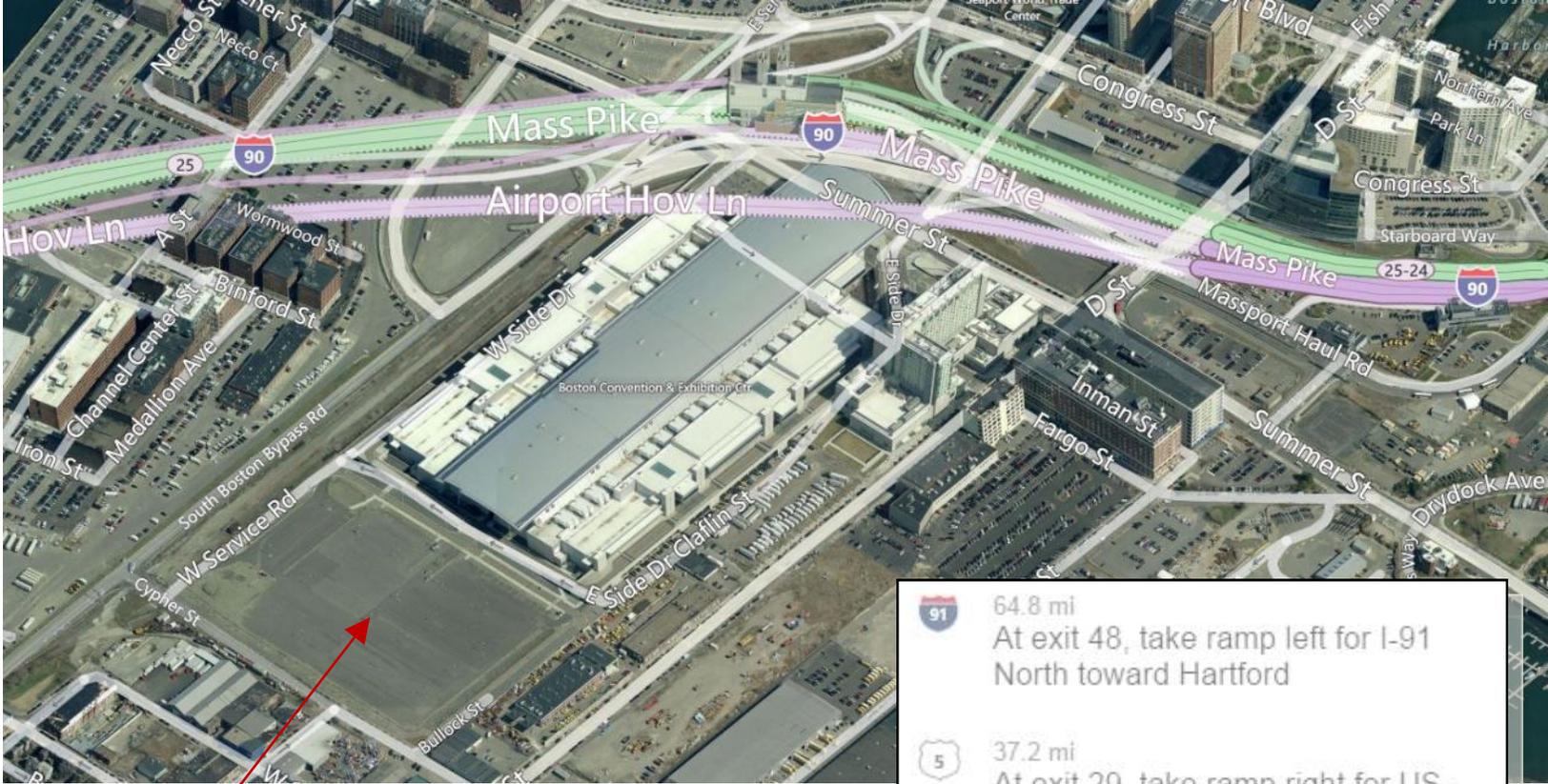
Ice delivery - \$20 per 40lbs bag per day

*(\*\*Exact pricing for add on items will not be available until January 2017 but is expected to be similar to 2016)*

# The Booth Guidelines

- The booths are non-refundable
- You are expected to staff your booth at all times from 9am - 5pm each day.
- Per show rules you are not allowed to leave early on the last day.
- The area behind the tables must be kept clean and free of clutter.
- One pull up banner per company is allowed, it must not significantly block the view of backdrop.
- Banners are allowed to be attached to the front of the table
- If you have meetings scheduled please use the upstairs conference rooms as to not congest the area in front of the booth.
- You are responsible for shipping your own materials to the show and for getting them back after the show.
- REFRIGERATE your samples.
- Payment is due in full by the assigned dates or your space will be given to the next applicant
- The booth must be set up the day before the show.

**PER SHOW RULES, NO EQUIPMENT MAY BE DISPLAYED IN THE BOOTH. DISPLAY IS LIMITED TO PROMOTION OF EDIBLE ITEMS ONLY.**



**Parking for Exhibitors**

There are shuttles available from many of the local hotels. You can also take a taxi or Uber if you have a smart phone.

Please plan ahead as traffic getting to the show each morning is VERY heavy and it will take you longer than you are planning to get to the show.

-  64.8 mi  
 At exit 48, take ramp left for I-91 North toward Hartford
-  37.2 mi  
 At exit 29, take ramp right for US-5 North / CT-15 North toward E. Hartford / Boston
-  0.6 mi  
 Keep straight onto CT-15 N
-  1.5 mi  
 Keep straight onto I-84 E / US-6 E  
 ⓘ Entering Massachusetts  
 ⓘ Toll road
-  40.8 mi  
 Take ramp right for I-90 East toward Boston / Worcester  
 ⓘ Stop for toll booth
-  56.7 mi  
 At exit 25, take ramp right toward Seaport Blvd
-  0.3 mi  
 Bear right onto Congress St
-  0.3 mi  
 Turn right onto D St
-  0.2 mi  
 Turn right onto Summer St
- 0.1 mi  
 Arrive at 415 Summer St, Boston, MA