



1 | Company Information *(Please Print Clearly)*

Company Name: _____ Booth #: _____
 Pre-show Contact Name: _____ Phone: _____
 On-site Contact Name: _____ Phone: _____
 Mailing Address: _____
 City: _____ State: _____ Zip: _____ Country: _____
 E-mail: _____ Web Address: _____
 50-Word Company or Line Description (will appear as written in flyer): _____

2 | Product Information – Fill out for *each* product you will display. *If you prefer, e-mail this information to: acollins@divcom.com.*

Product Name: _____
 10-Word Product Description for Label: _____
 This product should be displayed in: Full Serve (Fresh/Chilled) Self Service (Packaged/Chilled)
 Dry Goods/Shelf Stable Freezer (*Packaging Must Be Empty)
 Suggested Retail Price \$ _____ Check here if you **do not** want your SRP to be displayed

Product Name: _____
 10-Word Product Description for Label: _____
 This product should be displayed in: Full Serve (Fresh/Chilled) Self Service (Packaged/Chilled)
 Dry Goods/Shelf Stable Freezer (*Packaging Must Be Empty)
 Suggested Retail Price \$ _____ Check here if you **do not** want your SRP to be displayed

Product Name: _____
 10-Word Product Description for Label: _____
 This product should be displayed in: Full Serve (Fresh/Chilled) Self Service (Packaged/Chilled)
 Dry Goods/Shelf Stable Freezer (*Packaging Must Be Empty)
 Suggested Retail Price \$ _____ Check here if you **do not** want your SRP to be displayed

*(*Company and product descriptions, product name, and price will be used as written on promotional pieces in the Marketplace)*

3 | Seafood Marketplace Opportunities - Pricing and Discounts

	Qty.		Qty.		
Full Service Case.....	\$450 per product	_____	Freezer Door (5 shelves).....	\$5,000	_____
Self Service Case.....	\$450 per product	_____	1 Shelf in Freezer (2-3 Products).....	\$1,000	_____
Dry Goods.....	\$250 per product	_____			

Discounts *(Check All That Apply)* – Ask Your Account Rep for Details Today!

- 5-9 Products receive 5% off
- 10 + Products receive 10% off
- *Purchase two freezer shelves and receive a FREE 1-hour sampling session!***



4| Important Please Read

To reserve your sponsorship, complete this form and return it with check or money order in U.S. funds or fax this form as soon as possible to IBSS Sales Department at (207) 842-5505 and follow with payment in the mail. Make check payable to Diversified Business Communications and mail to P.O. Box 3421, Boston, MA 02241-3421. Please be sure to reference the invoice number or the show code (IBSS or SPA). The sponsoring company agrees to supply this form along with payment by the deadline date of February 19th, 2010.

Spaces in the Marketplace are reserved on a first-come first-serve basis. There are limited opportunities available.

Full payment is due no later than February 19th, 2010. Cancellations must be received in writing by February 19th, 2010 and are subject to a 25% cancellation fee. After February 19th, 2010 all outstanding balances become due and payable and no refunds will be made. You must be an exhibitor of the International Boston Seafood Show or Seafood Processing America to participate in the Seafood Marketplace.

All sponsors who purchased an exclusive opportunity in 2009 are offered first right of refusal on that sponsorship.

Please Note: Signature of the sponsoring company confirms agreement to the terms of the sponsorship detailed in the sponsorship brochure.

All rules, requirements, and other information required of exhibitors also apply to the Application for Sponsorship and to sponsors. This is inclusive.

Authorized Signature: _____ Date: _____

5| Fax Completed Application to: ATTN: Nicole Dunbar at 207.842.5505.

E-mail your company logo (300dpi, high resolution) to: acollins@divcom.com