



International Boston Seafood Show Seafood Processing America

March 14 – 16, 2010

Boston Convention and Exhibition Center
Boston, MA, USA



2010 Exhibitor Marketing Opportunities

Make the most of your trade show investment by maximizing your exposure – have your booth in one location and your company name strategically placed online and throughout the show.

There are thousands of buyers visiting the show's websites and walking the show floor. The opportunities here will help you increase the return on your investment and boost sales by:

- ◆ Helping visitors find your booth.
- ◆ Guaranteeing that visitors will remember your name.
- ◆ Maximizing the exposure of your brand in the most cost-effective manner possible.

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Please contact your sales representative to discuss opportunities at +1.207.842.5504

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Branding Opportunities



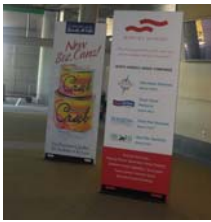
Web Marketing

The International Boston Seafood Show and Seafood Processing America websites are hit more than 100,000 times throughout the year. Increase your exposure to potential customers and prospects with a banner ad located on the highest traffic pages within the website or update your exhibitor listing for greater impact. Please refer to page 3 for more information.



Print Presence

61% of visitors reported that they use the Show Program and/or Exposition Map to identify booths to visit, and 60% of visitors reported that they keep their IBSS/SPA Show Program for six months or more after the show. Get your message in the hands of thousands of motivated buyers by placing an advertisement in the International Boston Seafood Show/Seafood Processing America Show Program – an onsite resource and year-round reference for visitors. For more information refer to page 4.



Onsite Presence

57% of the seafood buyers who attend The International Boston Seafood Show indicate that IBSS is the most useful tool in making their purchasing decision. Make sure IBSS and SPA buyers know where to find you by extending your company's presence outside your booth with one or more of these sponsorship opportunities! For more information, refer to pages 5-6.



Custom Visibility Opportunities with Key Buyers

Key Buyers are the top buyers attending the International Boston Seafood Show and Seafood Processing America with volume seafood purchasing responsibility in multi-unit retail and foodservice establishments – 284 qualified Key Buyers attended the event in 2009. This is your chance to gain their attention by sponsoring one of the opportunities created just for them. For more information, refer to page 7.



SeafoodSource.com

Marketing integration maximizes the impact on your target market. By using SeafoodSource.com to promote your products and your message, you'll reach buyers who rely on it year-round for news and information about the global seafood industry– thousands of whom also attend IBSS/SPA.

For more information, visit www.SeafoodSource.com/advertise, or refer to page 9.



New Product Showcase & Awards Competition

81% of visitors found new products at the International Boston Seafood Show.

Display your new product so Key Buyers are compelled to find you to taste, see and analyze your product. For product entry and sponsorship opportunities, please contact Minh Ly-Gordon at mlygordon@divcom.com or 207.842.5525.

Web Advertising



Each ad position is available for up to 3 companies.

Leaderboard ad is run-of-site.

Banner ad is available as:

- Home Page
- Visitor Registration Page
- Travel Page
- Exhibitor List Page

Medium Rectangle and Button ads available on the following pages:

- Home Page
- Visitor Registration Page
- Travel Page
- Exhibitor List

Ad Unit Name	Size (pixels)	Max File Weight	Animation
Leaderboard	728w x 90h	40k	10 sec max
Banner	468w x 60h	40k	10 sec max
Medium Rectangle (2 positions avail.)	300w x 250h	40k	10 sec max
Button (2 positions avail.)	120w x 60h	40k	10 sec max
<p>Format: Animated GIF, TIF, JPG. All creative must function uniformly on Mac and PC platforms as well as multiple versions of Netscape, Internet Explorer, Firefox, and Mozilla.</p> <p>Submission Deadline:: 3 business days prior to launch date.</p>		<p>Please contact your sales representative for specific rates: Karen Butland: (207)-842-5538 kbutland@divcom.com</p>	

Web Link & Logo Link

Enhance your online “booth” with a logo and direct link to your website next to your company name and contact information. Ensure that your branding reaches buyers before the show and after the show – when they explore the exhibitor list and make their show plans – they’ll see your logo, before they even get to the show.

Show Program Advertising

AD SIZE	DIMENSIONS
	<i>Non Bleed - See below for Bleeds</i>
1/4 page	3 5/16" w X 4 7/8" h
1/2 page	7.0" w X 4 7/8" h
Full-page	7" w X 10" h
Back Cover (exclusive)	7" w X 10" h
Inside Covers (exclusive)	7" w X 10" h
Divider	7" w X 10" h
Printed Belly Band <i>(printed on cover)</i>	8 1/8" w X 5" h
Wrapped Belly Band	See below
Width: 8 1/8 x 2 = 16 1/4" Thickness: 1/8" x 2 = 1/4" Overlap (glue area): 1 1/2" 16 1/4" (total width) + 1/4" (total thickness) + 1 1/2" (overlap) = 18" Total size of belly band = 18" Height: 4 1/2" to 5" Belly band must be centered on the Program so overlap will be centered. Belly Band Paper Weight 80# stock	



Mechanical Requirements

Trim Size: 8 1/8" w X 10 7/8" h

*Prices quoted are for print-ready files.

Bleeds:

Bleed size: 8 3/8" x 11 3/8".

Keep live matter including text a minimum of 3/16" from the trim edges of 8 1/8" x 10 7/8".

Electronic files accepted for B&W ads:

Electronic files accepted via email, zip disk or CD. Ads (approved B&W proof of the ad is required) should be created in InDesign with supporting files and include all fonts. Online web graphics are unacceptable for printed materials.

Electronic files accepted for Color ads:

Electronic files accepted via email, zip disk or CD. Ads (approved color proof of the ad is require) should be created in InDesign with supporting files and include all fonts. Online web graphics are unacceptable for printed materials.

Please be sure that you are submitting electronic files using the following software applications for **Macintosh platform only**. We accept the following files for supporting graphics, logos and art:

- Adobe Illustrator eps/ai files
- Adobe Photoshop eps/tiff/bmp/pcx
- Acrobat PDF files

Sponsorship Opportunities

- **Window Cling Banners**

Available on a first come, first served basis

Have your company name and message prominently displayed on a four-color vinyl banner located above the entrance to the show in the North Lobby.

- **Freestanding Advertising Panels**

Available on a first-come, first-served basis

Have your company name and message prominently displayed on a double-sided, four-color, huge 8' free-standing advertising panel. Multiple locations available for panels

- **New Product Showcase**

Exclusive sponsorship

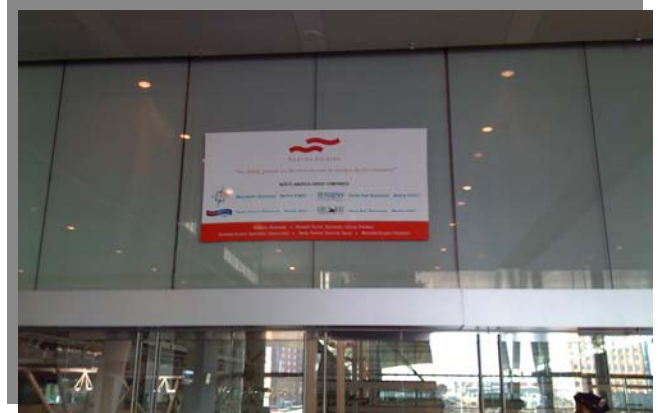
The number one reason buyers attend a trade show is to locate new products! The New Product Showcase is where seafood buyers go to find what's new in the industry. Prominently display your company name on the sign for the New Product Showcase along with selecting where in the showcase you would like your new product placed. For details, contact Minh Ly-Gordon at mlygordon@divcom.com or 207.842.5525.

- **Lanyards**

4 sponsorships available

Sponsor produces own lanyards.

Lanyards are one of the most requested items by visitors. Imprint your company's name and message on lanyards that will be distributed in the registration and information area.



- **Show Banners**

Available on a first-come, first-served basis

Have your company name and message prominently displayed in four-color across a 4ft. x 5ft. show banner. Located near registration and entrance to exhibit hall. Larger size options available.

- **Column Wraps**

Available on a first-come, first-served basis

Have your company name and message displayed on a four-sided, four-color column wrap. Multiple locations available for column wraps.

- **Pens**

Exclusive sponsorship

Sponsor produces own pens.

Provide visitors with pens with your company's name and logo to be distributed at registration, the information booth, and the press room.

- **Writing Pads**

Exclusive sponsorship.

Sponsor produces own writing pads.

Provide visitors with writing pads with your company's name and logo to be distributed at registration, the information booth, and the pressroom.





More Sponsorship Opportunities

- **Exposition Map**

Exclusive sponsorship

Visitors looking to navigate their way through the show will refer to the IBSS/SPA exposition map. Your company's ad will be prominently placed on the back of the map and your company's booth highlighted on the show floor. Maps will be located at all the show information areas along with the show program.

- **Name Badges**

Exclusive sponsorship

Over eleven thousand visitors cannot access the show without a badge. Put your company's sales message on the back of the visitor's name badge. Your company's message will be reinforced each morning visitors put on their badge.

- **Show Carry-All Bags**

2 sponsorships available

Sponsor produces own bags.

Provide visitors with show bags to help them collect information! Imprint your company's name and message on show carry bags to be distributed at the entrance to the exhibit hall during the first two days of the show.



- **Keynote and Conference Sponsorships**

These opportunities vary from year to year. If you have an idea to develop or would like more information contact your sales representative.

- **Seafood Marketplace**

The Seafood Marketplace is a fully operational retail seafood market right on the show floor, tied directly to Seafood Marketplace Seminar, a seminar designed for those interested in better understanding how to drive profitable seafood sales in the supermarket environment. Opportunities in the Seafood Marketplace vary; please contact Nicole Dunbar for more information at ndunbar@divcom.com or 207.842.5510.



Key Buyer Sponsorship Opportunities

Key Buyers are buyers with high volume purchasing responsibility for large multi-unit retail or foodservice establishments. **284 qualified Key Buyers attended the 2009 International Boston Seafood Show.**



Choose among the following opportunities to reach these top buyers:

Key Buyer Advantage Package

One product brochure or gift inserted into the key buyer welcome bags to be dropped at hotels and in the key buyer lounge. Insert or gift must fit in 12" x 12" bag. Also Includes recognition in all key buyer related materials. *Sponsorship fee: \$1500*

Pens

Includes sponsor's pens pre-inserted into the nylon badge carrier, given to key buyers with their badge. Sponsor must produce and supply pens. 2 sponsorships available. *Sponsorship fee: \$1750*

Logo Ad on Badge Carrier

Company logo printed on the back of the nylon badge carrier given to key buyers. *Sponsorship fee: \$1750*

Business Card Insert

Business card size advertisement pre-inserted into the nylon badge carrier given to key buyers with their badge. Sponsor to provide the insert. 2 sponsorships available. *Sponsorship fee: \$1750*



Custom Packages

We will work with you to create a sponsorship package designed for maximum exposure, increasing the odds of buyers noticing your company message and product above the rest.

If you have an idea for a sponsorship opportunity, please feel free to contact your sales representative at 207.842.5504.