



ALASKA SEAFOOD MARKETING INSTITUTE

November 3, 2011

Subject: Upcoming European Seafood Exposition

Dear industry members,

Attached you will find the application to apply for a reserved table in the second floor business lounge of ASMI's 2012 pavilion at the next ESE held in Brussels, Belgium on April 24-26, 2012.

Reserved tables are available for a fee of \$1,000. Purchasing a table will allow you to utilize the upstairs lounge to conduct meetings and display materials. Each table will have at least three chairs. ASMI will provide security services to ensure that co-exhibitors and table-holders have exclusive access to the business lounge. Reserved tables will display the reserving company's logo.

Due to limited space in the upstairs, ASMI can only offer seven reserved tables. Tables will be reserved on a first come, first serve basis. Please contact Hannah Lindoff at Hlindoff@alaskaseafood.org to reserve a table. ASMI will require payment in full by January 31, 2012.

ASMI will make every effort to keep you apprised of all pertinent information regarding the show. You may expect more correspondence regarding response to our applications and the configuration of the business lounge after January 31.

Thank you for your cooperation. Please call if you have any questions.

Hannah Lindoff
Alaska Seafood Marketing Institute
311 North Franklin St. Ste. 200
Juneau, AK 99801
Tel: 907/465-5566; Fax: 907/465-5572



**ALASKA SEAFOOD MARKETING INSTITUTE
COMPANY PARTICIPATION FORM**

Please mail \$1,000 to the address below by the deadline date of **January 31, 2012**.
Checks should be addressed to ASMI.

ASMI
Attn: Shannon McCain
311 N. Franklin St., Suite 200
Juneau, AK 99801-1147
Tel: (907) 465-5560

**I would like to reserve a table in the upstairs business lounge of the ASMI pavilion at the European Seafood Exposition (ESE) held in Brussels, Belgium, April 24-26, 2012.
I have read and understand the policy regarding deadlines for the tradeshow.
I further understand the full fee for a table is \$1,000.**

NAME: _____

COMPANY: _____

EMAIL: _____

DATE: _____