



**ALASKA SEAFOOD MARKETING INSTITUTE**

November 3, 2011

**Subject: Upcoming European Seafood Exposition**

Dear industry members,

Attached you will find the application to apply for participation in ASMI's 2012 pavilion at the next ESE held in Brussels, Belgium on April 24-26, 2012.

The fee to participate is \$4,500 for a booth which includes the following:

- Booth set-up (Please note that double booths will be subject to availability)
- Product shipment\* of 100 lbs (net weight)
- Cold storage and ice
- Exhibitor badges
- Use of 2<sup>nd</sup> floor business lounge

\*Please note that coordination of the freight will be conducted solely by the freight forwarding company this coming year and **strict adherence to the deadlines imposed for freight shipment will be reinforced**. Exhibitors unable to meet the shipping deadlines will be responsible for shipping their own product.

ASMI will require a 50% deposit for reserving a booth at the show. This deposit of \$2,250 will be due **November 30, 2011**.

- Remainder of the fee is due **January 31, 2012**.
- Refunds will be handled based on the following:
  - Withdrawal from the show **prior** to January 31 will result in a refund of 50% of paid deposit.
  - Withdrawal from the show **after** January 31 will result in a refund of 50% of the total fee for the show if a suitable replacement is found. If a replacement is **not** found, **no** refund will be given.

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 pavilion 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 \$2,250 deposit (50% of the total \$4,500 fee) to the address below by the deadline date of **November 30, 2011**. The remainder of the fee is due by **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 co-exhibitor space under ASMI's umbrella pavilion at the European Seafood Exposition (ESE) held in Brussels, Belgium, April 24-26, 2012.  
I have read and understand the policy regarding deadlines and refunds for the tradeshow.  
I further understand the full fee for participation is \$4,500.**

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

DATE: \_\_\_\_\_

EMAIL: \_\_\_\_\_