

The inaugural “The Wonders and Opportunities of our Oceans” Exhibition

Including Health and Wellbeing from Seafood



In conjunction with
the International Seafood
and Health Conference
6 - 10 November 2010

Chairman's Invitation

An exciting international seafood event right in the heart of cosmopolitan Melbourne, Australia! Promoting your business, product or service with a focus on seafood is a unique opportunity and one we're very proud to offer. Over the three days of the conference and five days of the accompanying exhibition there will be countless openings to:

- promote Australian seafood products to domestic and international consumers
- stimulate sales and expand awareness of your brand
- display and offer samples or sell your goods
- develop relationships with researchers, suppliers and customers
- directly engage the public, government agencies and industry
- share information, especially relating to products, technologies and capabilities
- promote career opportunities through the entire seafood chain, and
- listen, learn and network with world leaders in the seafood industry speaking at the conference.

Creating a Paradigm Shift is the overall theme of the conference and the exhibition theme, **The Wonders and Opportunities of Our Oceans**, will complement the conference by showcasing everything the industry has to offer. Naturally, we have our own goals for this conference and exhibition, but we are also taking a flexible approach to ideas from our exhibitors and sponsors.

Come and join us. We look forward to working with you to prepare for the exciting challenges ahead.

Kind Regards

Roy Palmer, FAICD
Conference & Exhibition Chairman
International Seafood & Health Conference

Why Melbourne?



The Victorian Government sees this conference and exhibition as an important event to be included in its supported event calendar. **The event will be held at the Melbourne Convention and Exhibition Centre - the first conference centre to be awarded a 6 star Green Star environmental rating.** Melbourne is also recognised internationally as one of the world's leading convention cities. We have chosen an exciting time to hold the event - the week after the famous Spring Carnival. (See www.visitvictoria.com for more information on Melbourne and Victoria.)

The state of Victoria accounts for about 25 per cent of Australia's population, yet it carries out more than 40 per cent of the nation's health and medical research. The universities of greater Melbourne produce more students from the sciences than any other Australian city. Melbourne also ranks alongside London and Boston as the only cities with two world-class medical teaching universities.

Despite Melbourne being one of the finest centres for restaurants and fine dining experiences in the world, there is clearly scope to boost seafood sales in the city. The last Fisheries Research and Development Corporation survey of retail sales and consumption of seafood discovered that "people in Melbourne appear to be eating less seafood (12.5 kg) than their counterparts in Sydney and Perth. Sydney's per capita consumption was estimated at 15.1 kg in 1999, while Perth's was 14.7 kg" (*Ruello 2005*).

About the exhibition

The Wonders and Opportunities of Our Oceans exhibition has been designed to attract all members of the public and provide education and entertainment for families. They will learn about all aspects of what lies beneath the oceans, the science, the careers, the seafood, the environment and the industry. Every day will be family day with activities such as:

- master classes where internationally recognised health specialists will be team up with celebrity chefs to talk about seafood and health, and create simple nutritious and inexpensive seafood dishes. Celebrity chef, Pete Evans, will play a major part in these classes.
- competitions based on seafood and health concepts, and
- careers expo promoting seafood's full range of careers from fisheries management and compliance through science/research to harvesting/processing and on to retail/hospitality and logistics and management.

In addition to the regular exhibition display, we are planning international pavilions that will allow many countries to display their research achievements. This will give the event a truly international feel and great opportunities for interaction with local colleagues and suppliers and particularly with the Victorian public.

Confirmed exhibitors will be listed in the eight-page Event Preview Guide positioned in the middle of the Sun Herald newspaper on 3 November 2010.

Becoming an exhibitor gives you an unprecedented opportunity to take advantage of face-to-face meetings with colleagues, researchers, buyers and members of the public seeking health and wellbeing help and information. Leverage your business by inviting potential clients to meet you at your booth at the exhibition.

Who will attend?

Our research suggests up to 1,000 conference delegates from Australia and overseas will attend over a period of three days, and our marketing experts are suggesting that over 30,000 members of the public could visit the five-day exhibition.

While the conference focuses primarily on seafood and health, much broader issues of food security and human behaviour will also be examined. It is a subject that will attract people from an enormous range of professions and industries: medical and allied health and nutrition, scientific and research communities, undergraduate and postgraduate students, the seafood industry, government agencies, food and hospitality, and media and communications. **A list of the people the conference and exhibition will attract is available at www.seafoodhealthconference.com/whowillcome/.** These are the groups who will be targeted in our campaigns.

How is the exhibition being promoted?



Our print media partnership with News Limited, Herald and Weekly Times will ensure that sponsors and exhibitors receive maximum coverage for their investments.

The organisers have planned an integrated print and electronic marketing campaign for the conference and exhibition. The conference is being marketed directly to all potential interested parties and links have been made with domestic and international organisations. A seafood and health calendar has been distributed widely which promotes the conference and exhibition on a monthly basis. Our print media partnership with News Limited/Herald and Weekly Times will ensure that sponsors and exhibitors receive maximum coverage for their investments.

The exhibition theme, **The Wonders and Opportunities of Our Oceans**, will be marketed extensively and will attract members of the public to learn about all aspects of “what lies beneath”, the science, the careers, the seafood, the environment, the industry and so on.

Marketing material will also be sent to primary and secondary schools, TAFE colleges, universities and child care agencies in addition to our extensive mailing list.

There will be no set public entry fee to the exhibition. Instead a voluntary gold coin donation will be passed on to our charity partners. Aquaculture without Frontiers is an independent non-profit organisation that promotes and supports responsible and sustainable aquaculture in the alleviation of poverty by improving livelihoods in developing countries.

Exhibiting opportunities

A diverse range of organisations should take this opportunity to show their wares to Australian families and the 1,000 delegates from Australia and overseas who are attending the conference.

- Seafood harvesters and grower associations
- Seafood Processors, Manufacturers, Exporters and Importers
- Seafood Foodservice Distributors, Wholesalers and Retailers/Supermarkets
- Recreational fishers' suppliers and resellers
- Aquariums and suppliers
- Restaurants & Caterers
- Charter Boat operators
- International trade delegations
- Professional & Marine safety agencies
- Fisheries & Aquaculture agencies
- Environmental agencies
- Health & Ageing agencies
- Environmental Tourism
- Medical researchers
- Doctors
- Professional medical associations
- Nutritionist, Dieticians, Nursing specialists/associations
- Health support organisations
- Brain and mental health organisations
- Health and wellbeing organisations
- Children's health and welfare agencies
- Household cooking equipment and utensils suppliers
- Publishers of healthy eating cook books, seafood recipe books and seafood publications/magazines
- Publishers of websites promoting health, nutrition and wellbeing
- Health spa operators and rejuvenation resorts
- Exercise disciplines such as Tai Chi and Pilates and health and fitness coaches
- Gymsnasiums and equipment suppliers
- Careers and skills and industry counsellors and organisations

If you have a product or service not listed here, we are keen to discuss your requirements. On behalf of the exhibition management team we invite your organisation to join with this event by completing the application form included in this email, and nominating your space/booth location preferences. Alternatively, send an email to seafoodhealth@conferenceplus.com.au or phone John Richards on +61 3 9330 2813.

Our sponsorship packages – now available on the conference website – offer many opportunities for potential exhibitors to combine exhibition booths in one package.