

MACNA 2010 Sponsor & Exhibit Prospectus

The Marine Aquarium Conference of North America (MACNA) will be held September 2 - 5, 2010 at the Orlando Marriott World Center in Orlando, Florida.

MACNA is the largest and oldest marine aquarium conference held in the US and Canada. Hobbyists of all kinds have been enjoying MACNA every year for over twenty years. Aquarium enthusiasts will have the opportunity to meet and mingle with peers and professionals, and to learn from leading researchers in the fields of aquaculture, marine biology, diving and oceanography.

Based on the feedback of past sponsors and exhibitors MACNA 2010 will feature for the first time a Wholesale Only Day. Your sponsorship or exhibit at MACNA will now be exposed to a entire new audience.

Platinum Event Sponsor Package

\$20,000 (1 available)

The Platinum Event Sponsor Package gives you top billing to all attendees before, during, and after the event, and premium advertising and exhibit placement at the event, solidifying your company's leadership position in the Marine Aquarium community.

- 20' X 20' Best in House Island Exhibit Space
- One 60-minute speaking opportunity during conference
- Company logo prominently displayed on conference marketing materials, web site, entrance unit and floor graphic at the front of the exhibit hall.
- Company logo and booth number printed on room keys for all attendees staying at the Orlando Marriott World Center
- Company name and booth number printed on all raffle tickets
- Full page ad in conference program
- Ten full conference passes* & ten invitations to the Sponsor Party
- Two-time use of Opt-in attendee list (pre and post conference)
- Attendee bag insert

Gold Banquet Sponsor Package

\$15,000 (1 available)

The Gold Banquet Sponsor Package gives you unparalleled access and exposure to all attendees during the event, and demonstrates your company's leadership position in the Marine Aquarium community.

- 20' X 20' Premium Island Exhibit Space
- Banquet
 - One 10-minute speaking opportunity during banquet
 - 4' X 8' Floor graphic listing you as the Banquet Sponsor at the entrance to the Banquet Hall
 - Option to place company merchandise on banquet tables
- Company logo displayed on conference program, web site, entrance unit and floor graphic at the front of the exhibit hall.
- Eight full conference passes* & eight invitations to the Sponsor Party
- Two-time use of Opt-in attendee list (pre and post conference)
- Attendee bag insert



Silver Reception Sponsor Package

\$12,000 (1 available)

The Silver Reception Sponsor Package is a powerful way to gain the mind share and market share of the Marine Aquarium community.

- 20' X 20' Premium Island Exhibit Space
- Reception
 - Company logo on cocktail napkins and drink cups used during the Reception.
 - Banner with company logo on the front of the four bars at the front of the exhibit hall during the reception
 - Bartenders of the four bars to wear your shirts (you must supply)
- Company logo displayed on conference program, web site, entrance unit and floor graphic at the front of the exhibit hall
- Six full conference passes* & six invitations to the Sponsor Party

Sponsor Party Sponsor Package

\$7,000 (1 available)

- 10' X 20' Premium Exhibit Space
- Sponsor Party
 - Company logo on cocktail napkins used during the party
 - Banner with company logo on the front of the bars at the party
 - Bartenders to wear your shirts (you must supply)
- Company logo displayed on conference program, web site, entrance unit and floor graphic at the front of the exhibit hall
- Four full conference passes* & ten invitations to the Sponsor Party

Badge Holder Sponsor Package

\$5,000 (1 available)

- 10' X 10' Premium Exhibit Space
- Company logo prominently displayed on badge holders for all attendees, speakers, and exhibitors
- Company logo displayed on conference program, web site, entrance unit and floor graphic at the front of the exhibit hall
- Two full conference passes* & two invitations to the Sponsor Party

Conference Tote Sponsor Package

\$5,000 (1 available)

- 10' X 10' Premium Exhibit Space
- Company logo prominently displayed on conference tote for all attendees
- Company logo displayed on conference program, web site, entrance unit and floor graphic at the front of the exhibit hall
- Two full conference passes* & two invitations to the Sponsor Party

Print Media Sponsor Package

\$5,000 (2 available)

- 10' X 20' Premium Exhibit Space
- Company logo displayed on conference program, web site, entrance unit and floor graphic at the front of the exhibit hall
- Two full conference passes* & two invitations to the Sponsor Party

Online Media Sponsor Package

\$4,000 (2 available)

- 10' X 10' Premium Exhibit Space
- Company logo displayed on conference program, web site, entrance unit and floor graphic at the front of the exhibit hall
- Two full conference passes* & two invitations to the Sponsor Party

Speaker Room Sponsor Package

\$2,000 (3 available)

- 10' X 10' Premium Exhibit Space
- Company logo on speaker room announcement signs
- Company slides running in speaker room between sessions
- Company logo displayed on conference program, web site, entrance unit and floor graphic at the front of the exhibit hall
- Two full conference passes* & two invitations to the Sponsor Party

Water Sponsor Package

In exchange for supplying Fresh and Saltwater (1 available)

- 10' X 10' Premium Exhibit Space
- Company logo displayed on conference program, web site, entrance unit and floor graphic at the front of the exhibit hall
- Two full conference passes* & two invitations to the Sponsor Party

Add-On Sponsorships

Reception Open Bar Sponsor

\$1,000 (8 available)

Make a splash at the Friday Night Reception by helping provide free drinks for the attendees. Sponsor one of the bars that will be located right in the exhibit hall.

- Reception
 - Banner with company logo on the front of a bar during the reception
 - Bartender of the bar to wear your shirt (you must supply)
- Two invitations to the Sponsor Party

Aisle Marker Sponsor

\$250 (9 available)

Make sure the attendee find your booth by having your logo printed on one or more of the aisle signs that will be placed on the floor at the front of each aisle.

- Company Logo and booth number on one of the 2' X 4' Floor Graphic Aisle Markers at the front of each aisle
- Two invitations to the Sponsor Party

*Conference passes are to be utilized for company employees only and are non-transferable.



Exhibit Hall Package

The Exhibit Hall will be strategically located adjacent to our conference speaker rooms. This event is designed to give you maximum exposure to hobbyists, professionals and buyers in the Marine Aquarium community. We provide the space, tables, chairs pipe and drape. You provide the staff, products and literature.

Each 10' X 10' Space Includes

- Carpeted Floor
- ID Sign (7" X 44") Single Line
- Pipe and drape
 - 8' high back wall
 - 3' high side rails
- 1 ea - 6' draped table (3 sides)
- 2 ea - Contour chairs
- 1 ea Wastebasket
- Electrical outlets
 - 500 watts (5 Amps)
 - During show hours (please see option to add-on for 24-hour power)
- Filtered Natural Sea Water
- Two Exhibit Hall Passes

Exhibit Hall Schedule

Wednesday, September 1

12:00 pm - 7:00 pm
(Move In)

Thursday, September 2

9:00 am - 4:00 pm
(Wholesale Only)

Friday, September 3

11:00 am - 12:00 pm
(MASNA Members Only)

12:00 pm - 6:00 pm
(Open to all attendees)

7:00 pm - 9:00 pm
(Reception)

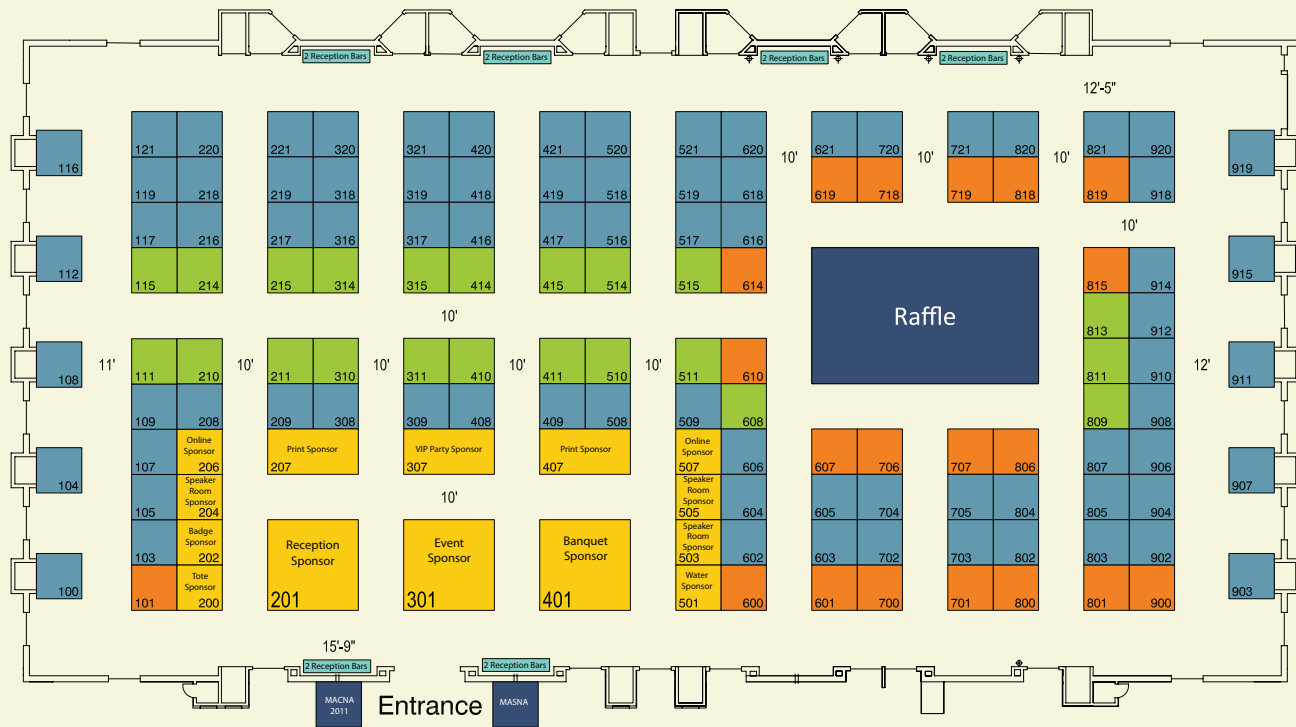
Saturday, September 4

9:00 am - 6:00 pm

Sunday, September 5

9:00 am - 2:00 pm
(Open to all attendees)

2:00 pm - 8:00 pm
(Move Out)



Booth Type	Regular Rate	Early Bird Rate*	MACNA Promo Rate**
Premium Endcap Booths	\$1500	\$1400	\$1200
Standard Endcap & Premium Inline Booths	\$1400	\$1300	\$1100
Standard Inline Booths	\$1300	\$1200	\$1000

*Early Bird Rate: Payment must be received by March 1, 2010

**MACNA Promo Rate: Payment must be received by September 27, 2009