

Stand Out at Icefish 2008

In October, Kópavogur will host another fresh edition of the Icelandic Fisheries Exhibition (Icefish). To make sure thousands of visitors are informed about what will be highlighted at the show, organizer Mercator Media has appointed PRnewsMedia.com as producer of the Icefish 2008 Official Catalogue.

As an exhibitor, you can use the catalog as an effective tool to empower your presence at the trade show. There are several ways to advertise in the catalog: double-page spread, full page, half page, banner, or just your company logo to accompany your entry in the exhibitor list. Check the documents listed below or contact us for more information.

Left to right, Mercator Media marketing manager Isobel Roberts, PRnewsMedia.com general manager Búi Tyril, Mercator Media business manager for Icefish, Marianne Rasmussen-Coulling.

Since its inception in 1984, Icefish has developed to become one of the world's leading fishing events. The trade show offers "a showcase for the latest developments in the commercial fishing industry, from the design and construction of vessels, through locating and catching, processing and packaging, to marketing and distribution."

In the words of the new owner and organizer, Mercator Media: "The show's three-year cycle has proved to be ideal: it gives exhibitors time to develop their products, which means that visitors can be sure of finding innovation and new technology on every stand. This is why Icefish 2005 was the most successful exhibition to date: the show attracted a quality attendance of 14,837 visitors from 50 countries, including fleet owners, the skippers of trawlers and super trawlers, and fish processors."

However, Mercator Media "is determined that Icefish 2008 will be more successful still. Responding to the exhibitors' wishes, the show will now run over three days, and for the first time the organizers will be bringing overseas delegations to the show, ensuring that it is attended by even more of the key buyers and decision-makers from the worldwide fishing industry."

Related documents (PDF):

-- Icefish 2008 Official Catalogue: The Obvious Way to Stand Out at this Trade Show.

-- Icefish 2008 Official Catalogue -- Technical Specifications and Rates: Advertisements

-- Icefish 2008 Official Catalogue: Advertisement Order Form