

# ***DIVESCAPES*** Conference & Exhibition

## **2006**



● EXHIBITOR PROSPECTUS ●

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**APRIL 21, 22, 23rd, 2006**

**Best Western Sherwood Hotel & Conference Centre  
2000 Premier Way,  
SHERWOOD PARK, (near Edmonton), ALBERTA, Canada**

**Connected to: Millennium Place Pool & Recreation Centre,  
so bring the whole family to enjoy!**

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*Be a part of Western Canada's Largest  
Scuba Trade & Travel Show...Divescapes '06*



*Dive into Adventure!*  
**DIVESCAPES**  
Conference & Exhibition

# We're glad to be back.....

**W**estern Canada is one of North America's most active dive markets with over 30,000 certified scuba divers in Alberta alone.

**Albertan's** are avid travelers, looking to the West Coast and out-of-country dive resorts & operators for opportunities to expand their diving locations.

**Since** 1995, the Alberta Underwater Council's "**DIVESCAPES**" has provided a venue to bring divers, travel agents, manufacturers, resort and charter operators and retailers together in Western Canada's largest scuba conference and exhibition.

**In** April 2006, we're glad to be back in Sherwood Park, a satellite community near Edmonton, Alberta, Canada.

**Our** previous Speakers have included some of the dive industry's best known and popular personalities..... People like Stan Waterman, Dee Scarr, Terry German, Jim Willoughby, and Dr Phil Nuytten amongst many others.

**So** in 2006, we hope you will join us for another line-up of top caliber speakers and presenters from the diving world!

**Whether** you are a dive resort owner, charter operator, retail outlet or supplier, travel supplier, tourism, leisurewear & swimsuit wear, **Divescapes** offers you the chance to tap into customers eager to pursue their sport to the max thru this market-focused dive and travel show. This is a great opportunity to meet and make contact with an active water sports and travel clientele.

**LOCATION, LOCATION, LOCATION!!!**

**Sherwood Best Western Hotel and Conference Centre, just off the Yellowhead, 2000 Premier Way, SHERWOOD PARK, ALBERTA (Near EDMONTON)**

**DIVE TRADE & TRAVEL SHOW HRS:**

**FRIDAY, April 21st, 2006**

12noon-6 pm—Exhibitor Move-In, Set-up

6pm—8:30 pm— Trade Show open to Gold/Silver Pass Holders

9pm—11pm—VIP RECEPTION, Hosted by: AUC

**SATURDAY, April 22nd**

8:30am—5:30pm— Trade Show open to all!

**DIVESCAPES DINNER & FILM SHOW, Make sure to get your tickets for this popular event! Cocktails: 6pm-7pm, Dinner/Film:7pm-10:30pm**

**SUNDAY, April 23rd**

8:30 am—11 am: Tear down & take away trade show booths

**CONFERENCE SCHEDULE**

**FRIDAY, April 21st**

6pm-8:30pm—GUEST SPEAKERS in Break—Out Sessions, TBA

9pm-11pm—VIP RECEPTION, all trade vendors, guest speakers, guests, gold/silver pass holders welcome! Hosted by the AUC.

**SATURDAY, April 22nd**

8:30am-5:30 pm—Concurrent & Keynote Speakers

6-7pm: Cocktails (Cash Bar)

7-8:30: DINNER

8:30—10:30—FILM SHOW

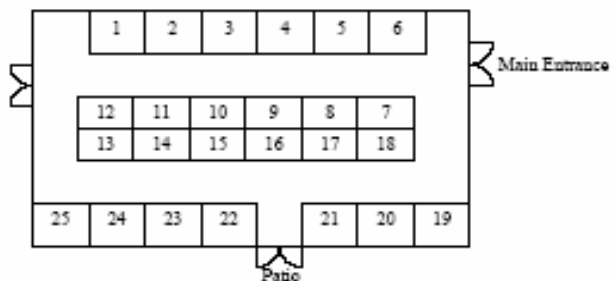
**SUNDAY, April 23rd**

8:30am—11am—Courses, Workshops, TBA

11am-12 Noon—AUC's Annual General Meeting & Elections

*Divescapes provides a unique opportunity .....*

Best Western Sherwood Hotel & Conference Centre  
12-6x10 Booths (Inside) 13—8x10 Booths (Outside)



**BOOTH COSTS:**

**Inside Booths: 6x10: \$214.00 (inc. gst)**

**Outside: 8x10: \$240.75 (inc. gst)**

**Add Power Outlet, 800 W: \$ 32.10 (inc. gst)**



Exhibit Installation Services Inc.

**SPACE ASSIGNMENT**

Booths will be assigned on a first come basis by submitted application. Every effort will be made to accommodate your first choice but booth space is limited so be quick!

**INCLUDED IN YOUR FEES**

- Supply/Installation of booth drapery
- One table
- Unlimited on-site parking
- ONE DIVESCAPES SILVER PASS per booth for you to do with what you choose (Note: Dinner & Film Show tickets are not included with your exhibitor registration. To reserve dinner tickets for you and your staff, please call the Divescapes office (AUC) or see the website. Ph:(780) 427-9125, 1-888-307-8566 OR [www.albertaunderwatercouncil.com](http://www.albertaunderwatercouncil.com)
- POOL Time at Millennium Place is available on a first-come, first-served basis, for equip. demos, intros., etc.

**CANCELLATION POLICY**

- Written cancellations prior to Mar 21/06 will be subject to 50% administration fee.
- Written cancellations after Mar 21st, will be subject to 100% cancellation fees.

**SUPPORT SERVICES**

*The following suppliers have provided excellent support to Divescapes. They will gladly assist in your specialty needs for our show in Sherwood Park (near Edmonton). Please feel free to contact them directly should you require their services for Divescapes '06.*

**SHOW & ELECTRICAL SERVICES:**

Exhibit Installation Services Ltd  
53028 Range Rd 224  
Ardrossan, AB T8E 2M1  
Ph: 780-922-4966  
[info@exhibitinstallation.ca](mailto:info@exhibitinstallation.ca)

**AUDIO/VISUAL SERVICES:**

Inland Audio Visual  
100, 17803—106 A Ave  
Edmonton, AB T5X 1V8  
Ph: 780-423-4833  
[Edmonton@inland-av.com](mailto:Edmonton@inland-av.com)

**TO BOOK YOUR SPACE AT DIVESCAPES 2006.....**

1. Complete the enclosed application, indicating booth choices & total number of booths required.
2. Return the application with payment to:  
Alberta Underwater Council  
11759 Groat Road,  
Edmonton, AB Canada T5M 3K6  
Toll-Free Ph: 888-307-8566  
Local Ph: 780-427-9125  
Fax: 780-427-8139

**OR EMAIL TO:**

[info@albertaunderwatercouncil.com](mailto:info@albertaunderwatercouncil.com)

3. You will receive written confirmation of your booth assignment upon receipt of payment.

*Thank You for Your Support!*

..... for access to a focused consumer market!



*Dive into Adventure!*  
**DIVESCAPES**  
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**OFFICIAL DIVESCAPES HOTEL:**  
**BEST WESTERN SHERWOOD HOTEL & CONFERENCE, 2000 Premier Way, Sherwood Park, AB T8H 2G4, PHONE: Toll Free: 866-564-4780, 780-464-4900**  
Email: [reserve@bwsherwood.com](mailto:reserve@bwsherwood.com)

**SPECIAL ROOM RATES: Reserved & Set Aside Under: DIVESCAPES '06, or Alberta U/W Council, Or Quote #73789:**  
**Superior Room— Rate\$109\* (regular:\$139) (\*taxes extra)**

**Hotel Services & Amenities:** Centrally located with convenient access to business, shopping & entertainment centres including direct access to MILLENNIUM PLACE POOL & FITNESS CENTRE via attached heated Pedway from hotel. Enjoy swimming, skating, fitness, indoor track, children's playground & more!  
Restaurant, ATM, Gift Shop, 24hr Coin Laundry, Games/Arcade  
Nearby: Elk Island National Park, Strathcona Wilderness Centre, Broadmoor Lake Park, Festival Place Theatre, Ukrainian Village, 7 Golf Courses, and only 15 min from Downtown Edmonton, 30 min from West Edmonton Mall.

**DIRECTIONS:**

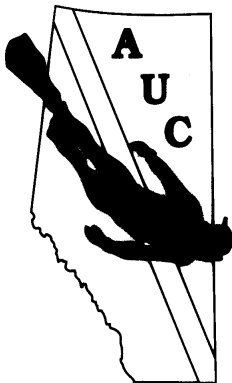
**From The West:** Follow Highway 16 (Yellowhead Trail) east bound past Edmonton and take the Broadmoor Boulevard exit. Turn left at the lights and follow for about 1 mile the Best Western Sherwood Hotel & Conference Centre is on the left, attached to Millennium Place Pool and Recreation Centre.

**From The East:** Follow Highway 16 (Yellowhead Trail) west bound and take Broadmoor Boulevard South and follow for about a mile. The Best Western Sherwood Hotel & Conference Centre is on the left side, attached to Millennium Place.

**From The South/Airport:** Follow Highway 2, which once you're in Edmonton turns into Gateway Boulevard, exit onto Whitemud Drive East. Follow past Edmonton and exit onto Highway 14 North. Merge right on Baseline Road, upon entering Sherwood Park turn left onto Broadmoor Boulevard. Follow for about 1 mile the Best Western Sherwood Hotel & Conference Centre is on the right, attached to Millennium Place.

**From Downtown:** Follow 98th Avenue, which turns into Baseline Road, until you get into Sherwood Park. Turn left onto Broadmoor Boulevard and follow for about 1 mile. The Best Western Sherwood Hotel & Conference Centre is on the right, attached to Millennium Place.

**From Sherwood Pk Fwy.:** If you are coming in off of the Sherwood Park Freeway (Wye Road) turn left onto Sherwood Drive. Take the 2nd exit through the traffic circle; this road turns into Broadmoor Boulevard. Follow past Baseline Road intersection and with 1mile left to go the Best Western Sherwood Hotel & Conference Centre is on the right, attached to Millennium Place.



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