

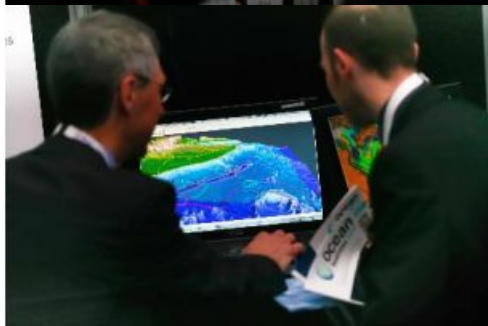
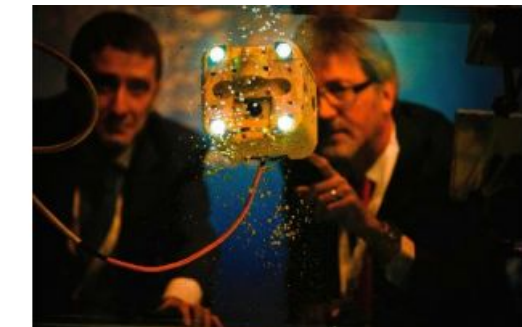
# Ocean Business 2013 Booking Up Fast



Intelligent Exhibitions, UK, is celebrating a new record for the speed of stand sales for Ocean Business 2013, which is to take place from 9th to 11th April 2013 at the National Oceanography Centre, Southampton, UK. 70% of floor space was booked within the first month of sales opening, according to the organisers. The dockside hall, introduced in 2011, will be tripled in size and integrated into the event's routing.

Since the first Ocean Business show in 2007, numbers of exhibitors, visitors, vessels and floor space have increased with every edition. The Ocean Business 2013 team have developed a new floor plan, which promises to improve the flow of visitor traffic while providing new features.

Ocean Business 2011 saw a new dockside hall built to accommodate the growing number of exhibitors. With even more demand for stand space, this dockside hall will be tripled in size for the 2013 show. The layout has also been altered to maximise visitor traffic through the hall by careful positioning of dockside access and a new location for the café at the top of the dockside hall. Other attractive new features of the dockside hall include 10 metres of glass windows in the middle of the hall, positioned to overlook the boats, with a seating area which should prove useful for visitors taking a break. There will also be a dockside demonstration area which



can only be accessed through the dockside hall; bringing further traffic to the hall.



The show's organiser, Versha Carter, explains that the dockside hall that is to be a fully integrated part of the show.

Already, companies from 13 countries around the world have booked space at the show and it is expected that Ocean Business 2013 will host well over 300 exhibiting companies. As in previous years, the show will include a full three-day programme of hands-on training and demonstration workshops, enabling buyers to actually test drive equipment before purchasing. Running alongside the show will be the Offshore Survey conference to address the technical and business issues facing the global field of offshore surveying. Ocean Careers will also run over the three days to provide advice on career opportunities within the ocean technology, marine science and offshore industries.

A key element of Ocean Business is the show's social programme and Ocean Business 2013 promises a full line-up of events to ensure delegates and exhibitors are kept together throughout the week.

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