

Seafood Expo **Seafood Processing**
 NORTH AMERICA NORTH AMERICA

MARCH 15-17, 2026 | BOSTON, USA

THOMAS M. MENINO CONVENTION & EXHIBITION CENTER

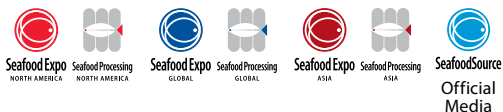
The Seafood
 Marketplace for
**NORTH
 AMERICA**

ONSITE Exhibitor Guide

    #SENA26

seafoodexpo.com/north-america

PART OF A GLOBAL SEAFOOD PORTFOLIO



Produced by: **diversified**

A Strategic Partner of:  ufi

Sponsored by:  NATIONAL FISHERIES INSTITUTE

Dear Exhibitor,

This guide has been created by Show Management to enable you to manage any aspect of your exhibition during your time at the venue. It also contains practical information to assist you before, during and after the event.

We welcome you to Seafood Expo North America & Seafood Processing North America 2026!

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KEY AREAS

Conference	Level 1 - Rooms: 152, 153A, 153CB, 154, 155
Demonstration Theater	Wave Makers' Zone, Booth 3165
Show Management	Level 0 - Room 052
Exhibitor Service Desks	Level 0 - Room 052
Featured Product Showcase	Wave Makers' Zone, Booth 3165
First Aid	Level 0 - Room 051
Keynote Presentation	Room 153BC
National Fisheries Institute and Seafood Industry Research (SIRF)	Booth 2053
New Product Showcase	Wave Makers' Zone, Booth 3165
No Wake Zone	Exhibit Hall - Aisle 3500
Official Hotel Reservation Desk	Level 0 - Registration
Press Room	Level 0 - Room 050
Registration	East Registration Lobby - Level 0 Satellite Registration - Level 1
Seafood Expo North America/ Seafood Processing North America, Seafood Expo Global/Seafood Processing Global, Seafood Expo Asia	Booth 2053
SeafoodSource.com - OFFICIAL MEDIA	Booth 1301
Shuttle Service Desk	Level 1 - East Lobby
Ware Washing Station	Behind Booths 190, 2787 & 3555
Wave Makers' Zone	Booth 3165
- <i>Demonstration Theater</i>	
- <i>New Product Showcase</i>	
- <i>Featured Product Showcase</i>	

CALENDAR OF DATES AND TIMES

Exhibitor Move-in:

Seafood Expo North America and Seafood Processing North America will be utilizing a targeted move-in schedule.

Wednesday, March 11	8:00am – 4:00pm <i>*Machinery Only</i>
Thursday, March 12	8:00am – 5:00pm <i>(Service Desks Close at 5:00pm)</i> *Targeted Move-In: 600 sq ft or larger
Friday, March 13	8:00am – 5:00pm <i>(Service Desks Close at 5:00pm)</i>
Saturday, March 14	8:00am – 5:00pm <i>(Service Desks Close at 7:00pm)</i>

- Exhibits must be moved in and set up by Saturday, March 14 at 4:30pm
- Exhibitor appointed contractors and exhibitors may continue to work after posted set up hours end, however after 5:00pm you cannot leave the hall and re-enter, you must stay inside the hall.
- Labor is charged straight time Monday – Friday until 4:30pm. Please note that overtime rates apply all day Saturday, and before 8:00am and after 4:30pm on weekdays. Double-time is charged on Sundays and Holidays. We encourage exhibitors to have their material delivered as early as possible to avoid the additional overtime charges.
- Perishable products must arrive at the Boston Convention and Exhibition Center between Thursday, March 12 and Tuesday, March 17 between 8:00am and 4:30pm.

Expo Hours:

Sunday, March 15	10:00am – 5:00pm
Monday, March 16	10:00am – 5:00pm
Tuesday, March 17	10:00am – 3:00pm

- Badged Exhibitors may access the exhibit floor at 7:00am on expo days to prepare for the opening.
- Exhibitors should not leave their booths until all professional visitors have concluded their visit and left the premises.
- On Tuesday March 17, it is strictly forbidden for exhibitors to leave their booths before the expo is officially closed. No exhibit may be dismantled in whole or in part prior to expo close Tuesday, March 17 at 3:00pm.

IMPORTANT: All booths must be staffed for the full hours of the expo. An empty booth or early dismantling subjects your company to a significant fine and loss of location for the following exhibit year. Please make your travel plans accordingly.

Key Buyer Power Hour:

Buyers in the Key Buyer Program have been invited to access the exhibit hall beginning at 8:00am, two hours before the official opening each day. Key Buyers have been encouraged to use this time as an opportunity to preview the exhibitors and hold meetings with exhibitors. The degree of participation in the Power Hour is uncertain. Exhibitors are not required to staff their booths during that time, but should be aware that Key Buyers may be in the exhibit hall. Buyers have been reminded that the expo is not officially open at this time, and therefore exhibit hall staff may be finishing last minute booth arrangements and may or may not be available to speak with them.

Exhibitor Move-Out:

Tuesday, March 17	3:00pm – 9:00pm
Wednesday, March 18	8:00am – 4:30pm
Thursday, March 19	8:00am – 12:00pm

- All carriers must check in with Freeman by 10:00am on Thursday to pick up out-going shipments. If your carrier fails to check in by 10:00am, your freight will be re-routed at additional costs. All exhibits must be dismantled, packed, labeled and ready for shipping by 10:00am on Thursday, March 19. Items that are not properly labeled and for which a bill of lading not turned in to the Freeman Service Desk, will be considered trash and discarded.
- As soon as security has safely cleared the exhibit floor of attendees, Freeman will begin to roll up the aisle carpet. Placing items in the aisle before the aisle carpet is removed will delay the carpet removal process, and therefore, your move-out. PLEASE KEEP ALL AISLES CLEAR when the expo breaks. When the aisle carpet has been removed, Freeman will begin to return empty crates and carton, it should take 4-6 hours for Freeman to return all the empty crates. We appreciate your cooperation to ensure a smooth move out.

SHIPPING INSTRUCTIONS

Every outbound shipment will require a material handling agreement (bill of lading) and labels. Freeman would be happy to prepare these for you in advance and will deliver them to your booth at the show site to review and sign. To take advantage of this service, please see Freeman at one of their service desks located in Room 052.

Once your shipment is packed and ready to be picked up, please return the material handling agreement to the one of the Freeman Service Desks. Verify that piece count, weight and signature is on the material handling agreement prior to shipping out or material handling will be returned to Freeman's warehouse at the exhibitor's expense.

If you have a preferred carrier or trucking company you must make arrangements for them to pick up your materials in advance. Trucks will be loaded only when all exhibiting companies scheduled for pick up by that carrier are ready, and all material handling agreements have been turned in to the Freeman Service Desk. To avoid overtime charges, be sure to schedule your pick-up during straight time hours of operation.

BADGE INFORMATION

- Badges are required during move-in for exhibitors and exhibitor appointed contractors, but a photo ID will be required to receive a wristband. Exhibitors are encouraged to pick up their badges during exhibitor registration days to avoid lines opening morning.
- All exhibitors, booth personnel and contractors must be badged starting Sunday, March 15.**

Registration Hours

(Level 0, East Registration Lobby):

Friday, March 13 1:00pm – 5:00pm
Exhibitors Only

Saturday, March 14 8:00am – 5:00pm
Exhibitors Only

Sunday, March 15 7:00am – 5:00pm

Monday, March 16 9:00am – 5:00pm

Tuesday, March 17 9:00am – 2:00pm

****Exhibitor badges may not be used by more than one person.***

- Exhibitors who pre-register received a confirmation email at the time they registered. Bring your confirmation(s) to the registration area to print your badge(s). If you do not have your confirmations, contact Customer Service at +1 508-743-8577 or registration@divcom.com to have them resent.
- If you have not pre-registered your booth staff, please do so via the online Registration portal at: <https://xpressreg.net/register/sena0326/exhibitor/login.php>. If you do not have your password please contact Customer Service at 207-842-5504 or registration@divcom.com.

We Remind You that the Following Restrictions are Applied to Visitors and Exhibitors:

- Exclusive access for industry professionals
- Visitors are not allowed to leave with perishable seafood products of any kind
- Unauthorized sales are forbidden
- Access for under 18 is forbidden, this also applies to Exhibitor staff.
- No smoking, vaping or E-cigarettes permitted inside the halls
- Show Management reserves the right of admission and the right of proof of ID
- No photography allowed



Seafood Expo
NORTH AMERICA



Seafood Processing
NORTH AMERICA

2026 REGISTRATION BADGE GUIDE

To help exhibitors easily identify visitors at their booths, Show Management is pleased to provide this guide with the various badge categories and their respective colors.

Official Media:  SeafoodSource

Produced by:  diversified

Sponsored by:  NATIONAL FISHERIES INSTITUTE

Strategic Partner:  ufi Member

RETAIL	IMPORT/EXPORT/BROKER
FOOD SERVICE/CATERING	SERVICES
DISTRIBUTOR/WHOLESALER	PRESS
PROCESSOR	EXHIBITOR

SHOW MANAGEMENT OFFICE AND EXHIBITOR SERVICE DESKS

Show Management and the Exhibitor Service Desks are located in Room 052 on Level 0 with assistance on furniture, carpet (floor covering is required for all booths), utilities, telecommunications, rigging, ice, refrigeration/ frozen display equipment, AV, floral, and catering.

The desks are open the following hours:

Thursday, March 12	8:00am – 5:00pm
Friday, March 13	8:00am – 5:00pm
Saturday, March 14	8:00am – 6:00pm
Sunday, March 15	7:30am – 5:00pm
Monday, March 16	8:00am – 5:00pm
Tuesday, March 17	8:00am – 9:00pm
Wednesday, March 18	8:00am – 5:00pm
Thursday, March 19	8:00am – 5:00pm

ACCESS TO THE THOMAS M. MENINO CONVENTION AND EXHIBITION CENTER (MCEC)

Address

The Thomas M. Menino Convention and Exhibition Center (MCEC)
415 Summer Street
Boston, MA 02210

Loading Dock Access During Move-In and Move-Out

The MCCA Transportation Department controls access to the South parking lot. From the South lot, the MCCA Public Safety Department, in conjunction with the General Service Contractor controls access into the loading docks. Vehicles may access the loading dock via south gate.

- There will be NO loading dock access before obtaining a check-in card at the Marshalling Yard. Freeman and Public Safety will determine the times that they will allow vehicles to enter the Loading Dock. On the last day of the Expo (Tuesday 3/17) The MCCA Transportation Department will allow access to the Marshalling Yard 1 hour after the show ends for oversized exhibitor move-out vehicles. Please see the list of vehicles that will be accommodated in the marshalling yard. Please see the list of strongly encouraged vehicles that will be accommodated in the Marshalling Yard.

Any vehicle (including POVs) wanting to access the loading dock area to unload during move-in and re-load during move-out must first proceed to the Marshalling Yard (see below for details).

NOTE: To qualify as a POV (“do-it-yourself” vehicle), exhibitors must meet ALL of the criteria listed under the ‘POV Criteria’ section below.

- Any vehicle not needing access to the loading docks during move-in or move-out may park in the South Parking Lot and walk to the MCEC. (see below for details)
- Parking to unload/load at door entrances and/ or active roadways around the building is strictly ***PROHIBITED***.

Marshalling Yard Procedure

(IN EFFECT FOR BOTH MOVE-IN AND MOVE-OUT)

- The Marshalling Yard is located at the MCEC at the South Parking Lot. There are two entrances to the South Parking Lot: one entrance is for Outside Carriers for the Marshalling Yard, and the other entrance is for POVs for the Marshalling Yard and general parking.
- There will be TWO lines formed at the Marshalling Yard. One line for POVs and one line for outside carriers.
- Once in line, obtain a numbered check-in card from the Freeman representative.
- Vehicles will be sent to the loading dock in number-order. Vehicles in the POV line will be sent over to the MCEC as POV dock space becomes available. Vehicles in the outside carrier line will be sent over to the MCEC as outside carrier dock space becomes available. Make sure you are in the correct line.
- Public Safety will check you in at the entrance to the loading dock and Freeman will direct you toward the open dock space.
- After unloading you must move your vehicle away from the docks. POVs have 20 minutes to unload and may not leave their vehicle at the docks during booth set-up. POVs left unattended will be towed away at the exhibitor’s expense. POVs may park at the South Parking Lot adjacent to the MCEC after unloading at the dock and then return to the MCEC for booth set-up.

POV Criteria

POV stands for Privately Owned Vehicle. These are typically “do-it-yourself” exhibitors who need access to the loading dock during move-in and move-out.

- POV exhibitors must follow the Marshalling Yard Procedure noted above.
- A POV must be a company owned truck or rental vehicle, or a car, van or truck owned by personnel of the exhibiting company.
- POVs MUST be 24’ in length or less to use POV designated docks. Vehicles larger than this are considered truck carriers and MUST be unloaded by union labor at the exhibitor’s cost. Please see the “Preferred & Acceptable Vehicle Diagram” for further clarification.
- The unloading of a POV must be performed by bonafide, full-time employees of the exhibiting company.
- Employees of the exhibiting company must use their own hand-operated, non-motorized equipment, which they have provided: two-wheeled hand trucks and four-wheeled flat trucks are permitted.
- The use of fork trucks, pallet jacks, lift gates or any other mechanical equipment is NOT permitted by anyone other than the official Material Handling Contractor (Union Labor).
- POV exhibitors have a total of 20 minutes to unload during move-in and must remove their vehicle from the dock before setting up their booth. Unattended vehicles will be towed away at the exhibitor’s expense.
- During move-out, before your vehicle will be allowed access to the loading dock, all of your exhibit materials must be ready to load. Your vehicle will be allowed to enter the loading area only after we have made contact with your representative and are assured that materials are packed.
- POV exhibitors must also follow the Marshalling Yard procedures during move-out to access the docks.
- Please read the ‘Union Jurisdiction Regulations’ document found in this section of the manual for additional details.

POV Unloading and South Lot Parking Information

Currently exhibitor parking passes are offered in three varieties for South Lot POV Parking:

- 1. Move-in and Move-out days only**
- 2. Event days only**
- 3. Move-in, Event and Move-out**
(this pass comes with a 1 day discount on parking rates)
 - ◆ Passes are only available for single-spaced vehicles. Trucks 16’ or smaller are considered acceptable to park in one single-space.
 - ◆ Passes are non-transferable
 - ◆ Passes entitle driver to in-and-out privileges in the South parking lot
 - ◆ Passes guarantee exhibitor parking in the South lot (i.e. they will not be sent to overflow parking).
 - ◆ Passes are available as part of exhibitor online ordering through the MCEC, and are picked up from the attendant booth in the South lot.
 - ◆ Oversized POV’s (Trucks larger than 16’, cars with trailers, straight jobs, or any other vehicle that takes up more than one space) will be allowed into the South lot for move-in as long as space is available. They may not be allowed into the lot on show days to keep space available for attendee parking. For this reason, exhibitors are strongly encouraged to use the smallest vehicle possible to accommodate their needs in order to ensure that there is space for all exhibitors on the last day of the event.
 - ◆ For move out, no oversized exhibitor POV’s will be allowed into south lot/ marshalling area until 1 hour after show ends or until deemed permissible by the MCEC Transportation Department.
 - ◆ There is no overnight parking in the South lot.
 - ◆ Exhibitors may walk via a paved walkway to the exhibit hall through the Loading Dock area.
 - ◆ It takes approximately 3 - 5 minutes to walk from the South Parking Lot to Hall C.

PLEASE NOTE: *Parking at the MCEC South Lot (\$35 per car and \$70 for oversized for oversized vehicles) is expected to be busy. Please allow enough time for your commute. While parking is expected to fit into the South lot, in the event that the lot fills please follow the direction of the parking attendants to the overflow parking locations. Please note that the MCEC does not control the cost of parking at the privately owned overflow parking lots, and it may be more expensive than the MCEC. Lots are selected for the amount of space available as well as their proximity to the MCEC. It is recommended that you first go to the South Parking Lot at the MCEC. Once this lot is full, vehicles will be re-directed to the Lot On D, the Channel Street Garage on West 1st Street and the South Boston Waterfront Transportation Center (SBWTC) which is walking distance/mins away. Only if vehicles are directed from the MCEC to overflow parking at the Channel Center Garage, will a shuttle service to the MCEC be provided. Please follow the directions on the portable variable message signs posted throughout the area as they will direct you to the Lot On D, Channel Center Garage, and South Boston Waterfront Transportation Center (SBWTC). Maps with directions to the Lot on D or Channel Center Garage will also be given to attendees parking off-site.*


Hand Carry Policy

- No parking is allowed at the lobby entrance of the MCEC; unattended vehicles will be towed at the exhibitor's expense.
- Nothing may be "wheeled" through the lobby of the MCEC. Exhibitors with luggage carts, rolling exhibit cases, dollies, etc. must walk to the exhibit hall through the loading docks. **THIS INCLUDES DURING MOVE-OUT.**
- Exhibitors able to easily hand-carry one item by themselves may walk through the lobby entrance.
- Parking to unload/load at any door entrance(s) and/or on any active roadways around the building is strictly ***PROHIBITED***.

HOTEL RESERVATIONS

To make hotel reservations for the 2026 and 2027 events, please visit onPeak at the Official Reservations Desk – located on Level 0, East Registration Lobby.

2027 EXHIBIT SPACE



To reserve exhibit space for 2027, please visit our Sales Team in **Booth #2053.**

AISLE SELLING

Exhibitors are permitted to conduct business only within their booth space. Distribution of materials outside your exhibit booth space is strictly prohibited.

SOLICITATION

For the protection of all exhibitors, only those companies whose Application for Exhibit Space has been received and approved by Show Management will be allowed to present and sell their products. If you are solicited by a non-exhibiting company, please collect that person's business card and bring it to the Show Management Office in Room 052. Show Management will take steps to curtail this activity.

COMPLIMENTARY SHUTTLE SERVICE

A Complimentary Shuttle Service is provided between the Thomas M. Menino Convention and Exhibition Center and many of the hotels in our block from Sunday – Tuesday, March 15-17. See next pages for additional shuttle information.

PRIVATE CHARTERS

Private Shuttles should pick up and drop off at the Ride Share stop located at the front of the building on East Side Drive off Summer St.

Transportation Map - Thomas M. Menino Convention & Exhibition Center

HOTEL SHUTTLE ROUTES -- **3** **4** **5** SHUTTLE TO SOUTH LOT PARKING -- **P**
 HOTELS WALKING DISTANCE TO MCEC -- MBTA STATION --

Level 1

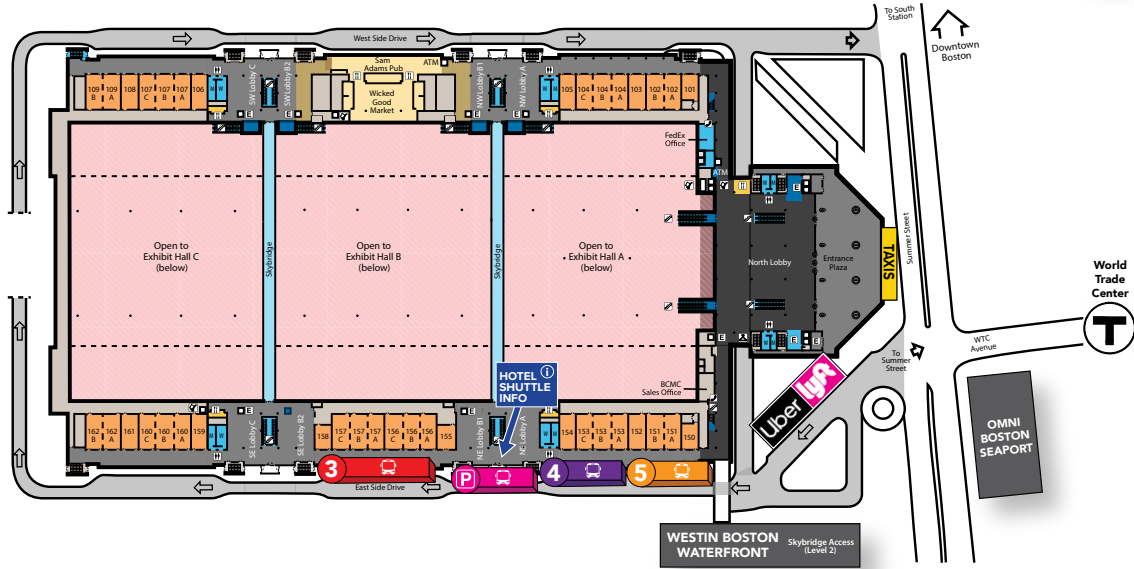
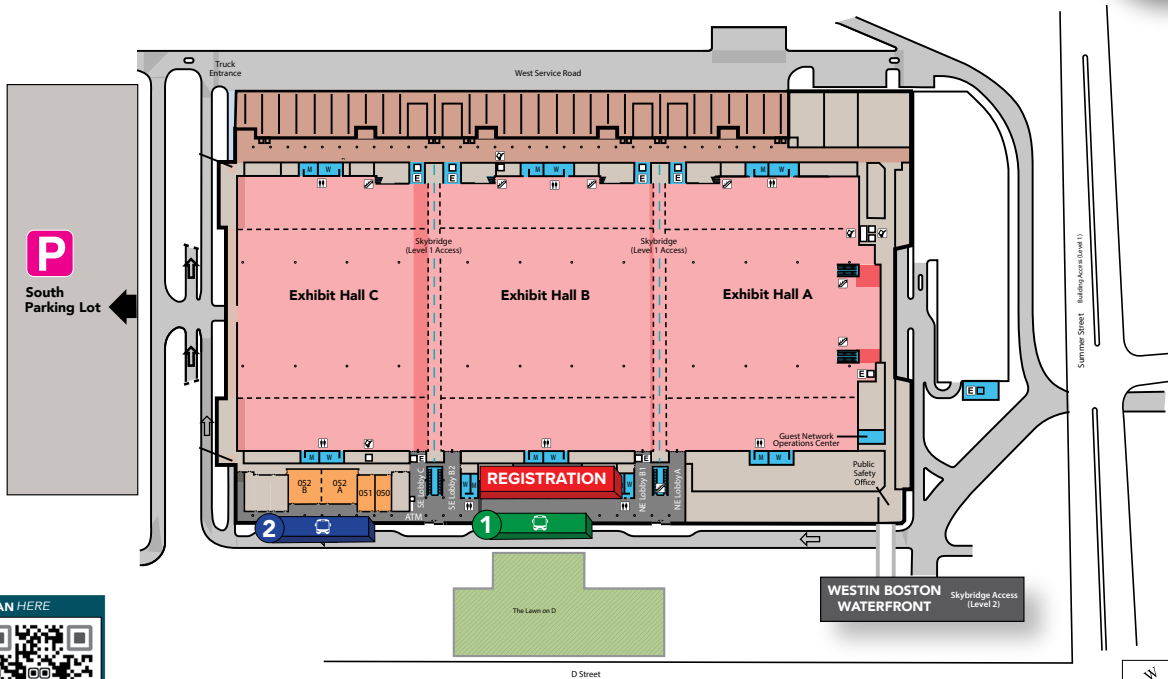


Exhibit Halls

HOTEL SHUTTLE ROUTES -- **1** **2** HOTELS WALKING DISTANCE TO MCEC -- ON-SITE PARKING --

Level 0

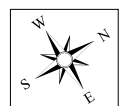


Lot on D Parking Lot **ELEMENT BOSTON SEAPORT** **ALOFT BOSTON SEAPORT**



Call or Text: (312) 566-7996

Transportation managed by: **RHODE PLANNING**
INNOVATION IN MOTION





HOTEL SHUTTLE INFORMATION

The Seafood Marketplace for **NORTH AMERICA**

MARCH 15-17, 2026 / BOSTON, USA
THOMAS M. MENINO CONVENTION & EXHIBITION CENTER



TRANSPORTATION INFORMATION



Scan the QR code for the Transportation Hub to view shuttle routes and maps, check real-time wait times, submit feedback and more!

- Travel time to convention center is 20 - 40 minutes
- Familiarize yourself with pick-up/drop-off locations



Call or Text: (312) 566-7996

BOARDING LOCATIONS AT THOMAS M. MENINO CONVENTION & EXHIBITION CENTER (MCEC)

- 1** East, Level 0
- 2** South East, Level 0
- 3** East, Level 1
- 4** North East, Level 1
- 5** North East, Level 1

Transportation managed by:
RHODE PLANNING
INNOVATION IN MOTION

SCHEDULE

Saturday, 3/14 - Saturday Exhibitor Shuttle Service

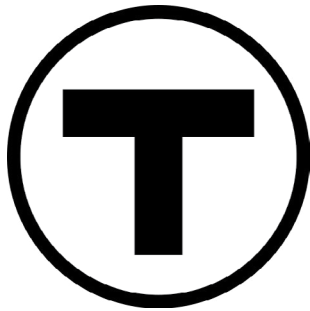
Service will be provided on the hour from 12 pm - 4 pm, departing the Thomas M. Menino Convention & Exhibition Center, Southeast, Level 0 Entrance to the following hotels:

- Boston Marriott Copley Place - Front Entrance, Curbside on Huntington Ave.
- Hilton Boston Park Plaza - Columbus Ave. Entrance
- Hyatt Regency Boston - Corner of Ave. de Lafayette & Harrison Ave.

Routes		Inbound to MCEC Every 15-20 minutes	To/From MCEC Every 30 minutes	Outbound to Hotels Every 15-20 minutes	
1					
2		Sunday, 3/15	7 am - 11 am	11 am - 3 pm	3 pm - 6 pm
3		Monday, 3/16	7 am - 11 am	11 am - 3 pm	3 pm - 6 pm
4		Tuesday, 3/17	7 am - 11 am	11 am - 1 pm	1 pm - 4 pm

Route		Inbound to MCEC Scheduled Departures	Outbound to Hotels Scheduled Departures	
5				
		Sunday, 3/15	7 am , 8:30 am, 10 am	4 pm, 5:15 pm, 6 pm
		Monday, 3/16	7 am , 8:30 am, 10 am	4 pm, 5:15 pm, 6 pm
		Tuesday, 3/17	7 am , 8:30 am, 10 am	2 pm, 3:15 pm, 4 pm

Please note: information is subject to change. Current as of 11/12/25.



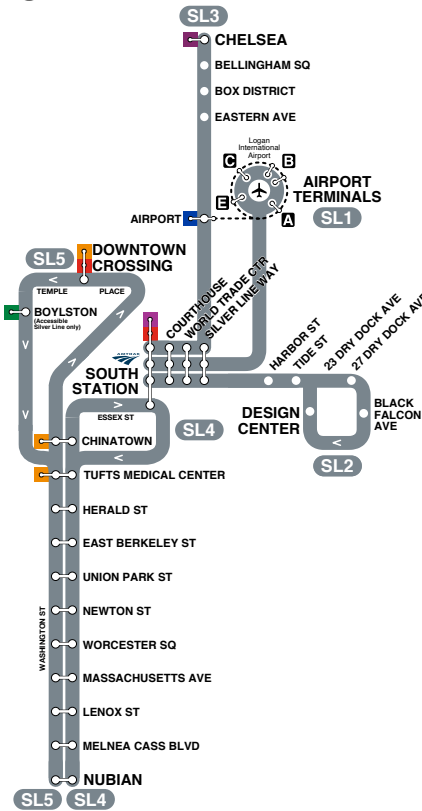
BUS SCHEDULE

	CharlieCard & Contactless	Cash on board	Reduced fare
Subway	\$2.40	\$2.40	\$1.10
Subway + Bus	\$2.40	\$4.10	\$1.10

Complete fare/pass rules and free/reduced fare eligibility: mbta.com/fares or call 617-222-3200

- Transfer to bus/subway available on CharlieCard & Contactless—good for 2 hours, pay fare difference.
- Children 11 & under ride free.
- All MBTA buses are accessible to people with disabilities.

T SILVER LINE



Effective December 15, 2024 Replaces August 2024

- SL1** Logan Airport – South Station
- SL2** Design Center – South Station
- SL3** Chelsea Sta – South Station
- SLW** Silver Line Way – South Station



Information 617-222-3200
Lost and Found 617-222-2432
TTY 617-222-2399

Realtime arrival information, maps, and more

mbta.com

A138-SL-22.1

Inbound SL1			Saturday			Sunday		
Weekday	Logan Terminal A	South Station	Logan Terminal A	South Station	Logan Terminal A	South Station	Logan Terminal A	South Station
	5:39	6:03	5:48	6:08	5:49	6:12	5:49	6:12
	5:53	6:17	5:58	6:18	6:03	6:26	6:03	6:26
	6:08	6:32	6:08	6:28	6:17	6:40	6:17	6:40
	6:17	6:41	6:18	6:38	6:29	6:52	6:29	6:52
	every 9-11 mins		every 10-12 mins		every 10-12 mins		every 10-12 mins	
	11:48	12:13	11:38	12:02	11:45	12:12	11:45	12:12
	11:56	12:21	11:50	12:15	11:56	12:23	11:56	12:23
	12:06	12:31	12:02	12:08	12:08	12:35	12:08	12:35
	12:12	12:37	12:14	12:20	12:20	12:47	12:20	12:47
	every 9-13 mins		every 11-12 mins		every 9-12 mins		every 9-12 mins	
	12:36	1:00	12:39	1:04	12:37	1:01	12:46	1:01
	12:51	1:15	12:50	1:17	12:46	1:15	12:51	1:15
	1:04	1:28	1:01	1:28	1:25	1:24	1:24	1:24
	1:18	1:42	1:12	1:39	1:04	1:12	1:04	1:12

Inbound SL2			Saturday			Sunday		
Weekday	Design Center	South Station	Design Center	South Station	Design Center	South Station	Design Center	South Station
	5:45	6:02	6:06	6:14	6:51	7:00	6:51	7:00
	6:00	6:17	6:21	6:29	7:06	7:15	7:06	7:15
	6:15	6:32	6:36	6:44	7:21	7:30	7:21	7:30
	6:30	6:47	6:51	6:59	7:36	7:45	7:36	7:45
	every 10-15 mins		every 15 mins		every 15 mins		every 15 mins	
	11:40	11:58	11:36	11:45	11:34	11:43	11:34	11:43
	11:55	12:09	11:51	12:00	11:49	11:58	11:49	11:58
	12:10	12:25	12:06	12:13	12:04	12:15	12:04	12:15
	12:21	12:36	12:21	12:28	12:19	12:30	12:19	12:30
	every 8-17 mins		every 14-16 mins		every 15 mins		every 15 mins	
	11:23	11:34	11:35	11:41	11:35	11:41	11:35	11:41
	11:40	11:51	11:50	11:56	12:00	12:06	12:11	12:11
	11:57	12:08	12:05	12:11	12:25	12:31	12:25	12:31
	12:17	12:28	12:33	12:39	12:51	1:02	12:51	1:02

Inbound SL3			Saturday			Sunday		
Weekday	Chelsea Station	South Station	Chelsea Station	South Station	Chelsea Station	South Station	Chelsea Station	South Station
	4:50	5:16	5:27	5:53	6:28	6:55	6:28	6:55
	5:00	5:26	5:42	6:08	6:41	7:08	6:41	7:08
	5:10	5:36	5:57	6:23	6:54	7:21	6:54	7:21
	5:20	5:46	6:12	6:38	7:07	7:34	7:07	7:34
	every 10 mins		every 12-15 mins		every 13-15 mins		every 13-15 mins	
	11:40	11:47	11:42	11:51	11:44	11:54	11:44	11:54
	11:50	11:57	11:57	12:06	11:58	12:09	11:58	12:09
	12:00	12:07	12:12	12:21	12:11	12:21	12:11	12:21
	12:10	12:17	12:24	12:33	12:25	12:36	12:25	12:36
	every 10-17 mins		every 11-13 mins		every 12-17 mins		every 12-17 mins	
	12:18	12:24	12:19	12:27	12:42	1:07	12:42	1:07
	12:31	12:37	12:42	1:09	12:55	1:26	12:55	1:26
	12:47	12:53	1:07	1:16	1:10	1:21	1:10	1:21
	w 1:00	1:01	1:17	1:26	1:19	1:29	1:19	1:29

Outbound SL1			Saturday			Sunday		
Weekday	South Station	Logan Terminal A	South Station	Logan Terminal A	South Station	Logan Terminal A	South Station	Logan Terminal A
	5:35	5:53	5:45	5:58	5:36	5:49	5:35	5:49
	5:50	6:08	5:55	6:08	5:50	6:03	5:50	6:03
	5:59	6:17	6:05	6:18	6:04	6:07	6:04	6:07
	6:09	6:27	6:15	6:29	6:16	6:19	6:16	6:19
	every 9-11 mins		every 10-12 mins		every 10-12 mins		every 10-12 mins	
	11:49	11:53	11:37	11:41	11:43	11:46	11:43	11:46
	11:55	11:59	11:49	11:53	11:54	11:57	11:54	11:57
	12:03	12:07	12:01	12:05	12:06	12:09	12:06	12:09
	12:12	12:16	12:13	12:17	12:19	12:22	12:19	12:22
	every 9-13 mins		every 11-12 mins		every 9-12 mins		every 9-12 mins	
	12:18	12:22	12:26	12:30	12:33	12:36	12:33	12:36
	12:33	12:37	12:37	12:41	12:42	12:45	12:42	12:45
	12:46	12:50	1:04	1:08	1:01	1:04	1:01	1:04
	w 1:00	1:04	1:18	1:25	1:03	1:12	1:03	1:12

Outbound SL2			Saturday			Sunday		
Weekday	South Station	Design Center	South Station	Design Center	South Station	Design Center	South Station	Design Center
	5:34	5:42	5:47	5:51	5:35	5:39	5:34	5:39
	5:49	5:52	6:02	6:06	6:50	6:54	6:50	6:54
	6:04	6:07	6:12	6:21	7:02	7:06	7:02	7:06
	6:20	6:23	6:28	6:32	7:17	7:21	7:17	7:21
	every 10-15 mins		every 15 mins		every 15 mins		every 15 mins	
	11:30	11:33	11:32	11:36	11:30	11:34	11:30	11:34
	11:45	11:48	11:47	11:51	11:45	11:49	11:45	11:49
	12:00	12:03	12:02	12:06	12:00	12:04	12:00	12:04
	12:11	12:14	12:20	12:24	12:18	12:22	12:18	12:22
	every 8-17 mins		every 14-17 mins		every 15 mins		every 15 mins	
	11:45	11:48	11:32	11:36	11:34	11:38	11:34	11:38
	12:02	12:05	11:47	11:51	11:49	11:53	11:49	11:53
	12:19	12:22	12:17	12:21	12:14	12:18	12:14	12:18
	12:40	12:43	12:45	12:49	12:39	12:43	12:39	12:43

Outbound SL3			Saturday			Sunday		
Weekday	South Station	Chelsea Station	South Station	Chelsea Station	South Station	Chelsea Station	South Station	Chelsea Station
	4:20	4:33	4:55	5:10	5:52	6:08	5:52	6:08
	4:30	4:43	5:10	5:25	6:05	6:21	6:05	6:21
	4:40	4:53	5:25	5:40	6:18	6:34	6:18	6:34
	4:50	5:03	5:40	5:55	6:31	6:47	6:31	6:47
	every 9-10 mins		every 9-15 mins		every 11-16 mins		every 11-16 mins	
	11:46	11:59	11:42	11:56	11:34	11:51	11:34	11:51
	11:58	12:11	11:57	12:11	11:48	12:05	11:48	12:05
	12:08	12:21	12:12	12:26	12:03	12:20	12:03	12:20
	12:18	12:32	12:18	12:32	12:17	12:34	12:17	12:34
	every 9-17 mins		every 11-16 mins		every 12-17 mins		every 12-17 mins	
	12:04	12:17	11:47	12:01	12:10	12:26	12:10	12:26
	12:20	12:33	12:23	12:11	12:25	12:36	12:23	12:36
	12:32	12:44	12:36	12:50	1:00	1:25	1:00	1:25
	w 12:45	12:57	1:07	1:24	1:01	1:10	1:01	1:10

* after exiting Ted Williams Tunnel, SL vehicles only serve World Trade Center Station & South Station

Trips marked "w" wait for last Red Line train serving South Station

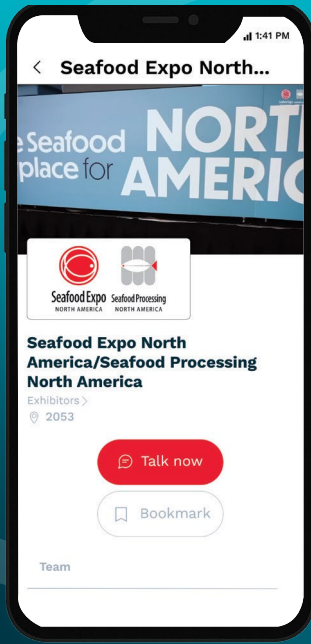
SLW provides additional Waterfront service between South Station & Silver Line Way during peak periods.

Information in this timetable is subject to change without notice. Traffic and weather may affect running times.

Always check bus destination signs before boarding. Some buses may only serve a part, or skip portions of this route.

Holidays

- SUN New Year's Day
- SUN Labor Day
- SAT MLK Jr. Day
- SAT Columbus/Indigenous Peoples Day
- SAT Presidents Day
- SAT Patriots' Day
- SUN Thanksgiving
- SUN Memorial Day
- SUN Christmas Day
- SUN Independence Day



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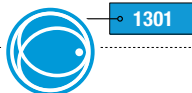


Booth 671

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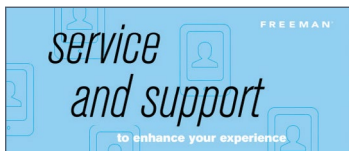
seafoodexpo.com/north-america



SeafoodSource
OFFICIAL MEDIA
BOOTH #1301

EXIT

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Customer service anywhere! Available as a free mobile app for Apple, Android and Window devices,

Concierge Elite® gives you convenient access to important information and customer service no matter where you are.

- Sign up for freight notifications
- View previous & current orders
- Submit requests for instant service
- Request shipping labels
- Checkout of the expo
- Receive empty return notifications

Getting Started

Start now by clicking **'My Alert Setup'** to set your show site notification preference. To order online at show-site from your device at freemanco.com/store. Login using your Freeman Online username and password to get started.

EMPTY CRATE REMOVAL AND STORAGE

If you wish to have your empty crates and cartons stored by Freeman, they must be labeled with "Empty" crate stickers, which can be obtained from the **Service Desk** in **Room 052**. We ask your cooperation in labeling your crates as soon as they have been emptied so that we can clean the exhibit floor and install the aisle carpeting. Items that are not labeled with an "Empty" crate sticker can be subject to being considered trash and discarded. If you don't know your Freeman Login & Password, please call Exhibitor Support at 888-508-5054.

WARE WASHING STATIONS

There are Ware Washing Stations on the expo floor for Sink Prep and washing dishes. Please use these areas to clean utensils, trays, etc. and to dump grease. By order of the City of Boston Health Department, please **DO NOT USE RESTROOMS** for cleaning products and dishes, grease dumping or filling/draining water.

TRASH/DO NOT THROW AWAY/ ICE LABELS

Three sets of brightly colored labels will be dropped in all booths, one set to be used each day as needed. The "TRASH" label should be used for any small trash items you need taken away. After the expo closes each night, please place trash items in the aisle and place these labels on them so that the cleaners know what to remove. The "DO NOT THROW THIS ITEM AWAY" label should be used for any items you need that may be accidentally mistaken for trash. The "ICE - # OF BAGS ____ (Bags are 40 lbs each)" label should be used if you need complimentary ice delivered to your booth. Ice deliveries will take place in the morning on each expo day between 6:00am – 10:00am. For additional labels, please visit the **Show Management Desk** in **Room 052**.

PERISHABLE PRODUCTS AND STORAGE

During Move-In

Freezer and refrigerator storage space is provided free of charge by Show Management.

The reefer units are located on the loading dock in the rear of the exhibit hall.

They are open the following hours:

Thursday – Saturday	8:00am – 5:00pm
Sunday – Monday	7:00am – 6:30pm
Tuesday	7:00am – 6:00pm

Product can be removed and returned daily. Labor for product transport between your booth and the reefer units may be ordered through Freeman at the reefer labor desk on the docks. Pre-ordering of reefer labor is encouraged. The reefer labor desk will be staffed by Freeman who will oversee the storage of your product whether you store it yourself or hire labor. Exhibitors can hand-carry their own product, or hire labor and pay the labor fees.

IMPORTANT: ALL PERISHABLE PRODUCTS MUST BE LABELED AT THE CLOSE OF EACH EXPO DAY.

Show Management will provide "TRASH" and "DO NOT THROW THIS ITEM AWAY" labels. Labels can be found in this guide and additional labels will be available at the Show Management office in Room 052. Be sure to label all products to clearly distinguish between that which you wish to keep.

During Move-Out

All items must be labeled by 4:00pm if you wish to ship perishables. Arrangements must be made in advance with your carrier to check in by 4:00pm on Tuesday, March 17. Any product that is not labeled by 6:00pm will be donated to the Greater Boston Food Bank.

FOOD DONATION



Absolutely no perishable seafood may be removed from the Exhibit Hall. Product may have been part of a display and with improper refrigeration for several days, so in the interest of food safety, all perishable seafood that is being carried out will be destroyed at the exits. Instead of giving product away to people from your booth, please make the appropriate arrangements to ship samples to attendees if required, or donate your product to The Greater Boston Food Bank. The Food Bank is New England's largest food assistance program and they will be onsite at the close of the expo on Tuesday, March 17, to pick up surplus product that exhibitors wish to donate. Labels marked "Donation" will be available at the Show Management Office and/or through a Food Bank representative who will stop by your booth during the expo.

Refrigerated and frozen storage trucks are open until 6:00pm on Tuesday, March 17. All items must be labeled by 4:00pm if you wish to ship perishables back in lieu of donating them. Arrangements must be made in advance with your carrier to check in by 4:00pm on Tuesday, March 17. Any product left in the storage trucks that is not labeled by 6:00pm will be donated to The Greater Boston Food Bank.

PLEASE NOTE ALL DONATED FOOD ITEMS MUST:

- Not have been presented for public consumption
- Have an Ingredient statement and code date clearly marked
- Be in original packaging
- Contain NO alcohol

Onsite, information on product donations is also available in the Service Desk & Organizers Office in Room 052. If you wish to donate your product to another organization, you are required to submit an outbound shipping material handling form to the Freeman Service Desk location in Room 052 before the end of the event so that the donation organization's carrier can pick up your product at the docks. No event floor pickup is allowed.

For furniture and other non-perishable donations please view the [Conventions Care Flyer](#).

SECURITY OF THE HALLS

- **Show Management works diligently** with the facility prior to each show to ensure the safety and security of all exhibitors, attendees, and the event. If you have any security concerns leading up to the show or on-site, please bring them to the attention of Show Management through email (swilliams@divcom.com) or at the **SENA/SPNA Event Management Desk** on-site in **Room 052**. If you see something, say something.
- **All persons in the exhibit area** must wear a badge during show hours.
- **Security guards** will "sweep" the halls at the close of the show each day to clear them of all visitors and personnel. **Only exhibitor personnel who have requested special permission will be allowed in the halls after closing.**
- **Any thefts or damage** must be reported to show security immediately.
- **Even with security as protection**, exhibitors are asked to take precautions in guarding their exhibits. Remember that move-in and move-out hours are particularly sensitive times when thefts are most likely to occur. **DO NOT LEAVE YOUR BOOTH UNATTENDED.** If you need to leave, we strongly recommend packing up all items and hiring private security.
- **Be Careful!** 24-hour security service will be provided to protect the show as a whole. However, it is up to you to exercise prudent judgment and to safeguard your personal property and belongings. At the end of each day, remove anything of value that can be easily removed.
- **Notify someone if you notice a safety hazard in the building.** If you notice any potential safety hazards such as wires on floor that have not been taped off, metal structures extending into the aisles, etc., be sure to notify either Show Management, Freeman, or the building liaison to get it taken care of before anyone gets hurt.
- **Be aware and be prepared.** When you leave the facility at the end of the day, be sure to remove your badge. Program the emergency numbers from this document into your cell phone or carry the document with you.
- **Walking at night?** Be sure to travel in pairs or call a cab. Be aware of your surroundings and take caution if new to the city. Leave your cell phone on overnight in case of an emergency.

Security Tips On Safeguarding Booth Property

- **Coordinate shipping and deliveries.** Try to be on site when your product is being delivered to your booth.
- **Conduct an inventory.** Once your product has been delivered, note any missing or damaged items. Note display locations
- **Store any excess product/giveaways and extra electronic devices in a locked cabinet.** Do not leave purses, briefcases, or valuables behind drapes or underneath tables, this is the first place any thief will look.
- **Plan to have staff manning your booth during all times** when the exhibit floor is open to attendees and other exhibitors.
- **During the start of move-out, please stay with your booth** until you either pack it or the official decorator brings your empties and packs it. Do not leave your booth immediately; spend some time in your booth until the floor clears. This is one of the premium times during which theft occurs. Schedule outbound travel accordingly.
- **If your booth contains a lot of valuables** which are difficult to secure or time-consuming to setup or tear-down on a daily basis, it is recommended that you **hire your own security guard overnight.** Security is available from through the MCEC.
- **Blocking the entrance to your booth prior to leaving** provides a mental barricade to any perpetrator. Use either **caution tape or place chairs** at the entrance.
- **Try to greet anyone that comes into your booth** as this will send a signal that you are aware of their presence; this will discourage any perpetrators from attempting to steal.
- **Obtain proper insurance coverage** for your goods, including transit.

Potential Crisis Situations

Exhibitors should be aware of the below possibilities and should report any suspicious activity as soon as possible. To report suspicious activity, call MCEC Security directly at 617-954-2222 and describe specifically what you observed, including: **who** or **what** you saw, **when** you saw it, **where** it occurred and **why** it's suspicious. **Guests can text MCEC and their message to 69050**, these messages will go straight to the MCEC Command Center.

MCEC EMERGENCY PROTOCOL



It is important to stay calm when reporting an incident. Call the MCEC Public Safety Team at 617-954-2222 if you need any assistance while onsite.

This emergency number is the primary emergency number for the facility. MCEC Security will provide emergency personnel or police the fastest route to your location.

If The Fire Alarm Sounds:

When the fire alarm sounds all exhibitors and attendees must leave the building via the nearest emergency exit. Follow instructions for safety and security personnel. Follow the evacuation procedures.

- 1. Follow the Emergency Evacuation Procedures.**
- 2. Follow all instructions from Public Safety Personnel and the Building Public Address System.**
- 3. Calmly proceed to the closest exit or stairwell and begin to exit the facility.**
- 4. IF YOU ENCOUNTER SMOKE ON YOUR WAY TO AN EXIT, TURN AROUND AND USE ANOTHER EXIT.**
- 5. DO NOT ATTEMPT TO USE ESCALATORS OR ELEVATORS DURING A FIRE.**
- 6. Once outside and safe, proceed to a safe location.**
- 7. Do not attempt to re-enter the facility until the "All-Clear" is given.**
- 8. Once the "All Clear" is received, follow the directions from Public Safety Personnel for re-entering the facility.**

City of Boston Emergency Numbers

For use outside of the MCEC Building

Boston Police: Emergency 911

Boston Police: Non Emergency 311

National Weather Service: Boston www.weather.gov

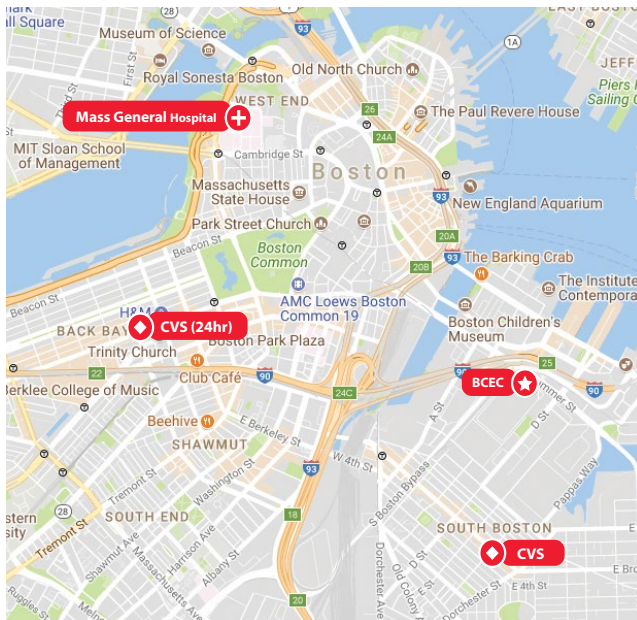
Do not call 911 from inside the building.

Nearby Pharmacies, Urgent Care, and Hospitals

CVS Pharmacy
423 West Broadway, Boston MA, 02210
617-269-7656

CVS (24hr Pharmacy)
587 Boylston Street, Boston, MA 02116
617-437-8414

Mass General Hospital
55 Fruit Street, Boston, MA 02114
617-726-2000



CLEANING

General cleaning of the aisles and other public areas is the responsibility of Show Management.

Each exhibitor is responsible for the cleaning of their own booth. If you require cleaning services, please go to the DRB Cleaning Service Desk in Room 052.

ELECTRICITY

Reminder to exhibitors using display tanks and refrigeration units: you need to make special arrangements for **24-hour electrical power** for your booth. All other electrical service is shut down each evening after the close of the expo. To make arrangements on-site, go to the MCEC Service Desk in Room 052.

CONFERENCE INFORMATION

ATTEND SOME EDUCATIONAL SESSIONS! Upgrade your Exhibitor Badge for only \$170 (\$450 value) to include full access to all the conference sessions during the expo, and presentations after the event. Upgrading your pass is easy, contact Registration for assistance.

The 2026 conference program will feature over 30 educational sessions, presented by top seafood industry experts. Attendees will take away engaging and practical information covering the most important and timely issues relevant to today's seafood business environment. View the full conference schedule online at: seafoodexpo.com/north-america/conference-program



KEYNOTE

11:00am - 12:00pm | Room 153BC

Fork in the Current: The Economic and Trade Realities Shaping Seafood in 2026

With the impact of last year's tariffs still playing out, volatile fuel costs, and slower-than-hoped inflation relief, North American and global seafood supply chains are entering another period of stress and opportunity. In this keynote, economist and geopolitical strategist Dr. Nomi Prins offers a pragmatic economic outlook for 2026, tailored to the North American seafood sector. She'll explore how macro forces from U.S.-China trade tensions to E.U. regulatory shifts, energy price volatility, AI integration, and consumer price sensitivity are reshaping cost structures, sourcing strategies, and regional demand. Whether you're exporting crab, farming salmon, or scaling cold-chain logistics, Prins will provide a grounded framework for how seafood leaders can adapt – and lead – through the realities of the year ahead.



Nomi Prins, PhD
Macro-economist, geopolitical financial expert and best-selling author

This educational program is brought to you by:
 SeafoodSource

FREE AND OPEN TO ALL BADGE HOLDERS

BARS AND RESTAURANTS

SATURDAY, MARCH 14

Market on Summer 9:00AM – 5:00PM North Lobby

SUNDAY, MARCH 15

Market on Summer 9:00AM – 5:00PM North Lobby
 Unconventional Cafe 8:30AM – 4:30PM North Lobby
 Lunch Market 10:00AM – 5:00PM Between Escalators Aisle 100
 Lunch Market Bar 11:00AM – 4:30PM Between Escalators Aisle 100
 Nunchas Food Truck 11:00PM – 5:00PM Booth 2281
 Food Truck Bar 11:00AM – 4:30PM Booth 2281
 Wicked Good Market 11:00AM – 4:00PM Level 1
 Wave Makers' Sand Bar 11:00AM – 4:30PM Booth 3165
 Gogi on the Block 11:00AM – 5:00PM Booth 2281
 Uncle Joey's Coffee & Cannoli's 10:00AM – 5:00PM Booth 2053

MONDAY, MARCH 16

Unconventional Cafe 8:30AM – 4:30PM North Lobby
 Market on Summer 9:00AM – 5:00PM North Lobby
 Lunch Market 11:00AM – 4:00PM Between Escalators Aisle 100
 Lunch Market Bar 11:00AM – 4:30PM Between Escalators Aisle 100
 Food Truck Park - Nunchas 11:00AM – 5:00PM Booth 2281
 Food Truck Bar 11:00AM – 4:30PM Booth 2281
 Wicked Good Market 11:00AM – 4:00PM Level 1
 Wave Makers' Sand Bar 11:00AM – 1:30PM Booth 3165
 Gogi on the Block 11:00AM – 5:00PM Booth 2281
 Uncle Joey's Coffee & Cannoli's 10:00AM – 5:00PM Booth 2053

TUESDAY, MARCH 17

Unconventional Cafe 8:30AM – 3:30PM North Lobby
 Market on Summer 9:00AM – 5:00PM North Lobby
 Food Truck Park - Nunchas 11:00AM – 3:00PM Booth 2281
 Wave Makers' Sand Bar 11:00AM – 3:00PM Booth 3165
 Gogi on the Block 11:00AM – 3:00PM Booth 2281
 Uncle Joey's Coffee & Cannoli's 10:00AM – 3:00PM Booth 2053

PAGING IN THE EXHIBIT HALL

We are unable to page anyone in the exhibit hall. Please provide your co-workers and family members with hotel information and phone numbers where you may be reached while at the expo.

EXHIBITOR EVALUATION



We Want To Hear From You.

Please evaluate how our expo performed to your company's needs. You will receive your expo evaluation the week following the expo. Your cooperation in completing and returning this survey will help us to improve the expo and will serve as an information link between exhibitors and Show Management.

BUSINESS CENTER

LOCATED OFF THE NORTH LOBBY

Hours of Operation:

Thursday, March 12	9:00am – 5:00pm
Friday, March 13	9:00am – 5:00pm
Saturday, March 14	10:00am – 2:00pm
Sunday, March 15	10:00am – 2:00pm
Monday, March 16	9:00am – 5:00pm
Tuesday, March 17	9:00am – 5:00pm

ONSITE PHONE DIRECTORY

Acme Ice

617-719-1985

**DRB Cleaning
Cleaning**

857-283-4926

Freeman

Carpeting, Graphics, Furniture, Labor, Transportation

888-508-5054

Levy Restaurants

Catering, Food and Beverage

617-954-3988

Lowe Refrigeration

Refrigerated/Frozen Display Equipment

770-461-9001

Peak Hospitality Staffing

617-236-8200

Projection

Audio Visual

617-954-3333

Security

Emergency/First Aid/Theft

617-954-2222

Show Management

Show Management, General Information

617-954-3400 or 617-954-3401

Stapleton Floral

Floral, Plants

617-269-7271

**Thomas M. Menino Convention and
Exhibition Center**

Water, Drain Electricity, Internet

617-954-2230

VISIT Boston

Public Transportation, Taxis, Restaurants

617-954-2567