



American Sportfishing Association

Leading the Way for Fishing's Future

Membership Application Form

SECTION 1: COMPANY AND PRIMARY CONTACT INFORMATION

Company Name _____

Address _____

Suite _____

City _____

State _____

Zip Code _____

Country (if outside U.S.) _____

Phone _____

Toll free _____

Fax _____

Contact (Mr./Ms./Mrs.) _____

Contact Title _____

Contact Email Address _____

Website URL _____

SECTION II: MEMBERSHIP CATEGORY *(Check one--see reverse for category descriptions)*

- Sportfishing Manufacturer* Allied Manufacturer* Marine Manufacturer*
 Manufacturer's Rep Allied Organization Wholesaler*
 Retailer* Advocacy Group Media
 Representative Agency Resource Agency

***In order to help estimate your dues which will be kept strictly confidential, please include the following information.**

Annual Sales Related to Fishing \$ _____ *(estimate)*

Percentage of Sales Related to Fishing _____ %

From what types of products do the above sales figures derive? _____

Brand Names: _____

Brief Company Description: _____

*Please return form by fax to (703) 519-1872 or by mail to:
American Sportfishing Association, 225 Reinekers Lane, Suite 420, Alexandria, VA 22314*

Advocacy Group: A non-profit organization whose primary objective is the promotion of fishing or natural resource conservation.

Allied Manufacturer: A company that does not produce fishing tackle but whose primary source of income comes from the production or private labeling of merchandise that may be used by anglers.

Allied Organization: A for-profit or non-profit organization with a mission or purpose related to the sportfishing industry.

Marine Manufacturer: A company whose primary source of income comes from the manufacture of marine engines and/or boats.

Media: A company or individual whose primary source of income comes from print publishing, television, video or radio production. Also included are marketing, advertising and public relations firms.

Representative Agency: A company whose primary source of income comes from sales on behalf of a manufacturer through a contractual agreement. Companies in this category may not be associated in any way with the production or private labeling of merchandise.

Resource Agency: Any state or federal fish and wildlife or natural resource agency.

Retailer: A company whose primary source of income comes from the operation of a retail outlet including catalog, mail order or Internet transactions.

Sportfishing Manufacturer: A company whose primary source of income comes from the production, private labeling, importing or exporting of products that are directly related to the act of fishing with production facilities in the United States and other countries. Also included are subsidiary companies and divisions that share common ownership with a parent manufacturing or private labeling company.

Wholesaler: A company whose primary source of income comes from the resale of merchandise to retail merchants. Wholesalers purchase and maintain inventory of fishing tackle and related products, other than their own private label; maintain a listing of products carried, either in print or electronically; and resell to stocking retailers not connected with the wholesale company.

Non-Voting Associate Member: Any individual, partnership or corporation that has a special interest in sportfishing and is not eligible for, or does not desire, regular membership including manufacturer representatives, charter boat companies or captains, consultants and benefit providers.