

ICAST 2008

FOLLOW *your* INSTINCTS

EXHIBITOR PROMO PAK



July 16-18, 2008 • Las Vegas Convention Center

EXHIBITOR *Show Schedule*

MONDAY, JULY 14, 2008

8:00 a.m.	Exhibitor Set-Up Begins
12:00 p.m.	Exhibitor Registration Begins
1:00 p.m.	New Product Showcase Product Drop-Off Begins
5:00 p.m.	Exhibitor Set-Up Ends
5:00 p.m.	Exhibitor Registration Closes

TUESDAY, JULY 15, 2008

8:00 a.m.	Exhibitor Set-Up Begins
8:00 a.m.	Registration Opens
12:00 p.m.	Press Room Opens
1:00 p.m.	New Product Showcase Drop-Off Deadline
3:00 p.m.	2009 Booth Lottery (10+ booths)
5:00 p.m.	Exhibitor Set-Up Ends
5:00 p.m.	Registration Closes
5:00 p.m.	New Product Showcase Preview Reception

WEDNESDAY, JULY 16, 2008

7:00 a.m.	Registration Opens
7:30 a.m.	Industry Breakfast
9:00 a.m.	ICAST Opens
9:00 a.m.	New Product Showcase Open to Buyers and Media-Editorial Only
10:00 a.m.	New Product Showcase Open to All Attendees
11:00 a.m.	Seminar
1:00 p.m.	MAATS Opens
2:00 p.m.	Seminar
4:30 p.m.	Social Hour in Exhibitors' Booths
5:00 p.m.	Registration Closes
6:00 p.m.	ICAST and MAATS Close
6:00 p.m.	Chairman's Industry Awards Reception

THURSDAY, JULY 17, 2008

7:30 a.m.	Registration Opens
7:30 a.m.	Seminar
8:00 a.m.	New Product Showcase Winners Press Event
8:30 a.m.	ICAST Opens
1:00 p.m.	MAATS Opens
2:00 p.m.	Seminar
4:00 p.m.	Registration Closes
4:30 p.m.	Social Hour in Exhibitors' Booths
6:00 p.m.	ICAST and MAATS Close

FRIDAY, JULY 18, 2008

7:30 a.m.	Registration Opens
8:30 a.m.	ICAST Opens
11:00 a.m.	MAATS Opens
12:00 p.m.	New Product Showcase Closes/Product Pick Up Begins
1:00 p.m.	Registration Closes
1:00 p.m.	Social Hour in Exhibitors' Booths
2:00 p.m.	New Product Showcase Product Pick Up Deadline
3:00 p.m.	ICAST and MAATS Close/Tear Down

THANK YOU FOR EXHIBITING AT ICAST 2008.

Selecting your booth space is just the first step in building a successful show presence for your company. We offer this special ICAST Promo Pak to help ensure that your pre-ICAST marketing efforts have a positive and direct impact on your bottom line.

The ICAST 2008 Promo Pak represents our commitment as your partner and in helping your business to succeed. Please use the enclosed information to help you have a successful show this July in Las Vegas. The American Sportfishing Association staff is dedicated to helping make ICAST 2008 a success for your company. Please contact us at any time to discuss the opportunities presented in this guide or to share ideas of your own.

WHAT'S INSIDE

Show Specials.	2
Show Special Entry Form	3
ICAST Buyer Raffles.	5
New Product Showcase	6-8
ICAST 2008 New Product Showcase Entry Form.	9
<i>ICAST 2008 Buyers' Guide</i>	10-11
2008 Sponsorship Opportunities.	12-13
Free Promotional Materials	15
Press Room Guidelines and Information	17
Press Conference Room Request Form.	19
Meeting Room Request Form.	21
Additional Information.	23
Important Information.	25

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www.asafishing.org/ICAST

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What is a Show Special?

Would you like to offer an incentive on a particular product or group of products? A two-for-one giveaway? A free hour with a member of your pro staff? Are you doing something unique for buyers at ICAST? If you said yes to any of the above, then you have a Show Special. Can't think of one? Let us know, and we will help you develop an ICAST-only special.

Why Offer a Show Special?

As an exhibitor, your goal is to attract more buyers to ICAST and to your booth. By offering a Show Special that is ONLY available at ICAST, you attract more buyers and increase the number of orders you write. Show Specials are a strong incentive for buyers to come to your booth, see your entire product line and write orders. Offering ICAST-only Show Specials also helps increase overall buyer attendance at the show, providing more opportunities for your company to network and do business with buyers from across the globe.

How Will Buyers Know I am Offering a Show Special?

ASA will work with you to promote your Show Special. Once you tell us that you are planning to offer a Show Special, your company's name will be listed on the ASA Web site. Again, for 2008, in mid-May, we will mail all pre-registered buyers as well as other potential buyers the *Reelin' & Dealin'—A Guide to ICAST-only Specials*.

Tell us you are having a show special before April 7, 2008, and we will list your company's name in a pre-show issue of *Fishing Tackle Retailer* magazine.

While at the show, we'll give you a "Show Special" sign to display in your booth to improve visibility with buyers. This is in addition to the listing in the *ICAST Buyers' Guide* and various signs onsite.

Is There a Fee?

No. This service is offered to exhibitors at no charge. All exhibitors are encouraged to participate in the Show Special program.

What is a Good Show Special?

When developing a Show Special, exhibitors should consider deals that most benefit a buyer. Although every buyer is attracted to different forms of Show Specials, six of the most commonly requested specials are dating, value added, shipping, price, free goods and combos.

Show Special Guide Listing

Submit the details of your Show Special by April 24, 2008, in order to receive a listing in *Reelin' & Dealin'—A Guide to ICAST-only Specials*. Please note that there is a 400-character limit to the Show Special listing. Please use the form on the next page to submit your Show Special.

SAMPLE LISTING:

<i>Company:</i>	DEF Rod Company
<i>Booth Number:</i>	300
<i>Brand:</i>	DEF Rod
<i>ICAST-only Special:</i>	Receive \$50 cash back for every \$500 order of rods placed at ICAST. Minimum purchase of \$500 required. Pick the distributor of your choice.

Show Special Key Dates

April 7: Deadline to have your name listed free of charge as a company with a Show Special in an ASA-sponsored ad in *Fishing Tackle Retailer* magazine and the *ICAST Buyers' Guide*.

April 24: Deadline to have your Show Special listed in the *Reelin' & Dealin'—A Guide to ICAST-only Specials* and receive a "Show Special" sign for your booth at ICAST.

June 16: Final deadline to have your Show Special listed and receive a "Show Special" sign for your booth at ICAST.

Questions? Please contact Kenneth Andres, ICAST Associate, at 703.519.9691, ext. 231, or kandres@asafishing.org.

SHOW SPECIAL *Entry Form*

Company Name: _____

Contact Name: _____

Phone: _____

E-mail: _____

Booth Number: _____

Brand: _____

Product: _____

ICAST-only special with details: _____

Note: ASA reserves the right to edit Show Special details, ensuring that the edits do not change the content of the Show Special.

Fax form to 703.519.1872.

Questions? Please contact Kenneth Andres, ICAST Associate, at 703.519.9691, ext. 231, or kandres@asafishing.org.

Increase Your Sales

ICAST Buyer Raffles help you to seal the deal by offering buyers the chance to win cash prizes or a grand prize fishing trip. When combined with your Show Specials, raffles offer buyers a powerful incentive to increase the number of orders they write at your booth. Let buyers know that your Show Specials and the Buyer Raffles can help make their trip to ICAST low cost or even no cost.

Rules

The process is simple. Exhibitors will be given entry forms in advance; simply sign the buyer's entry form once the order is written. The buyer will then drop the entry form in the designated bins. Drawings will be held Wednesday and Thursday at noon and 5:00 p.m. and Friday at 10:00 a.m. and noon. Names of daily winners will be posted in the ASA booth.

Raffle #1—Write an Order

Each time a buyer writes an order in your booth, he/she is eligible to enter his/her name in the ICAST Buyer Raffle. Raffle entry forms will be distributed to exhibitors in Wednesday's booth drop at the show. All you have to do is sign the form when an order is written and return the form to the buyer to submit. The grand prize is a trip for two to Crocodile Bay Lodge in Costa Rica - www.crocodilebay.com.

Raffle #2—Vote in the New Product Showcase Awards

During the opening day of the show, any buyer or Media-Editorial attendee may stop by the New Product Showcase to vote for his/her top pick for the best new products debuted at ICAST. Just for voting, they are entered into a drawing for up to \$3,000 in cash.

Sample Buyer Raffle Entry Form

Official Buyer Drawing Entry Form



Store/Company Name: _____ Buyer Name: _____

Exhibitor/Company: _____ Booth Number: _____

Exhibitor Name: _____ Exhibitor Signature: _____

The dealer above has written an order at ICAST and is eligible for a buyers-only drawing for a trip or cash prizes.
Buyer, please drop this form in the buyer raffle bin near the show entrance to be entered for the drawing.

Drawings will be held Wednesday and Thursday at noon and 5:00 p.m. and Friday at 10:00 a.m. and noon.
Names of daily winners will be posted in the ASA booth.

NEW *Product Showcase*

There's more than one way to catch a fish, and the New Product Showcase reflects this creative spirit. If you introduced a new product in 2008, or have one ready to debut in 2009, the New Product Showcase is the perfect way to highlight your latest addition and gain visibility with buyers and media. The New Product Showcase is ICAST's flagship feature and recognizes your innovation and rewards your contribution to fishing through our "Best of Show" new product awards competition.

What Qualifies as a New Product?

A product qualifies as "new" if it has not been sold, at any level of distribution, before January 1, 2008, or appeared in any 2007 (or earlier) product catalog. Each submission will be reviewed for consistency with these rules. For a complete list of rules, please see following page.

Vie for the Prestigious "Best of Show" Awards

During the first day of the show, buyers and Media-Editorial attendees who visit the New Product Showcase will evaluate each new product and grade them based on their innovation, execution, workmanship and practicality. The product with the most votes in each of the 17 categories will be awarded "Best of Show" for that category. The product with the most total votes will be named overall "Best of Show." Voting begins during the Tuesday night Preview Reception and continues through 1:00 p.m. on Wednesday, July 16. The winners will be announced Wednesday evening at the Chairman's Industry Awards Reception.

Only registered buyers and individuals with Media-Editorial badges are eligible to vote.

Meet Buyers and Media at the Exclusive Preview Reception

On Tuesday evening, July 15, the night before the show opens, a Preview Reception will be held in the New Product Showcase area. Buyers and Media-Editorial attendees are invited to this special reception where you will have the chance to show them what makes your product special.

Directions for Submitting Your New Product Entry

Enter your new products by filling out the New Product Showcase form on page 9 and fax it to ASA at 703.519.1872. All product information will be kept strictly confidential until Tuesday evening's Preview Reception.

The deadline for submitting your New Product Showcase entry form is June 16, 2008. NO EXCEPTIONS.

Official Rules

1. You must be a 2008 ICAST exhibitor to enter new products in the New Product Showcase.
2. Your entry form must be received by June 16, in order to have your product entered in the Showcase. NO EXCEPTIONS. Entry forms will not be accepted after the deadline.
3. The product must be new for 2008/2009. "New" means the product must not have been sold at any level of distribution before January 1, 2008. The product must not have appeared in any 2007 (or earlier) product catalog. **Note that changes in color, size, weight, pattern, hook size, etc. do not constitute a new product:** All new product entries are subject to ASA approval. ASA reserves the right to remove/disqualify any product that it believes does not qualify as new.
4. A product can be submitted in only ONE category. Final category determinations are subject to ASA approval.
5. The number of product submissions per category is limited. See entry form for details.
6. New products must be delivered to the New Product Showcase between 1:00 p.m. and 5:00 p.m. on Monday, July 14, or between 8:00 a.m. and 1:00 p.m. on Tuesday, July 15. No products will be accepted after 1:00 p.m. on Tuesday.
7. Product placement will be determined by ASA staff. Exhibitors are not permitted inside the New Product Showcase during set-up hours. New Product Showcase hours will be posted prominently on the show floor.
8. Products may be displayed with packaging as they would be at retail point of sale. Additional displays and signage aside from the product ID card provided are prohibited. Product mounting and displays for lures should be limited to a maximum of one square foot; all other products have a maximum of two square feet of space due to space restrictions. Additional space requests must be received by June 16. For exhibitors planning to display the features of their lure entries, ASA encourages you to bring a second lure to the New Product Showcase as lures will be in locked displays.
9. Promotion of products is allowed only during the voting period for the New Product Showcase awards which includes the Preview Reception and until 1:00 p.m. on Wednesday, July 16. Limit of one exhibitor personnel per product category.
10. Order writing is prohibited in the New Product Showcase at all times.
11. All entries are automatically entered into the "Best of Show" judging.
12. There is no entry fee to submit a product for the New Product Showcase.

New Product Showcase Key Dates

June 4: Deadline to sign up for the New Product Showcase conference call

June 9, 2:00 p.m. EDT: New Product Showcase conference call

June 16: Deadline to submit New Product Showcase Entry Form—NO EXCEPTIONS

July 14, 1:00 p.m. to 5:00 p.m.: Onsite product and ID card drop off

July 15, 8:00 a.m. to 1:00 p.m.: Onsite product and ID card drop off

July 15, 5:00 p.m. to 7:00 p.m.: Preview Reception

July 15, 5:00 p.m.: Voting begins

July 16, 9:00 a.m. to 10:00 a.m.: New Product Showcase open to Buyers and Media-Editorial only

July 16, 10:00 a.m.: New Product Showcase open to exhibitors and attendees

July 16, 1:00 p.m.: Voting ends

July 16, 6:00 p.m. to 7:30 p.m.: "Best of Show" Winner's Announcement (Chairman's Industry Awards Reception)

July 17, 8:00 a.m. to 9:00 a.m.: "Best of Show" Winners Press Event

July 18, Noon to 2:00 p.m.: Product pick up

NEW *Product Showcase*

(continued)

New Product Showcase Conference Call

Back by popular demand! A conference call dedicated to the New Product Showcase is returning to ICAST 2008. The conference call will be held on Monday, June 9, at 2:00 p.m. EDT. During this conference call we will review how to submit your entry form, the rules and regulations, how to complete your product ID card, how to display your product and much more. If you plan to enter a product in the New Product Showcase, this conference call can not be missed.

New Product Identification Card

To help you display your product prominently and highlight what's new, ASA staff has created special tent cards to accompany entered products. The cards will contain your company name, booth number, product name, M.S.R.P. and a space to tell the world what's new about your product. The product ID cards will be mailed to entering companies after June 16. Please note all entered products must be accompanied by a completed product identification card to be eligible.

New Product ID Card	
Product Description _____	
Manufacturer's Suggested Retail Price _____	
Exhibiting Company _____	
Booth Number _____	ID# _____
Product Name _____	

Product Delivery

Products must be delivered to the New Product Showcase on Monday, July 14, between 1:00 p.m. and 5:00 p.m. or Tuesday, July 15 between 8:00 a.m. and 1:00 p.m. All packages MUST be hand delivered to be eligible to compete in the New Product Showcase.

Security

Twenty-four-hour security guards will be provided at the New Product Showcase for the duration of the show. No exhibitors will be allowed in the Showcase during setup or after hours. ASA is not responsible for theft or damage to products.

Pick-up

You must pick up your products from the New Product Showcase between noon and 2:00 p.m. on Friday, July 18. All products not picked up by 2:00 p.m. will be donated to a non-profit organization of ASA's choosing. ASA is not responsible for products not picked up by the specified time.

Questions? Please contact Kenneth Andres, ICAST Associate, at 703.519.9691, ext. 231, or kandres@asafishing.org.

ICAST 2008 *New Product Showcase Entry Form*

To Enter the New Product Showcase:

- Please complete this form to enter your product in the 2008 New Product Showcase.
- Entry forms must be received by ASA by June 16, 2008.
- Entry forms will not be accepted after the deadline.
- Fax this form to 703.519.1872.

Categories You Wish To Enter:

Please enter the quantity of products per category you will enter.

- Freshwater Rod:** Any freshwater fishing rod.
Limit 5 per company with one per series.
- Saltwater Rod:** Any saltwater fishing rod.
Limit 5 per company with one per series.
- Freshwater Reel:** Any freshwater fishing reel.
Limit 5 per company with one per series.
- Saltwater Reel:** Any saltwater fishing reel.
Limit 5 per company with one per series.
- Combo:** Any fishing rod and reel packaged and sold together.
Limit 5 per company with one per series.
- Line:** Any fishing line. Only a single diameter or strength per line type.
Limit 5 types per company with one per series.
- Terminal Tackle:** All hooks, sinkers, lead head unfinished jigs, swivels, snaps, beads or any other form of terminal tackle.
Limit 5 per company.
- Soft Lure:** Any soft-bodied lure that is used primarily to catch fish. Only one size and color per model type.
Limit 5 models per company.
- Hard Lure:** Any hard lure that is used primarily to catch fish. Decorative lures are considered giftware. Only one size and color per model type.
Limit 5 per company.
- Tackle Management:** All tackle boxes and carrying cases. Any product that's function is to organize any or all tackle including rod racks, tackle bags, storage boxes, etc.
Limit 5 per company with one per series.
- Kids' Tackle:** Any fishing tackle designed and marketed exclusively to children.
Limit 5 per company.
- Electronics:** Any electronic product meant for fishing and boating such as GPS systems, fish locators and underwater cameras.
Limit 5 per company.
- Clothing:** Pertains to clothing, shoes and raingear.
Limit 5 per company.
- Eyewear:** Any product that is intended for head- and eye-safety protection such as sunglasses, goggles and masks.
Limit 5 per company.
- Fishing Accessory:** Any product that is intended to assist an angler on a fishing trip that does not fall into one of the listed categories.
Limit 5 per company.
- Boating Accessory:** Any product meant for use with a boat such as boat seats, trolling motors and rod holders for trolling.
Limit 5 per company.
- Giftware:** Any product meant for novelty use.
Limit 5 per company.

Please type or print clearly

I certify that all my products entered in the ICAST New Product Showcase are new for 2008 or 2009. These products have not been sold at any level of distribution before January 1, 2008, and they have not appeared in any 2007 (or earlier) product catalog.

Company: _____ Booth #: _____

Printed Name: _____ Signed: _____

Note: Please do not ship products to ASA or LVCC. Products must be hand delivered onsite. Please refer to Product Delivery Rules on page 8.



Contact Brooke Bollinger at (913) 344-1316 or bbollinger@ascendmedia.com

Advertising Information

Size	Black and white	Four-color
Standard options		
Full Page	\$1,426	\$2,251
2/3 Page	\$1,333	\$2,158
1/2 Page	\$986	\$1,811
1/3 Page	\$766	\$1,591
1/4 Page	\$577	\$1,402

Premium options

French Gate Cover		\$7,480
Gatefold Cover		\$7,480
Belly Band		\$4,500
Back Cover		\$3,295
Inside Front Cover		\$2,995
Inside Back Cover		\$2,995
First Right Page/Page 1		\$2,926
Tabbed Divider (one side)		\$2,650
Inserts	Call for pricing details.	

Other options

New Product Showcase Ad		\$1,250
Product Category Mini-Ad		\$615
Enhanced Listing with Logo	\$110	\$210
New Product Flag	\$100	

Covers and Full Page

Bleed
8-5/8" x 11-1/8"
Trim
8-3/8" x 10-7/8"
Safety/Live Area
7-7/8" x 10-3/8"
Non-Bleed Ad
7" x 10"

2/3 Page

4-5/8" x 10"
(no bleed)

1/2 Page Horizontal

7" x 5"
(no bleed)

1/3 Page

2-1/4" x 10"
(no bleed)

1/4 Page

3-1/2" x 5"
(no bleed)

New Product Showcase

2-1/4" x 5"
(no bleed)

New Product Flag

1/2" x 1/2"
(no bleed)

Product Category Mini-Ad

2-1/4" x 2-1/4"
(no bleed)

Enhanced Listing with logo

up to 2-1/4" x 1"
(Background box color to be determined.)

Publication size:

8-3/8" x 10-7/8" (trim)

Bleed: Size required for an ad to bleed off the edges of a page. (1/8" past trim)

Trim: Final page dimensions.

Safety/Live Area: All text and graphics not intended to bleed. (1/4" from trim)

Deadlines

Space reservation/payment due: May 8, 2008

Materials due: May 16, 2008

Mechanical Specifications

Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at www.swop.org or <http://www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html>.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (12-point offset).
- Only one ad per PDF document. (Submit spreads as single-page files, indicating right-hand page [RHP] and left-hand page [LHP] in file names.)

Document setup

- QuarkXPress or Adobe InDesign should be used for ad layouts. For information on creating a PDF/X-1a, visit www.adobe.com.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be Type 1 or OpenType (Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.

- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).

Product logos

- Logos for Enhanced Listings should be submitted at 300 dpi at a minimum size of 2-1/4" x 2-1/4" in TIF, JPG or EPS format (vector EPS preferred).

Unacceptable file types

- Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted. If you need assistance with your ad creation, contact your Ascend Media sales representative.

Submitting digital files

- Contact your Ascend Media representative for your upload instructions and unique login and password.

Proofs

- Contract proofs are required for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP®-approved. View specifications online at www.swop.org. Without an accurate SWOP®-provided proof, Ascend Media cannot be held responsible for the outcome of color on press.

Submitting required proofs

Mail proofs to: Ascend Media, LLC
Attn: ICAST 2008
7015 College Blvd., Suite 600
Overland Park, KS 66211
(913) 469-1110

Important notes

- Only exhibitors may advertise.
- All advertising is subject to the approval of ASA.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. No cancellations are accepted.
- No agency commission or cash discounts accepted.

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any materials provided that do not meet the defined specifications of the publication. While every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.

Please remit payments to:

Ascend Media, LLC
P.O. Box 414674
Kansas City, MO 64141-4674

(continued)

As always, a basic exhibitor listing in the official *ICAST 2008 Buyers' Guide* publication is free to all exhibitors and non-exhibiting members of the American Sportfishing Association.

To confirm and update your listing, you will have the opportunity to use the exclusive Web site tool. Our official publishing partner, Ascend Media, will be collecting your information through a highly customized electronic process. The site will allow you to review all contact information, select product categories, list brand names, and enter exhibit descriptions. Ascend will launch this in mid-March and updates will be accepted through May 16 for publication in the on-site guide.

When you register as an exhibitor, please ensure you have provided ICAST with the most current e-mail address of the person you designate to update your listing. Ascend will contact you by e-mail with a customized user name and password in mid-March.



To Review Advertising Opportunities Contact:

Brooke Bollinger • Advertising Sales Representative
913.344.1316 • bbollinger@ascendmedia.com

For Any Questions Concerning the Online Listing Process Contact:

For **Web Site Technical Support**, e-mail Listing_Support@ascendmedia.com or call 913.344.1341.

User name and passwords are e-mailed on a set schedule; if you have not received your user name and password within two weeks of registration, please contact Listing_Support@ascendmedia.com.

2008 Sponsorship Opportunities

ICAST sponsorship opportunities are a great way to raise your company's visibility at the hottest fishing industry show.

Our sponsorship opportunities are priced to meet every budget so take advantage now and ensure that your company receives the best opportunity to be front and center for the industry's biggest players.

Why Sponsor at ICAST 2008?

- Increase exposure and visibility for your company
- Gain stand-alone recognition of your company or product name
- Drive sales by leveraging your exhibit space
- Receive access to over 7,000 key industry players

All Sponsors Receive

- Prominent recognition on pre- and post-show materials including the *ICAST Buyers' Guide*, ASA Web site and newsletter
- Acknowledgement at ICAST special events
- Recognition on on-site signage
- Booth recognition signage
- Premium space for press kits in the ICAST Press Room

GOLD

NEW PRODUCT SHOWCASE – SOLD

Sponsored by *Fishing Tackle Retailer*

Noted as one of the top reasons to attend ICAST, the New Product Showcase is the one area of the show floor buyers and media representatives never miss. Tuesday night's New Product Showcase Preview Reception offers buyers and media a preview of next season's new products and **YOUR logo**. The newly expanded New Product Showcase will offer more floor space, driving the competition and prestige of the "Best of Show" awards to an all-time high. This is **the** place attendees visit to discover the best new products. Sponsorship of the New Product Showcase is a truly unique way to gain recognition for your organization.

CYBER LOUNGE – \$16,000

The Cyber Lounge serves as ICAST's business center. This hot spot is prominently featured on the show floor and is the place where exhibitors and buyers communicate with their home offices directly from the show. In today's electronic world, the Cyber Lounge offers attendees a place to keep in touch, allowing them to virtually be in two places at once.

CHAIRMAN'S INDUSTRY AWARDS RECEPTION – \$14,000

This annual event is held in honor of ASA's Chairman of the Board, fellow Board members and leaders of the sportfishing industry. This is the event where the winners of the coveted New Product Showcase "Best of Show" awards are announced. Sponsoring the Chairman's Industry Awards Reception is a winning way to get your organization's name in front of the crowd.

SILVER

CONVENTION LANYARDS – SOLD

Sponsored by *In-Fisherman*

So, you can't afford to send 7,000 marketing staff to ICAST to promote your organization...why not let the nearly 7,000 ICAST attendees be your marketing team? Sponsoring the lanyards at ICAST 2008 will not only get your organization noticed, attendees will be thanking you for helping them keep track of their badges.

CONVENTION BAGS – SOLD

Sponsored by *FLW Outdoors*

Everyone needs a convention bag to hold samples, product brochures and literature from ICAST exhibitors. These bags provide tremendous exposure for the sponsoring company. The sponsoring company is permitted to insert one promotional flyer in each bag.

No product samples. Inserts are subject to ASA approval.

(continued)

SHOW FLOOR LOUNGE – \$5,000

The show floor lounges are the perfect places to catch up with colleagues or to take a break from your busy ICAST schedule. Sponsors are welcome to distribute one promotional item in the lounge.

Sponsor company's personnel may not staff show floor lounge. Promotional items are subject to ASA approval. Four sponsorships available.

ICAST POCKET GUIDE – \$4,000

Without the Pocket Guide, attendees would be unable to navigate the over 450,000-square-foot expanse of the ICAST show floor. This is an excellent opportunity for your company name to be in everyone's pocket.

BRONZE

REELIN' & DEALIN'-A GUIDE TO ICAST-ONLY SPECIALS – \$2,500

Show specials always catch the eye of a bargain-conscious buyer, and everyone will notice the company whose logo is on the front of the Show Specials guide! This directory will be distributed to buyers before and during the show.

REGISTRATION REFRESHMENTS – \$2,500

Have your logo be the first one that attendees see each morning of the show as they pick up their coffee at the registration area. Refreshments in the registration area will be provided each day of the show.

BUYERS' GUIDE BINS – \$2,500

Display your logo on the distribution bins where attendees pick up their *ICAST Buyers' Guide*. *ICAST Buyers' Guides* are distributed in the registration area and at the show floor entrance.

Maximum of two sponsors

PRESS ROOM REFRESHMENTS – \$1,000 PER DAY OR \$2,500 FOR THREE DAYS

The best way to capture media attention is to provide them with refreshments. Sponsor refreshments in the press room and media will be sure to remember your company's name and visit your booth.

Refreshments to be provided Wednesday, Thursday and Friday. Sponsor company's personnel may not staff the press room.

PROMOTIONAL FLYERS IN CONVENTION BAGS – \$1,000

Get your company flyer in buyers' hands! ASA will include your one-page marketing flyer in the convention bags provided to buyers.

No product samples. Inserts are subject to ASA approval. Maximum of five sponsors.

MAGAZINE BINS – \$700 FOR EXHIBITORS/\$1,500 FOR NON-EXHIBITORS

Bins sponsored by Duncan McIntosh Company/FishRap, Salt Water Sportsman and FLW Outdoors. Limited bins still available.

This is a great opportunity to get your magazine sample to attendees. Magazine bins will be at the main show floor entrance, perfectly located for attendees to pick up as they enter the show or to take with them on the way out.

Magazines only. Manufacturers' catalogs are not permitted. Magazines are subject to ASA approval.

PRESS ROOM MESSAGE BOARD – \$300

Message board sponsored by Classic Fishing Products. Limited message board sponsorships still available.

Prominently display your company logo on the message board placed in the Press Room where all members of the media will see.

Maximum of three sponsors.

REP BOARD – \$300

One of the busiest spots at ICAST, the message board for reps and manufacturers seeking reps is a high-profile/low-cost sponsorship option.

Limited to exhibitors with four booths or less. Maximum of five sponsors.

MANNEQUIN DISPLAY – \$200 PER MANNEQUIN

Mannequins sponsored by Pelagic, LLC and Alphatan International, Inc. Limited mannequin sponsorships still available.

For maximum visibility, showcase your apparel in the Apparel Lounge on the ICAST floor. Mannequins will be provided for exhibitor use in the lounge during the show.

Maximum of five sponsors. Limit two mannequins per sponsor.

Contact

If you are interested in sponsorship opportunities please contact Kenneth Andres, ICAST Associate, at 703.519.9691, ext. 231, or kandres@asafishing.org. Sponsorship information is current as of February 13, 2008.

We work hard to promote ICAST to buyers and other attendees, but you can offer the personal touch. Buyers come to see you. Let them know you will be there and ready for business. Below is a list of FREE materials we have available to help you promote your business at ICAST.

Promotional Materials

(Please check those you would like to receive and indicate quantity.)

ICAST Postcard: Special ICAST 2008 postcards are available to mail out to your key buyers announcing your presence at the show. This is a great way to tell them you will be offering a Show Special.

Quantity (limit 50): _____

ICAST Brochure: This introductory brochure explains all the benefits of attending the industry's largest trade event. Perfect for those who may be unfamiliar with ICAST.

Quantity (limit 25): _____

ICAST 50 Buyers' Guide: ICAST will be worth a buyer's time. Send a copy of the last year's *Buyers' Guide* to let buyers know that it is not only you coming to the show, but the rest of the industry.

Quantity (limit 5): _____

■ **Personalized Letter or E-mail:** Personalize this sample letter/e-mail detailing all the buyer promotions and events at the show. Send it on your letterhead or e-mail it to your list of buying contacts and encourage them not to miss this year's show.

****Please visit our Web site at www.asafishing.org/ICAST to download.***

■ **ICAST Logo and Web Banner:** Selected ICAST graphics and logos are available electronically to add to your Web site or publication. It is an easy way to customize your materials and announce that you will be at ICAST.

****Please visit our Web site at www.asafishing.org/ICAST to download.***

Questions? Please contact Kenneth Andres at 703.519.9691, ext. 231, or kandres@asafishing.org.

To request any of these FREE materials, please complete the information below and fax this page to ASA at 703.519.1872.

Materials available while supplies last.

Name: _____ Title: _____

Booth #: _____ Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ E-mail: _____

Attendees outside of the United States should order their materials prior to May 16 to ensure delivery prior to ICAST.

PRESS ROOM *Guidelines and Information*

The ICAST Press Room supports exhibitors by assisting members of the media in getting the word out about your products and services. The press room is a valuable resource for hundreds of media representatives who attend ICAST, greatly increasing the likelihood that exhibiting companies will garner free publicity for new products, services and other news.

General Guidelines

- Only ASA members may place materials in the press room.
- ICAST Sponsors will receive prominent reserved bin space, signage and other special visibility in the Press Room and in other ASA promotions. See “Sponsorships” for more information.
- Bins are allotted on a first-come, first-served basis. One bin per company.
- Exhibitors are responsible for keeping their bins stocked throughout the show, although ASA staff will certainly help as much as possible.
- Press kits, catalogs and other materials may also be distributed in exhibiting companies’ booths, but not in the aisles on the show floor or other common areas.
- Because of agreements with our host hotels, ASA must give prior approval for show daily-type publications or other promotional materials intended for distribution by the hotels.
- ASA staff reserves the right to move or remove materials that do not comply with any of these guidelines.

Press Room Bulletin Board

Exhibitors planning press conferences, product demonstrations, celebrity guest appearances or any other special events or booth attractions may place posters, notices or announcements on the ICAST Press Room Bulletin Board. Please limit the size to 8 1/2" x 11".

If you need to arrange for a press conference room, please refer to the “Press Conference Room Request Form” included in this Promo Pak (page 19).

Delivering Materials

Materials MUST be hand delivered to the press room between Monday, July 14 and Tuesday, July 15, 2008. We recommend providing 100-200 units of material for the ICAST Press Room. Limited storage space is available beneath each bin.

Press Room Hours

Tuesday, July 15 Noon – 5:00 p.m.

Wednesday, July 16 8:30 a.m. – 6:00 p.m.

Thursday, July 17 8:00 a.m. – 6:00 p.m.

Friday, July 18 8:00 a.m. – 3:00 p.m.

Questions? Please contact Mary Jane Williamson, Communications Director, at 703.519.9691, ext. 227, or mwilliamson@asafishing.org

PRESS CONFERENCE ROOM *Request Form*

Exhibitors will have access to a fully equipped conference room with seating to accommodate up to 100 at no charge during ICAST 2008. Exhibitors can schedule the room for a maximum of 60 minutes, allowing time to turn the room for the next press conference. **The deadline for reserving the press conference room is June 16, 2008.** Please note that last minute requests are not guaranteed space.

Reservations for the room will be made on a first-come, first-served basis. The room will be equipped with a podium and microphone and seating will be arranged theater style. Information on catering, A/V, furnishings and electrical contacts will be provided with press conference room confirmation.

Date/Time of Press Conference

(Please provide three (3) choices.)

First Choice: _____

Second Choice: _____

Third Choice: _____

Brief Description of Topics to be Discussed

Can We Promote the Press Conference? YES NO

Booth #: _____ Company Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

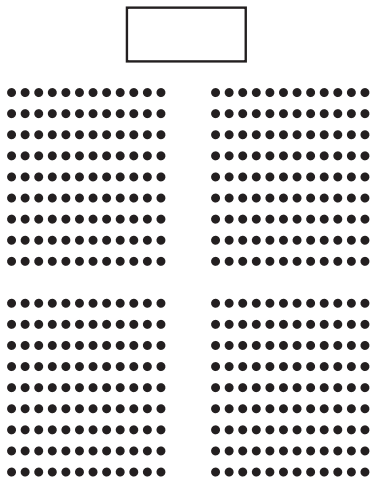
Phone: _____ Fax: _____

E-mail: _____

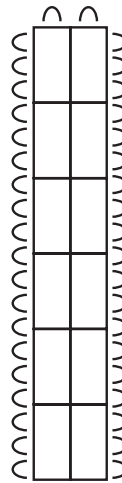
Fax form to 703.519.1872.

Questions? Please contact Kenneth Andres, ICAST Associate, at 703.519.9691, ext. 231, or kandres@asafishing.org.

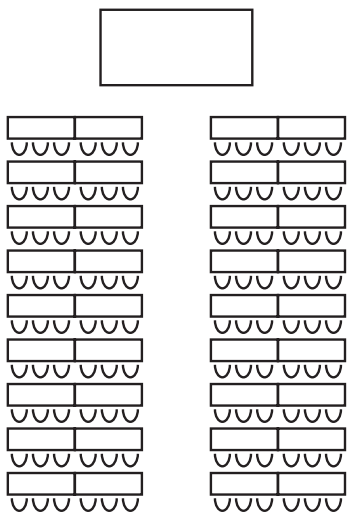
MEETING ROOM *Set-Up Diagrams*



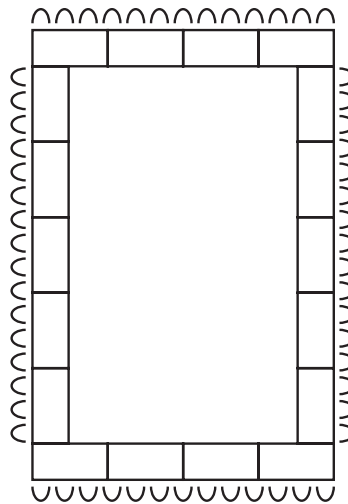
Theater



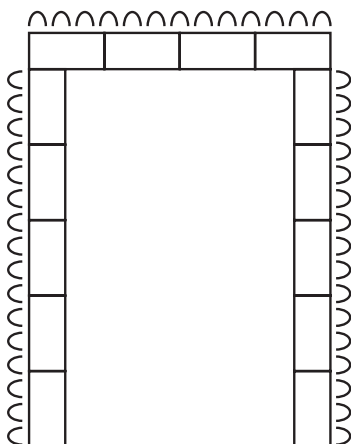
Conference



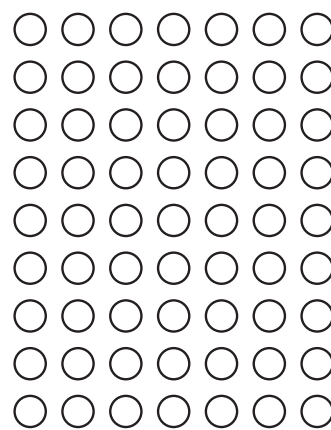
Schoolroom



Hollow Square



U-Shape



Banquet

MEETING ROOM *Request Form*

Meeting rooms are very limited and assigned on a first-come, first-served basis. Please submit your room request as soon as possible.

The meeting room request deadline is June 16, 2008.

Note that use of meeting rooms is complimentary to ASA members. However, ASA requests that ASA members make a tax-deductible donation of a minimum of \$200 per room per day

which will be evenly donated to the FishAmerica Foundation and the Future Fisherman Foundation, ASA's conservation and education/recruitment foundations. Donation information and meeting room assignments will be provided once the meeting room is confirmed.

Booth #: _____ Company Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____

E-mail: _____

Meeting/Event Name: _____

Date of Function: _____ Time/From: _____ To: _____ Number of Attendees: _____

Type of Function: (check one)

- Meeting Dinner Breakfast Cocktail Reception
 Lunch Hospitality Other: _____
-
-

Room Set-up: (check one) (See opposite page for diagram)

- Theater U-Shape Schoolroom Banquet Conference
 Hollow Square Other: _____ Head Table for _____ number of people. *Note: Head table is not draped.*
-
-

Standard Equipment and Services:

Room rental includes the following (if requested). Please check all items you require for your function. All equipment and services not listed will incur additional charges. Catering, A/V, furnishings and electrical contacts will be provided with meeting room confirmation.

- Staging (*check one*): 8' x 8' x 16' 8' x 16' x 16' 8' x 24' x 16' 8' x 36' x 16'
 Additional tables (not draped) (*check one*): 18" x 8' 30" x 8' 6' Rounds
 Additional microphone (*check one*): Lavalier Tabletop Aisle
 One (1) standing lectern with microphone
 ADA: (list special needs) _____
 Chalkboard
-
-

Fax form to 703.519.1872.

Questions? Please contact Kenneth Andres, ICAST Associate, at 703.519.9691, ext. 231, or kandres@asafishing.org.

MAATS IS BACK!

ICAST will once again co-locate with the Marine Aftermarket Accessories Trade Show (MAATS), produced by the National Marine Manufacturers Association (NMMA), giving you access to more of the industry's hottest products and companies. Your ICAST badge allows you access to both ICAST and MAATS trade show floor.

The Total Aftermarket Experience.



Tips on attracting buyers, media and other attendees to your booth.

Attire

Remember what you are selling and to whom you are selling. Dress accordingly. If you are selling a professional service, it may be best to dress more professionally. If you are selling fishing gear, it may be better to wear a shirt with a company logo and business-casual slacks.

Staffing

Keep in mind the size of your booth when deciding how many people you need to staff it. Always have at least two staff members in the booth. If you have a very large booth, spread out your staff into sections. Don't sit for long periods; it makes you look unapproachable.

Be Prepared

Bring plenty of business cards with updated contact information. Have somewhere to collect attendees' business cards; a fish bowl works great at a fishing show. Keep pen and paper on hand.

Attendees Are Your Guests

Treat each attendee as if he or she is your personal guest. They are the most important person while they are with you. However, if you are talking to one attendee and another comes in, be sure to greet them briefly and tell them you will be with them shortly.

Pay Attention

Don't congregate in groups with fellow booth staffers for long periods of time. Pay attention to who is walking past your booth; smile and look welcoming and attentive. Don't talk on your cell phone. Don't use your Blackberry or PDA. Don't snack on the show floor; it creates a messy booth and prohibits communication with attendees.

Don't Be Pushy

Be available without being pushy. Let each attendee know you are here to answer their questions, but if they simply want to look around or take some materials, smile and thank them for stopping by.

Tips source: *PCMA Convene* magazine

Get Caught Green Handed!

- Cut down on paper use by using new media and electronic technology.
- If you are providing attendees printed materials, consider using recycled paper stock.
- Bring only materials that you need for the show. You will reduce paper waste, while also saving on shipping costs.
- Consider giving away items that are made from recycled materials.
- We welcome your ideas on how else we can help protect our fisheries and environment.

Exhibitor Conference Call Schedule

Preparation is the key to success at ICAST, and ASA is committed to ensuring that ICAST is a successful show for all exhibitors. To ensure you have all the information you need, ASA has arranged four conference calls in the months leading up to ICAST.

Below is a schedule detailing call times as well as what will be discussed. To participate, please contact Kenneth Andres, ICAST Associate, at kandres@asafishing.org, prior to the call deadlines.

Conference Call #1

Date of Conference Call:

Monday, March 17 at 2:00 p.m. EDT

Deadline to Sign up:

Tuesday, March 11

Topic to be Discussed:

The Promo Pak and Promoting ICAST 2008

Conference Call #2

Date of Conference Call:

Thursday, April 16 at 2:00 p.m. EDT

Deadline to Sign up:

Friday, April 11

Topic to be Discussed:

Review of the Exhibitor Service Manual

Conference Call #3

Date of Conference Call:

Friday, May 16 at 2:00 p.m. EDT

Deadline to Sign up:

Monday, May 12

Topic to be Discussed:

How to Make the Most of ICAST

Conference Call #4

Date of Conference Call:

Monday, June 9 at 2:00 p.m. EDT

Deadline to Sign up:

Wednesday, June 4

Topic to be Discussed:

Everything About the New Product Showcase

Important Deadlines and ICAST Checklist

April 7

- Deadline to have your name listed as a company with a Show Special in an ASA-sponsored ad in *Fishing Tackle Retailer* magazine and the *ICAST Buyers' Guide* free of charge.

April 24

- Deadline to have your Show Specials listed in *Reelin' & Dealin'—A Guide to ICAST-only Specials*. The guide will be sent to buyers in mid-May.

May 16

- Deadline for *ICAST Buyers' Guide* forms.

June 16

- Deadline for pre-registration and housing.
- Final deadline to have your Show Special listed and receive a "Show Special" sign for your booth at ICAST.
- Deadline to submit New Product Showcase Entry Form.
- Deadline to submit Press Conference Room Request Form.
- Deadline to submit Meeting Room Request Form.

