

**ICAST** 2008

**FOLLOW *your* INSTINCTS**

July 16-18, 2008 • Las Vegas Convention Center



75 YEARS  
1933 - 2008

# ICAST 2008

## FOLLOW *your* INSTINCTS

What will the top lures of the next fishing season be? Will a new rod or reel redefine the way you catch a fish? How will the sportfishing industry answer the challenges it's facing? There's only one place to find out. Follow your instincts to ICAST 2008 to satisfy your:

- **Business Instincts—more product, period.** ICAST is the only trade show where entrepreneurs and all the major manufacturers display their entire product lines and highlight their latest ventures and innovations in gear and accessories.
- **Innovative Instincts—more of what's new.** More new fishing products and innovations are unveiled at ICAST than anywhere else, from leading companies and startups alike. The New Product Showcase is ICAST's claim to fame featuring all the latest fishing gear and accessories. ICAST gives you the best opportunity to get orders in first for the next fishing season.
- **Budget Instincts—more savings.** Most exhibiting companies offer significant product discounts through ICAST-only show specials on orders placed during the show.
- **Lucky Instincts—more chances to win prizes.** With every order you place during the show, and when you vote in the New Product Showcase "Best of Show" competition, you increase your chances to win raffles for cash and other prizes.
- **Social Instincts—more networking opportunities.** Business still revolves around face-to-face meetings. There's no place like ICAST to connect with all your business partners and build relationships.
- **Survival Instincts—more ways to ensure fishing's future.** ICAST is produced by the American Sportfishing Association (ASA), the sportfishing industry's trade association. In 2008, ASA is celebrating 75 years of leading the way for fishing's future. As ASA's premier event, ICAST 2008 serves as a venue to learn how you can contribute to ensuring the success of the sport of fishing for future generations of anglers.
- **Playful Instincts—more ways to enjoy Las Vegas.** Come early or extend your stay in Las Vegas to enjoy the city's wide array of magnificent dining, elegant shopping and spectacular entertainment.

## ICAST SHOW HOURS

Wednesday, July 16: . . . 9:00 a.m. – 6:00 p.m.

Thursday, July 17: . . . . . 8:30 a.m. – 6:00 p.m.

Friday, July 18: . . . . . 8:30 a.m. – 3:00 p.m.

Buyers and Media-editorial representatives:  
Don't miss the New Product Showcase Preview Reception on Tuesday evening, July 15 and the New Product Showcase Pre-opening on Wednesday morning, July 16 from 9:00 a.m. to 10:00 a.m.

## FOR MORE INFORMATION

Your one-stop shop for everything ICAST is the American Sportfishing Association's Web site, [www.asafishing.org/ICAST](http://www.asafishing.org/ICAST). Feel free to call us any time at 703.519.9691 or e-mail [icast@asafishing.org](mailto:icast@asafishing.org).

*With the explosive growth of the mega-stores over the past few years it has become imperative that independent retailers be the best they can be at serving their customers. By attending ICAST, independents can see new product offerings and have them for sale before their competitors. For an independent retailer, such as me, ICAST is not an expense—it is an investment in my future.*

**Ken Elie, Owner, Outdoor Pro Shop,  
Rohnert Park, California**

*From a distributor's standpoint, the show specials offered the past several years have been very helpful. Savings from the show specials offset the cost of the trip as well as allowing us to pass the savings on to our customer base.*

**Gordon Kroeger, Fishing Tackle Buyer,  
Valor Corp., Sunrise, Florida**



**NOT A MEMBER OF ASA?  
JOIN NOW.**

The sportfishing industry's trade association offers many advantages that extend beyond ICAST. Visit [www.asafishing.org/asa/join](http://www.asafishing.org/asa/join).



## SPECIAL EVENTS

All events take place at the Las Vegas Convention Center unless otherwise noted.

### New Product Showcase Preview Reception

*Sponsored by Fishing Tackle Retailer*

*Tuesday, July 15, 5:00 p.m. – 7:00 p.m.*

Buyers and Media-editorial representatives get a sneak preview of hundreds of new products and innovations and learn all about them from product designers. Buyers and media also serve as judges for the prestigious New Product Showcase “Best of Show” competition. Just for voting, you have more chances to win special raffles for cash and other prizes.

### Industry Breakfast

*Wednesday, July 16, 7:30 a.m. – 8:45 a.m.*

Held just before the show floor grand opening, this year’s Industry Breakfast will feature a State of the Industry message by ASA President and CEO Mike Nussman. Randy Lemcke, vice president, Plano Molding Company and ASA’s Board of Directors chairman, will open the breakfast with welcoming remarks. This must-attend event is the best venue to gain new insights into our industry’s future. Tickets are required for this event. See registration form for details.

### Chairman’s Industry Awards Reception

*Sponsored by Plano Molding Company*

*Wednesday, July 16, 6:00 p.m. – 7:30 p.m.*

Las Vegas Hilton

Randy Lemcke, vice president, Plano Molding Company and Chairman of ASA’s Board of Directors, will host our annual reception welcoming ICAST attendees and celebrating the show’s opening day. During the reception, Lemcke and ASA President and CEO Mike Nussman will announce the New Product Showcase “Best of Show” winners.

### Exhibitors’ Social Hour

*Wednesday and Thursday, July 16 and 17, 5:00 p.m. – 6:00 p.m.*

*Friday, July 18, 1:00 p.m. – 2:00 p.m.*

The Exhibitors’ Social Hour is a time for exhibitors to invite attendees into their booths to enjoy beer and wine and conversation. Be on the lookout for your invitation from participating exhibitors to join the celebration.

### Business Seminars

Take advantage of free business seminars, including a presentation on paying the federal manufacturers’ excise tax and minimizing the counterfeiting problem. Seminars will be offered on Wednesday, July 16 and Thursday, July 17. Details will be provided on ASA’s Web site, [www.asafishing.org/ICAST](http://www.asafishing.org/ICAST) and at the show.

## HOW TO REGISTER

**There is no registration fee for buyers or Media-editorial representatives to attend ICAST (subject to ASA approval).**

To avoid long lines at the Las Vegas Convention Center, please register in advance. If you pre-register—**before June 16, 2008**—you’ll receive your show badge in the mail prior to the show. After June 16, 2008, on-site registration rates apply.

There are three ways to pre-register for ICAST 2008: online, fax or mail.

### Online Registration

The easiest way to pre-register is online at the American Sportfishing Association’s Web site, [www.asafishing.org/ICAST](http://www.asafishing.org/ICAST) under Attendee Registration.

### Registration by fax

If you choose to pre-register by fax, please send the enclosed form to 404.832.3611.

### Registration by mail

If you choose to pre-register by mail, please send the enclosed form to: ICAST 2008 Registration, c/o Ambassadors, 240 Peachtree Street, Suite 22-S-10, Atlanta, GA 30303.

### Questions?

If you have questions about your registration, please contact Ambassadors directly at 866.889.9628 or e-mail [icastrog@ambassadors.com](mailto:icastrog@ambassadors.com).

## WHERE TO STAY

ASA has arranged special discounts for ICAST attendees with partner hotels that are conveniently located near the Las Vegas Convention Center. These discounts are available through **June 16, 2008**, while space lasts.

To make reservations, please contact the hotel directly—the sooner, the better. Be sure to mention that you are attending ICAST to receive the discounted rate.

### ICAST Hotels

#### Las Vegas Hilton

(Headquarters Hotel)

3000 Paradise Road

Rate: \$99

800.732.7117

#### Las Vegas Marriott Suites

325 Convention Center Drive

Rate: \$119

800.583.0079

#### Residence Inn

Convention Center

3225 Paradise Road

Rate: \$115

800.583.0079

#### Courtyard by Marriott

Convention Center

3275 Paradise Road

Rate: \$109

800.583.0079

#### Embassy Suites

Convention Center

3600 Paradise Road

Single/Double: \$109/\$119

800.362.2779



## ICAST & MAATS—TWO SHOWS FOR THE PRICE OF ONE!

ICAST is co-locating with the Marine Aftermarket Accessories Trade Show (MAATS), produced by the National Marine Manufacturers Association (NMMA), July 16–18, 2008, giving you access to more of the hottest new products for boating and fishing. ICAST and MAATS will also be together in 2009, in Orlando, Florida, and beyond. Attendees of ICAST will have full access to MAATS, and MAATS attendees to ICAST. For more information on MAATS, please visit [www.maats.net](http://www.maats.net).

The Total Aftermarket Experience.

**maats**  
marine  
aftermarket  
accessories  
trade show

# ICAST 2008

## FOLLOW *your* INSTINCTS

July 16-18, 2008 · Las Vegas Convention Center



**REGISTER NOW!**

American Sportfishing Association · 225 Reinckers Lane, Suite 420 · Alexandria, VA 22314  
JULY 16-18, 2008 · LAS VEGAS CONVENTION CENTER · [www.asafishing.org/ICAST](http://www.asafishing.org/ICAST)



# Attendee Pre-Registration Form



July 16-18, 2008 • Las Vegas, NV

## TO PRE-REGISTER

**ONLINE:**

Go to [www.asafishing.org/ICAST](http://www.asafishing.org/ICAST)

E-mail: [icastreg@ambassadors.com](mailto:icastreg@ambassadors.com)

**BY FAX:**

Fax: 404.832.3611

Customer Service: 866.889.9628

**BY MAIL: ICAST Registration c/o Ambassadors**

240 Peachtree Street, Suite 22-S-10

Atlanta, GA 30303

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Prov.: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**All attendees must be badged. Badge category is subject to approval by ASA.** Attendee may be asked for credentials to verify registration category. *Non-exhibiting, non-member manufacturers will not be permitted in the show. Children under age 16 are prohibited on show floor during set up and dismantle. Non-exhibitors may not show or otherwise offer products within the Las Vegas Convention Center.*

## REGISTRATION FEES Payment must accompany form.

Pre-registration deadline is June 16, 2008. After the deadline, registration fees will be charged as noted below. Cancel by June 16 to receive a refund. No refunds will be issued after this date. In order to receive your badge by mail, registration form must be received by June 16.

**Note: Badges for international attendees will not be mailed and will be available on-site only.**

## BADGE CATEGORY Check one.

- 01 Buyer-Wholesale (subject to ASA approval)
- 02 Buyer-Retail (subject to ASA approval)
- 03 Non-Exhibiting Member-Manufacturer
- 04 Manufacturer's Rep (Member)
- 05 Manufacturer's Rep (Non-Member)
- 06 Industry Associate/Industry Supplier
- 07 Government/Association
- 08 Media - Editorial (subject to ASA approval)
- 09 Media - Sales (Member)
- 10 Media - Sales (Non-Member)
- 11 First-Time Non-Exhibiting Manufacturer

### Pre-registration Rates

- Complimentary
- Complimentary
- \$100.00
- Complimentary
- \$100.00
- \$100.00
- \$100.00
- \$ 10.00
- Complimentary
- \$100.00
- \$250.00
- \$75.00

### On-Site Rates after June 16

- Complimentary
- Complimentary
- \$150.00
- \$ 30.00
- \$150.00
- \$150.00
- \$30.00
- Complimentary
- \$150.00
- \$350.00
- \$150.00

## FOR BUYER USE ONLY

Are you an ASA member?  Yes  No

Did you attend ICAST 2007?  Yes  No

How did you find out about ICAST?  Trade Magazine  Direct Mailing  Other Shows  Business Associates  Internet  Other: \_\_\_\_\_

Number of years in the sportfishing industry?  0 - 10 years  11 - 25 years  26 - 50 years

Will you be taking advantage of ICAST-only Show Specials?  Yes  No

Do you plan to visit the New Product Showcase?  Yes  No

## INDUSTRY BREAKFAST TICKETS Wednesday, July 16, 2008, 7:30 a.m. - 8:45 a.m., Las Vegas Convention Center

I would like \_\_\_\_\_ ticket(s) to the Industry Breakfast  
I would like \_\_\_\_\_ table(s) for 10 at the Industry Breakfast

### Pre-registration Rates

- \$40 per seat
- \$400 per table

### On-Site Rates after June 16

- \$50 per seat
- Tables not available for on-site purchase

## PAYMENT

*Forms will not be processed without payment. Checks must be drawn on a U.S. bank in U.S. funds. Credit card payments will be processed immediately.*

Check One:  American Express  Visa  MasterCard  
 Check payable to ASA/Ambassadors

Account Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVC Code: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_

<b>Registration Fees</b>	\$	_____
<b>Industry Breakfast Tickets</b>	+	\$ _____
<b>TOTAL FEES</b>	=	\$ _____

Note: Registration is not guaranteed until confirmation is received from ICAST Registration/Ambassadors. Confirmation will be sent via e-mail only if an e-mail address is provided. If you do not receive confirmation, contact 866.889.9628 or [icastreg@ambassadors.com](mailto:icastreg@ambassadors.com). Billing will show on credit card statement as American Sportfishing Association.