

# ICAST 2008

ICAST (International Convention of Allied Sportfishing Trades) is the world's largest showcase of sportfishing gear and accessories under one roof. Each year, ICAST attracts nearly 7,000 attendees, including buyers and members of the media, from across the globe. ICAST 2008 is shaping up to be the biggest show yet, eclipsing last year's show where over 400 exhibitors filled over 1,300 booths spanning over 400,000 square feet of the Las Vegas Convention Center.

How can you take advantage of this global opportunity? By becoming an ICAST sponsor.

An ICAST sponsorship is the best way to raise your company's visibility at the hottest fishing industry show. Our sponsorship opportunities are exclusive to members and 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 sportfishing industry's biggest players.

## WHY SPONSOR AT ICAST 2008?

- Increase exposure and visibility for your company
- Gain stand-alone recognition of your company and/or product name
- Drive sales by leveraging your exhibit space
- Obtain access to 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

## IN ADDITION TO THE ABOVE, GOLD SPONSORS RECEIVE:

- Inclusion of sponsor's logo on pre-show, on-site and post-show materials
- Inclusion of sponsor's logo on the ICAST Web site with a hyperlink to the sponsor's Web page
- A complimentary full-page color ad in the *ICAST Buyers' Guide*



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# ICAST 2008

## FOLLOW *your* INSTINCTS



*Sponsorship Opportunities*

July 16-18, 2008  
Las Vegas Convention Center

# 2008 Sponsorship Opportunities

## GOLD

### New Product Showcase – \$18,000

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 – \$7,500

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, but attendees will be thanking you for helping them keep track of their badges.

### Convention Bags – \$6,000

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.*

### 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 on the opening 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

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

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

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.*