

The Benefits of ICAST Go Far Beyond Sales

Given the challenges in the global economy, making smart choices about how and where to do business is more important than ever. The International Convention of Allied Sportfishing Trades (ICAST) 2009 is the premier global destination for exhibitors and attendees in the sportfishing industry. From the Orange County Convention Center in Orlando, ICAST 2009 will provide unparalleled networking and sales opportunities. ICAST truly is “where sportfishing means business.”



Because of its location in Orlando, the ICAST team is expecting many new attendees and exhibitors to participate in ICAST 2009. ICAST's location on the East Coast makes it easier and more cost effective for South American and European attendees to travel to the show. And it also makes it easier for buyers and other attendees located in the Southeastern United States to attend.

More than 75 percent of the show floor is already sold out, so many of the prime locations are going quickly. Now is the time to reserve space to make sure your company is represented at ICAST 2009.

For more information on exhibit space, please contact ICAST Associate, [Kenneth Andres](#) at (703) 519-9691, x231.

For more information about the show, visit www.ICASTfishing.org.

ICAST Exhibitors

As an exhibitor at the world's largest sportfishing trade show, you receive much more than just space on the show floor. You also receive:

- your company's name, booth number and description in the *ICAST Buyers' Guide*, a comprehensive directory to the sportfishing industry
- the opportunity to select your booth location, based on availability
- publicity as an exhibitor in the American Sportfishing Association's (ASA) member publications and on the ICAST Web site, including your company's name, a link to its Web site and its booth number
- complimentary marketing materials to help you promote your attendance at ICAST
- weekly e-mails leading up to the show packed with marketing tips to promote your business at ICAST
- three opportunities to participate in a series of call-in seminars to help you maximize your ICAST experience and have the ICAST team answer your questions

- affordable sponsorship opportunities to increase your booth traffic
- a company listing in leading domestic and international trade publications.
- an ICAST 2009 attendee and media list to prospect customers and media outreach before, during and after the show
- product exposure to buyers from all levels of our industry as well as hundreds of media and manufacturers' representatives
- access to the top people in our industry, many of whom can answer your questions and give you advice on how your product can succeed in the marketplace

ICAST Attendees

ICAST attendees receive more than just the ability to walk the show floor. As an ICAST attendee you will be part of the world's largest sportfishing trade show, enabling you to network and build your business at the show.

- See manufactures complete product lines: ICAST is the only sportfishing trade show where all major manufacturers display their entire product lines.
- Visit the New Product Showcase to preview the latest fishing gear and accessories before they are unveiled next season.

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- Participate in free seminars with industry leaders that will help you grow your business.
- Take advantage of ICAST-only specials that hundreds of exhibitors offer.
- Enter raffles for cash and other prizes by writing orders at ICAST.
- Build relationships with industry leaders and reconnect with your business partners.
- Learn how you can contribute to ensuring the success of the sportfishing industry for future generations of anglers.
- Network with new exhibitors and attendees. As ICAST will be located in the heart of the powerful Southeastern sportfishing market, there will be many new exhibitors and attendees with whom you can network.
- Speak to industry leaders, many of whom will be able to answer your questions and give you advice on how your product can succeed in the marketplace.
- Take part in the New Product Showcase Preview Reception if you are a buyer or media-editorial representative. Buyers can vote for the Best of Show winners and be entered to win cash and other prizes just for voting.
- Walk two show floors with your ICAST badge. For the second consecutive year, ICAST will co-locate with the Marine Aftermarket Accessories Trade Show.
- Attend the Industry Breakfast where ASA President and CEO Mike Nussman will deliver his state of the industry message.
- Visit with exhibitor's during the Exhibitor's Social Hour on the show floor.