

Spotlight on East and West Coast Consumer Shows

Despite economy, tens of thousands attend shows on both coasts

Despite the recession, the American Sportfishing Association's (ASA) 2009 consumer shows had another successful season, attracting thousands of anglers, boaters, outdoor enthusiasts and their families to three shows on the East Coast and two on the West Coast.

The shows once again gave anglers the opportunities to learn about and purchase the latest products before the start of the spring season. Excitement for the new fishing and boating season was seen on all the show floors from Suffern, N.Y. to San Diego, Calif.

The Fred Hall Fishing Tackle, Boat & Travel Shows in California attracted tens of thousands of anglers to its two shows in Long Beach and San Diego (Del Mar). Show attendees enjoyed thousands of exhibitors, hundreds of boats and more than 600 free fishing and boating seminars. Boat sales at the Del Mar Show were the highest in five years according to Show Producer Bart Hall.

"Expectations were very low going into the shows and exhibitors were very pessimistic about the impact the economy would have on attendance and sales," said Hall. "But anglers came in record numbers and embraced the sport they love. Sales were brisk and the atmosphere was electric. For five days we didn't hear or think about the word 'recession.'"

According to Show Director Jonathan Sauers, ASA's Eastern Fishing & Outdoor Exposition Shows on the East Coast saw tremendous crowds, with attendance up nearly 5 percent compared to 2008. Many exhibitors also reported record sales at the three shows.



Each day, hundreds of people took advantage of the Hyatt Lagoon at the Long Beach Convention Center to try their casting skills.

ASA/Fred Hall's Fishing Tackle, Boat & Travel Shows

The 63rd Fred Hall Fishing Tackle, Boat & Travel Show held at the Long Beach Convention Center in early March attracted thousands of attendees and continued its tradition of being one of the premier fishing shows in the industry.

The 34th show at the Del Mar Fairgrounds in San Diego hosted thousands of attendees and showcased the best products in the fishing and boating industry. Hall said that the show helped many boat exhibitors save their year because of the hundreds of boats sold at the show.

"These events always promote sportfishing to avid anglers as well as beginners. The shows get people excited about the upcoming fishing season in California and are designed to provide a full day's

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Despite the state of California's boat industry, more boats were sold at the 2009 Fred Hall Fishing Tackle, Boat & Travel Show in Del Mar than in the last five years. According to Bart Hall, show producer, the dealers were ecstatic.



Crowds of anglers overflow the Long Beach Convention Center.

worth of fishing entertainment for families and individuals,” Hall said.

Hundreds of seminars and events enabled those in attendance to see a variety of fishing tackle products, boats, marine accessories and destination hunting and fishing resorts.

“I’m very proud of my staff, the exhibitors, the patrons and everyone that helped to make the ASA/Fred Hall shows such a tremendous success in 2009,” said Hall. “The fishing community in Southern California really needed these shows this year. We are already working on 2010 and expect that the success of the 2009 Fred Hall Fishing Tackle, Boat & Travel Shows will lead to even bigger and better shows next year.”

ASA’s Eastern Fishing & Outdoor Exposition Shows

On the East Coast, anglers once again flocked to the Toyota Eastern Fishing & Outdoor Exposition, held February 5–8, in Worcester, Mass., the Toyota World



Buying tackle and showing off the latest gear is enjoyed by exhibitors and anglers alike at ASA’s Eastern Fishing & Outdoor Expos.



Two young anglers proudly display their new tackle boxes, courtesy of the annual Plano Molding Company promotion which brings families to the Eastern shows.

Fishing and Outdoor Exposition, held March 5–8, in Suffern, N.Y., and the Toyota Saltwater Fishing Expo, held March 20–22, in Somerset,

N.J. All three show floors were sold out, attracting thousands of anglers as they readied for the spring fishing season. Attendance at these three shows were up nearly 5 percent compared to 2008, helping to bring in solid retail sales to show exhibitors.

According to Sauers, exhibitors were pleased with the shows, with many reporting record sales despite the economic environment.

“Despite the economy’s ups and downs, we know one thing to be true, and that is that we have the best shows on the East Coast with the best exhibitors. We proved it again this year,” Sauers said. “In a year when ‘flat’ is the new ‘up,’ we are very happy.”

ASA’s Eastern Fishing & Outdoor Exposition Shows will debut a fourth show in 2010. [The Greater Philadelphia Outdoor Sportshow](#) will take place February 25–28, 2010.

ASA, Eastern Fishing & Outdoor Exposition and Fred Hall & Associates thank all of the shows’ sponsors, exhibitors and attendees for helping make the 2009 consumer show season a great success. ■

It’s never too early to think about the 2010 consumer shows. Mark your calendar now!

ASA’s Eastern Fishing & Outdoor Exposition Shows

- Eastern Fishing & Outdoor Expo, DCU Center, Worcester, Mass. – February 11–14, 2010
- **NEW!** [Greater Philadelphia Outdoor Sportshow](#), Greater Philadelphia Expo Center at Oaks, Oaks, Pa. – February 25–28, 2010
- World Fishing & Outdoor Expo, Rockland Community College Field House, Suffern, N.Y. – March 4–7, 2010
- The Saltwater Fishing Expo, Garden State Exhibit Center, Somerset, N.J. – March 19–21, 2010

ASA/Fred Hall’s Fishing Tackle, Boat & Travel Shows

- Long Beach Convention Center, Long Beach, Calif. – March 3–7, 2010
- Del Mar Fairgrounds, San Diego/Del Mar, Calif. – March 24–28, 2010