

# ICAST 2009 – Where Sportfishing Means Business

July 15–17, Orange County Convention Center, Orlando, Florida

There is no place in the world like the International Convention of Allied Sportfishing Trades (ICAST), and this year ICAST will be in Orlando, Fla., located in the heart of the powerful Southeastern sportfishing market. One in every 10 dollars spent in the United States on fishing is spent in Florida. Even more impressive is the fact that 43 percent of U.S. anglers call the Southeast region home.

From July 15–17, the sportfishing industry will converge on the Orange County Convention Center for the largest showcase of fishing gear and accessories



in the world. Each year, 7,000 attendees and 2,000 buyers come together for ICAST. More than 80 percent of the show floor is all ready sold out. For information about exhibiting at or attending the world's largest sportfishing trade show, login to ICAST's new online home, [www.ICASTfishing.org](http://www.ICASTfishing.org). To reserve exhibit space, contact ICAST Associate [Kenneth Andres](mailto:Kenneth.Andres@ICAST.org), x231.

“Our show dates, which fall on Tuesday through Friday, allow retailers to miss minimal weekend time from their businesses, which for many stores are the days of heaviest traffic,” said Show Director Maria del Valle,

Registration for ICAST 2009 is now open at [www.ICASTfishing.org](http://www.ICASTfishing.org). To save time and effort,

[hotel reservations](#) can be made on the same [Web site](#) as registration. ASA has negotiated for [ICAST special rates](#) at more than a dozen hotels near the convention center. Hotel rates start as low as \$82 a night. The pre-registration and housing deadline is June 12.

## Saving You Money

ASA understands the importance of being smart about how you spend your money. ASA has arranged for a 5 percent discount off the lowest available fare from any city JetBlue Airways services with connections to Orlando, Palm Beach or Fort Lauderdale.

To book your airfare, go to [www.jetblue.com/promo](http://www.jetblue.com/promo) and use the promotion code ICAST2009. In addition, complimentary shuttle bus service will be provided to and from the Orange County Convention Center and official ICAST hotels. Service begins on July 15 at 7:00 a.m. and ends July 17 at 4:00 p.m. Details will be posted at the Orange County Convention Center, hotel lobbies and in the ICAST 2009 *Buyers' Guide*.

## Attention Buyers—Take Advantage of ICAST-only Show Specials

Show specials give buyers strong incentives to save money by striking deals at the show. In the past, exhibitors have offered discounts on specific product lines, two-for-one deals, special payment terms, graduated discounts, market-value discounts and more. Nearly half of ICAST exhibitors have provided show specials in the last few years.

## ICAST 2009 Important Deadlines

### May 8

- Deadline for *ICAST Buyers' Guide* forms

### June 12

- Deadline for pre-registration and housing
- Final deadline for exhibitors to list a show special and receive a show special sign for their ICAST booths
- Deadline to submit New Product Showcase Entry forms
- Deadline to submit Press Conference Room Request Forms
- Deadline to submit Meeting Room Request Forms

These deals are a great opportunity for buyers to save money on orders written at ICAST. Six of the most commonly requested specials are dating, value-added, shipping, price, free goods and combos.

## New Voting Rules for the 2009 New Product Showcase

The New Product Showcase (NPS), sponsored by ESPN Outdoors/BASS, is the flagship feature of ICAST. Hundreds of items representing the cutting edge of innovation will be displayed at the NPS, all competing

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for the prestigious Best of Show honors. Just for voting, buyers and credentialed media are eligible for three cash prizes of \$500 each.

Beginning this year exhibiting personnel are not permitted in the NPS during the voting period, Tuesday night at the NPS Preview Reception until 1:00 p.m. on Wednesday. In addition, voting buyers and media are permitted only one ballot per buying entity or media outlet. The changes made are intended to help ensure an even playing field for everyone involved in the NPS.

### ICAST and MAATS Together Again

In 2009, ICAST will once again co-locate with the [Marine Aftermarket Accessories Trade Show \(MAATS\)](#), produced by the *National Marine Manufacturers Association*. The combination of these two shows will provide access to more of the industry's hottest products and companies. In 2008, ICAST and MAATS combined to attract nearly 10,000 attendees. ■

## ICAST 2009 Show Schedule

*All events occur at the Orange County Convention Center unless otherwise noted.*

### Monday, July 13, 2009

Noon	Exhibitor set-up begins	2:00 p.m.	Seminar, details TBA
1:00 p.m.	New Product Showcase product drop-off begins	4:30 p.m.	Social hour in exhibitors' booths
5:00 p.m.	Exhibitor set-up ends	5:00 p.m.	Registration closes
5:00 p.m.	Exhibitor registration closes	6:00 p.m.	ICAST and MAATS close
		6:00 p.m.	Chairman's Industry Awards Reception. <i>Sponsored by ZEBCO Brands.</i>

### Tuesday, July 14, 2009

8:00 a.m. Exhibitor set-up begins  
 8:00 a.m. Registration opens  
 Noon Press Room Opens  
 1:00 p.m. New Product Showcase drop-off deadline  
 3:00 p.m. 2010 booth lottery (10+ booths)  
 5:00 p.m. Exhibitor set-up ends  
 5:00 p.m. Registration closes  
 5:30 p.m. New Product Showcase Preview Reception is open to buyers and Media-editorial only.  
*Sponsored by ESPN Outdoors/BASS.*

### Wednesday, July 15, 2009

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  
 11:00 a.m. Seminar, details TBA  
 1:00 p.m. New Product Showcase open to exhibitors and all attendees  
 1:00 p.m. MAATS opens

### Thursday, July 16, 2009

7:30 a.m. Registration opens  
 7:30 a.m. Seminar, details TBA  
 8:30 a.m. ICAST opens  
 1:00 p.m. MAATS opens  
 2:00 p.m. Seminar, details TBA  
 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 17, 2009

7:30 a.m. Registration opens  
 8:30 a.m. ICAST opens  
 11:00 a.m. MAATS opens  
 Noon New Product Showcase closes and product pick up begins  
 1:00 p.m. Registration closes  
 2:00 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

## ICAST 2009 Offers a Wide-range of Show Specials

Show specials give buyers strong incentives to save money by striking deals at ICAST. In the past, exhibitors have offered discounts on specific product lines, two-for-one deals, special payment terms, graduated discounts, market value discounts and more. Nearly half of ICAST exhibitors have offered show specials in the last few years.

These deals also are great opportunities for buyers to save money on orders written at ICAST. And when buyers place orders at the show, they are eligible to enter the ICAST Buyers Raffle to win cash and a grand prize trip to [Crocodile Bay Resort](#) in Costa Rica.

Please visit the [Show Specials page](#) on [ICASTfishing.org](#) as the show nears to see the current list of exhibitors offering show specials. Exhibitors who wish to offer a show special should contact [Kenneth Andres](#), x231.

June 12 is the final deadline for exhibitors to submit a show special and receive a show special listing in on-site signage and receive a show special sign in their ICAST booth.

### *List of companies offering show specials as of April 20, 2009*

AA Worms/Optimum Baits	David DunLeavy Deco's	Matzuo America/Apex	Sportsman's Connection
AFN-Cardinal Publishing	Eagle Claw Fishing Tackle	McCoy Fishing Line	St. Croix Rods
AFTCO Manufacturing Co., Inc.	Engel USA	Native Sun Sports—GetReel... GetFish!	Star Fishing Tackle
Alphatan International, Inc.	Esca Global AS	Ocean Tackle International, Inc.	Stick Jacket
American Fishing Wire/Hi Seas	Fisherman Eyewear	O'Keeffe's Company	Stubby Steve
American Maple, Inc.	Flying Fisherman	Okuma Fishing Tackle Corporation	Tactical Tackle
American Premier Corporation	Gamakatsu USA, Inc.	Old Harbor Outfitters	The Bait Shuttle
Anglers Book Supply	Gill North America	Rapala	THFS, Inc. dba Fetha Styx
Angler's Fish-n-Mate	Glacier Glove	Raptor Fishing Technologies, Inc.	Thundermist Lure Company
Ardent Reels	Glowspek Industries, Inc.	Red Pig Fishing	Triple Fish International, LLC
Big Pond Products, LLC	Gruppo DP S.R.L.	River's Edge Products	Trophy Technology, LLC
Boating Expressions	Hobie Cat	Sea Striker International	VMC, Inc.
Bonnier Corporation	HYI	Shimano American Corporation	WileyX Eyewear
Boone Bait Company, Inc.	IMA Japan	Smith Optics (Action Optics)	Wolverine Tackle, Inc.
Buckeye Lures	InterMedia Outdoors	Snag Proof Manufacturing, Inc.	Wright & McGill Co.
Cablz Inc.	JL Marine Systems, Inc.	South Bend Sporting Goods	XXX-Stream Tackle, Inc.
Classic Accessories, Inc.	KeepAlive, Inc.		ZEBCO Brands
Cliff Weil, Inc.	Lamiglas, Inc.		Zeppelin Products, Inc.
Costa Del Mar Sunglasses, Inc.	Lansky Sharpeners		ZipVac by CTI Industries
Daiwa Corporation	Lil Bit Sporty, LLC		
	Luscious Lures		
	Malin Company		