

# ASA Launches New Outdoor Sports Show

## The Greater Philadelphia Outdoor Sportshow to open in 2010

In January, the American Sportfishing Association (ASA) announced the addition of a fourth show to its East Coast-based fishing, hunting and outdoor shows. The Greater Philadelphia Outdoor Sportshow will take place February 25–28, 2010 at the Greater Philadelphia Expo Center at Oaks, a short drive from downtown Philadelphia.

ASA, under its consumer-show management company, ASA/Eastern Fishing & Outdoor Exposition, is a leader in consumer-show management in the Eastern United States, showcasing fishing, hunting and other outdoor sports for enthusiasts. ASA, the sportfishing industry's trade association, assumed ownership of the Eastern Fishing & Outdoor Exposition in 2006 from founder, Paul Fuller.

The new show will serve the more than six million fishing, hunting and outdoor sports enthusiasts who live in the Pennsylvania, New Jersey and Delaware region.

"Times are tough, but that's all the more reason to get outside and enjoy the simple pleasures that can be found in our great outdoors. Fishing and hunting can be learned by anyone at any age and a sport show is a great place to start," said ASA President and CEO Mike Nussman.



With the addition of the Philadelphia show, ASA/Eastern Fishing & Outdoor Exposition will produce four East Coast consumer shows in 2010. ASA also has a partnership with West Coast-based Fred Hall & Associates who produce the Fred Hall Tackle, Boat & Travel Shows in Long Beach and San Diego.

For more than 30 years, the Eastern fishing shows have served hundreds of thousands of sportsmen and women and thousands of exhibitors. The dates and locations of the 2010 shows are

- Eastern Fishing & Outdoor Exposition, Worcester, Mass., Feb. 11–14, 2010
- **NEW!** The Greater Philadelphia Outdoor Sportshow, Oaks, Pa., Feb. 25–28, 2010
- World Fishing & Outdoor Exposition, Suffern, N.Y., March 4–7, 2010
- The Saltwater Fishing Expo, Somerset, N.J., March 19–21, 2010

"Sportsmen and women will be well served by this new Philadelphia show," said ASA's Consumer Show Director Jonathan Sauers. "Between ASA and our East and West Coast consumer shows, we have more than 100 years of experience in providing a showcase for the best there is in the fishing, hunting and marine industries. In the tradition established by Paul Fuller, we are going to produce a first class show that will be a key destination for exhibitors and attendees alike."

### Facts About the Greater Philadelphia Expo Center

The Expo Center is one of the largest suburban exhibition centers on the East Coast with up to 210,000 square feet of uninterrupted exhibition space on a single floor.

The Expo Center has the following features:

- Serves the tri-state region (Pennsylvania, New Jersey and Delaware) and is within driving distance of all five counties in the Greater Philadelphia area
- More than 5,000 free on-site parking spaces.
- Wireless internet service.
- Eight 14 x 14 drive-in loading dock doors
- Ceilings that measure 22–45 feet.
- Privately owned by American Expo Corp.
- Managed by experienced professionals from the Fort Washington Expo Center and Greater Reading Expo Center.

The [Greater Philadelphia Expo Center at Oaks](#) is one of the largest privately owned exhibition centers on the East Coast with 220,000 square feet of exhibitor-friendly space and is just 20 minutes from central Philadelphia.

For more information about the Greater Philadelphia show or ASA's other East Coast consumer shows, contact Consumer Shows Director Jonathan Sauers, [jonathan@sportshows.com](mailto:jonathan@sportshows.com), (603) 431-4315. ■