

Sportfishing Industry Trade Show Sold Out for Eighth Straight Year

ICAST heads to Orlando for the first time in more than 10 years

For the first time in more than a decade, the world's largest sportfishing trade show will head to Orlando, Fla., located in the heart of the powerful Southeastern sportfishing market. From July 15–17, the global sportfishing industry will converge on the Orange County Convention Center for the [International Convention of Allied Sportfishing Trades](#) (ICAST). Produced by the [American Sportfishing Association](#) (ASA), the sportfishing industry's trade association, ICAST represents the cornerstone of the sportfishing industry, helping to drive sportfishing companies' product sales year round.



“Where sportfishing means business” isn’t just the theme for ICAST 2009. It’s also the overarching mantra of recreational fishing east of the Mississippi River and along the Gulf of Mexico. One in every \$10 spent in the United States on fishing is spent in Florida. Even more impressive is the fact that 43 percent of anglers in the United States call the Southeastern region home. Overall nearly \$20 billion in fishing retail sales are realized annually in the Southeastern market. In fact, more than half of the United States sportfishing dollars are spent east of the Mississippi River.

Despite the sluggish economy and cutbacks in consumer spending, a sold-out show floor and strong attendee registration indicates that sportfishing remains one of the most solid industries in the United States. “Given the current business climate, people have to be smart about where and how they do business; our exhibitors and attendees are telling us that ICAST is the right place to be,” said ASA President and CEO Mike Nussman. “Orlando is a terrific location for the industry’s trade show. ICAST is the only place in the world that offers attendees and exhibitors alike the opportunity to conduct business and network with industry leaders.” Nussman further said, “In fact, our pre-registration numbers are looking good with the number of pre-registered buyers and credentialed media up over 2008.”

The ICAST show floor is sold out for the eighth consecutive year with close to 400 [exhibitors](#) occupying 400,000 square feet of the Orange County Convention Center. From buyers to media to exhibitors, [ICAST](#) annually attracts 7,000 representatives from the global sportfishing community. The Orlando location will introduce many new buyers and outdoor media representatives to ICAST and to the latest innovations in gear and accessories. As of July 7, 5,200 attendees are pre-registered for ICAST of which 1,500 are buyers and

400 are credentialed media. “Of our exhibiting companies, 82 are from Florida, a nearly 70 percent increase compared to 2008,” said ICAST Director Maria del Valle. “In addition, 35 percent of all registered buyers are from Florida. International attendance at ICAST has more than doubled since 2001 with more than 800

attendees from 55 countries attending ICAST 2008.”

ICAST is the only place where buyers and media can see [sportfishing manufacturers’](#) entire product lines; save money and time by taking advantage of [ICAST-only product specials](#) offered by more than 100 exhibitors; attend business-related [seminars](#); network with a veritable who’s who of the sportfishing industry; and help

shape the 2010 consumer market by voting for the Best of Show awards in 17 product categories, as well as the coveted overall Best of Show award in the [New Product Showcase](#).

There is no doubt that the single most important feature for exhibitors and attendees is the New Product Showcase, ICAST’s flagship event. The showcase offers exhibitors, buyers and media representatives a special opportunity to debut and preview hundreds of next season’s innovations in fishing gear and accessories. Buyers and credentialed media will evaluate each new

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ICAST 2008 Show Hours

Wednesday, July 15

9:00 a.m. – 6:00 p.m.

Thursday, July 16

8:30 a.m. – 6:00 p.m.

Friday, July 17

8:30 a.m. – 3:00 p.m.

product and vote for them based on their innovation, execution, workmanship and practicality. The New Product Showcase winners will be announced during the Chairman's Industry Awards Reception the evening of July 15.

During the annual Industry Breakfast, which kicks off the show's opening on July 15, Nussman; Jeff Pontius,



John Engler,
President and CEO
National Association of
Manufacturers

president, ZEBCO Brands, and chairman, ASA Board of Directors; and [Recreational Boating & Fishing Foundation](#) President and CEO Frank Peterson will outline the state of the industry. This year's keynote speaker is [John Engler](#), former three-term governor of Michigan and president and CEO of the National Association of Manufacturers.

A new show feature this year is a casting pond where attendees can attend casting demonstrations, review the latest in gear and test exhibitors' products in a realistic situation.

ICAST will once again co-locate with the [Marine Aftermarket Accessories Trade Show](#) (MAATS), produced by the National Marine Manufacturers Association. In 2008, ICAST and MAATS combined attracted nearly 10,000 attendees.

For complete ICAST information, visit www.ICASTfishing.org. ICAST is a trade-only event and is not open to the public. ■

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ICAST 2009 Seminars

ASA will hold three free seminars during ICAST 2009. *All seminars will be held in Room W202C in the Convention Center. All seminars are subject to change.*

A Taxing Issue—The Federal Manufacturers' Excise Tax on Sportfishing Equipment

Presented by Freda George, tax analyst, and Jack Brown, excise issue specialist, Department of Excise Tax, Internal Revenue Service (IRS)

Wednesday, July 15 · 11:00 a.m. to 12 p.m.

Paying the federal manufacturers' excise tax on fishing gear is part of doing business for every manufacturer. During this session, specialists from the IRS will explain how the tax is applied using various business models and also describe the sportfish manufacturers' responsibility for tax payments including imports, payment scenarios and terminology. The IRS also will review the IRS Director's Directive, updated in January 2009, which is the most recent update regarding the excise tax.

Your Federal Manufacturers' Excise Tax Dollars—Where Do They Go?

Presented by the U.S. Fish and Wildlife Service and the Association of Fish and Wildlife Agencies

Wednesday, July 15 · 2:00 p.m. to 3:00 p.m.

Paying the federal manufacturers' excise tax on fishing gear is part of doing business for every manufacturer.

But how are those dollars used? During this session, representatives from state fish and wildlife agencies and the U.S. Fish and Wildlife Service will explain how funds from the Sport Fish Restoration and Boating Trust Fund support fisheries access and conservation.

Design and Utility Patent IP Protection for Fishing Tackle and Marine Products

Presented by Marc Gorelnik, patent litigator, and Richard Ogawa, patent lawyer, Townsend and Townsend and Crew, Calif.

Thursday, July 16 · 11:00 a.m. to 12 p.m. and 2:00 p.m. to 3:00 p.m. (repeat)

In today's global marketplace, it is increasingly important for manufacturers and distributors to understand and stay one step ahead of copyists. The fishing and marine products industry is particularly susceptible to counterfeit and black market or grey market products, resulting in a loss of revenue and customer loyalty. It is also important, however, to understand the limits of patent protection. This session will cover design and utility patent protection available to inventors and manufacturers, from the acquisition of intellectual property rights to enforcement tactics and remedies. Whether you make or distribute lures, line, rods, reels, trolling motors or accessories, you will profit from this presentation.