

ASA/Eastern Fishing & Outdoor Expositions Gearing Up for 2010



Eastern Fishing & Outdoor Exposition

The American Sportfishing Association (ASA)/ Eastern Fishing & Outdoor Exposition produces four popular consumer-based outdoor shows in the Northeast. In 2010 the four consumer shows planned are:

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

Show Director Jonathan Sauers recently answered questions about the shows. For more information visit www.sportshows.com.

Q: What makes the ASA/Eastern Fishing & Outdoor Exposition shows so special?

A: As ASA produces the shows, the ASA/Eastern Fishing & Outdoor Expos are the only consumer shows in the country that the industry wholly owns. The money we make as part of these events goes back into advocacy work that ASA engages in on behalf of the entire sportfishing community.

Q: Why is exhibiting at the consumer shows so important?

A: A consumer show provides exhibitors with a unique opportunity: the chance to interact face to face with thousands of current and potential customers. No other marketing tool can provide the quantity and quality of feedback that an ASA-produced consumer show can provide.

Q: How are sales for the shows going thus far?

A: Despite continuing economic uncertainty, sales are going well. The World Fishing & Outdoor Expo in Suffern, N.Y., is essentially sold out and the other shows are coming together nicely.

Q: Who typically exhibits at the ASA/Eastern Shows?

A: If you have a product that will interest the sportsman or woman, you need to be at one or all of our consumer shows. Tackle, fishing, hunting or other outdoor accessories, lodges, guides, outfitters, destinations and boats and boating equipment are exhibited at our consumer shows. What is truly awesome is the support we get from tackle manufacturers. It sets us apart from similar consumer shows. The displays of tackle at our shows are not going to be found at a consumer show the industry does not own.

Q: What do you expect from the new Greater Philadelphia Outdoor Sportshow?

A: The new show is going to be a success. History has shown that a top-notch show, like the ones we produce, will be well received in the greater Philadelphia market. Having grown up in that area, I know how important the great outdoors and the sporting life are to people in that market. The venue will be easy for our attendees to access, and over the past five years, the market has been underserved as far as consumer sporting shows go.

Q: Who typically attends the shows?

A: Our show attendees come from a variety of backgrounds which is why it's so interesting and fun to produce the shows. We make sure that the shows offer something for the entire family, such as trout ponds and scavenger hunts. We arrange for organizations to teach kids how to cast and learn about the outdoor sports that are integral components of our shows. Because we hold our shows in the middle of the Northeast's winter, we recognize that they need to offer a variety of fun activities for a winter day.

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Q: Are sponsorship opportunities available?

A: Yes. An ASA/Eastern Expo sponsorship has the potential to turn a small marketing investment into hundreds of thousands of dollars of marketing exposure. We have successfully helped multiple brands launch or tap a new market in which they previously had little visibility.

Q: What do exhibitors typically say to you after the show?

A: We hear a lot of positive comments. Typical comments are, “you guys have the best run shows we attend” or “great crowds.” It’s always good to get feedback that helps us to improve the show for exhibitors and attendees alike.

Q: How can exhibitors arrange for booth space?

A: Please call me, Jonathan Sauers, at (603) 431-4315 to book booth space. We have discounts for ASA members that participate in all four ASA/Eastern consumer shows. You also can find more information about the shows at www.sportshows.com. ■