

ICAST Returns to Las Vegas in 2010

Get in on the action at the world's largest sportfishing tradeshow July 14-16

In 2010 the world's largest sportfishing trade show, the International Convention of Allied Sportfishing Trades (ICAST), will return to Las Vegas and the Convention Center from July 14-16.

Produced by the American Sportfishing Association (ASA), a record crowd of nearly 7,400 sportfishing industry representatives converged on the Orange County Convention Center in Orlando, Fla., July 15-17, 2009. ICAST 2009 featured 396 exhibitors filling 1,200 booths. With a strong attendance from Florida and the Southeast, more than 2,300 buyers and 525 media representatives attended the show. Compared to 2008, retail buyer attendance increased by 58 percent.

"ICAST 2009 enabled many individuals who never had been to ICAST to attend the show. We believe many people saw the value of attending and will join us in Las Vegas," said Maria del Valle, ICAST director.

According to follow-up surveys

- overall ICAST satisfaction among attendees and exhibitors who responded to the survey was 94 percent
- the New Product Showcase remains ICAST's flagship feature with 88 percent of the respondents visiting it
- of the exhibitors who responded, 88 percent were satisfied with the quality of buyers who attended the show



Booking Exhibit Space

While ICAST 2010 is still several months away, ASA is working hard to produce the best show in the sportfishing industry. According to del Valle, exhibit space has been moving briskly, with nearly 70 percent of the 400,000-square-foot show floor already sold.

Exhibitors are urged to reserve their space now to ensure that their business is front and center at the world's premier sportfishing trade show. For exhibitors who already signed up for exhibit space, booth assignments were mailed in early October.

For more information on exhibiting at ICAST 2010, contact Kenneth Andres, ICAST associate, at 703-519-9691, x231. More information about exhibiting, including the ICAST 2010 floor plan and exhibit space contracts, is available on the ICAST Web site at www.ICASTfishing.org.

ICAST 2010 Housing and Registration

For attendees looking to make plans for ICAST 2010, registration and housing information will be available in early 2010.

ICAST 2009 Highlights Available Online

Highlights from ICAST 2009 are now available on the [ICAST Web site](http://www.ICASTfishing.org). Making up a special section of the show floor, the New Product Showcase provides special visibility for the industry's latest innovations in gear and accessories.

Buyers and media representatives judge the products based on their innovation, execution, workmanship and practicality to select [Best of Show](#) honors in 17 categories, as well as the overall Best of Show winner.

Visit the New ICAST Online Buyers' Guide

The ICAST 2009 Buyers' Guide also is available online. Visit the new [ICAST Online Buyers' Guide](#) for a who's who of the sportfishing industry and to see what each industry member offers.

Become an ICAST Fan on Facebook

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For more information about ICAST 2010, visit www.ICASTfishing.org. ■