

Conference Call Information and Important Deadlines

Exhibitor Conference Call Schedule

Preparation is the key to success at ICAST, and ASA is committed to ensuring that ICAST is a successful show for all our exhibitors. To ensure you have all the information you need for a successful show, ASA has arranged four conference calls in the months leading up to ICAST 2012.

Below is a schedule detailing call times as well as what will be discussed. To participate, please email ICAST@asafishing.org prior to the call deadlines.

Conference Call #1: The Promo Pak and Promoting ICAST 2012

Date of Conference Call:
Thursday, March 15, at 2:00 p.m. EDT

Deadline to Sign up:
Friday, March 9

Conference Call #2: Review the Exhibitor Service Manual

Date of Conference Call:
Thursday, April 12, at 2:00 p.m. EDT

Deadline to Sign up:
Friday, April 6

Conference Call #3: How to Make the Most of ICAST and Last Minute Questions

Date of Conference Call:
Thursday, May 10, at 2:00 p.m. EDT

Deadline to Sign up:
Friday, May 4

Conference Call #4: Everything About the New Product Showcase

Date of Conference Call:
Thursday, May 31 at 2:00 p.m. EDT

Deadline to Sign up:
Friday, May 25

Important Deadlines and ICAST Checklist

March 30

- Deadline to have your name listed free of charge as a company with a Show Special in an ASA-sponsored ad in various trade magazines and the *ICAST Buyers' Guide*.

April 20

- Deadline to have your Show Special(s) listed in *Reelin' & Dealin' – A Guide to ICAST-only Specials*. The guide will be sent to buyers in mid-May.

May 4

- Deadline for *ICAST Buyers' Guide* forms.
- Deadline for Meeting Room Request Form.

June 8

- Deadline for show pre-registration and housing reservations.
- Final deadline to have your Show Special listed and receive a "Show Special" sign for your ICAST booth.

Deadline to submit:

- New Product Showcase Entry Form
- Press Conference Room Request Form
- Casting Pond Reservation Form
- Lure Tank Reservation Form