

Free Promotional Materials

The ICAST team works hard to promote ICAST to buyers and other attendees, but you can offer a personal touch. Buyers come to see you. Let them know you will be there and are ready for business. Below is a list of FREE materials we have available to help you promote your business at ICAST.

To request any of these FREE materials, please complete the form below and send it to Communications Associate Joe George at jgeorge@asafishing.org; or fax it to 703-519-1872. Print materials are available while supplies last.

Name: _____ Title: _____

Booth #: _____ Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Email: _____

Exhibitors outside of the United States should order their materials before May 14, 2012, to ensure delivery prior to ICAST.

Promotional Materials

Please check those you would like to receive and indicate quantity.

ICAST Postcard: Special ICAST 2012 postcards are available to send out to key buyers and media announcing your presence at the show.
Quantity (limit 50): _____

ICAST Brochure: This introductory brochure explains all the benefits of attending the industry's largest trade event. Perfect for those who may be unfamiliar with ICAST.
Quantity (limit 25): _____

ICAST 2011 Buyers' Guide: Send a copy of last year's *Buyers' Guide* to let buyers know that the entire sportfishing industry is represented at the show.
Quantity (limit 5): _____

To download the following documents, go to the Exhibitor Only section on www.ICASTfishing.org.

Personalized Letter or Email: Personalize this sample of a letter/email detailing all the buyer promotions and events at the show. Send it on your letterhead or email it to your list of buying contacts and encourage them not to miss this year's show.

ICAST Logo and Web Banner: Selected ICAST graphics and logos are available electronically to add to your website or publication. It is an easy way to customize your materials and announce that you will be at ICAST.