

ICAST's Flagship Feature – the New Product Showcase

Compete for the Prestigious “Best of Show” Awards

There's more than one way to catch a fish and the New Product Showcase reflects this creative spirit. If you introduced a new product in 2012, or have one ready to debut in 2013, the New Product Showcase is the perfect way to highlight your latest product and gain visibility with buyers and media.

The New Product Showcase is ICAST's flagship feature that recognizes your innovation and rewards your contribution to fishing through our “Best of Show” new product awards competition.

What Qualifies as a New Product?

A product qualifies as “new” if it has not appeared in national distribution in the North American market, at any level of distribution, prior to January 1, 2012, or appeared in any 2011 (or earlier) product catalog. Each submission will be reviewed for consistency with these rules. For a complete list of rules, please see following page.

Only registered buyers and individuals with Media-Editorial badges are eligible to vote. **Voting buyers and media are allowed one ballot per buying entity or media outlet.**

Directions for Submitting Your New Product Showcase Entry

Enter your new product(s) by filling out the New Product Showcase form and sending it to ICAST Director Kenneth Andres at kandres@asafishing.org or fax it to 703-519-1872. All product information will be kept strictly confidential until Tuesday evening's Preview Reception. The deadline for submitting your New Product Showcase entry form is Friday, June 8, 2012. **No exceptions.**

New Product Showcase Voting Process

Voting begins July 10, at 5:00 p.m. during Tuesday night's New Product Showcase Preview Reception and continues through 3:00 p.m. on Wednesday, July 11.

Buyers and media badge holders who visit the New Product Showcase will evaluate each new product and grade it based on the product's innovation, execution, workmanship and practicality. The product with the most votes in each of the 21 categories will be awarded “Best of Show” for that category. The product with the most total votes will be named overall “Best of Show.” The winners will be announced Wednesday evening, July 11, during the Chairman's Industry Awards Reception.

New Product Showcase Official Rules

1. You must be an ICAST 2012 exhibitor in good standing to enter new products in the New Product Showcase.
2. Your entry form must be received by June 8, 2012, in order to have your product entered in the Showcase. **No exceptions.** Entry forms will not be accepted after the deadline.
3. The product must be new for 2012/2013. “New” means the product must not have been sold at any level of distribution before January 1, 2012. The product must not have appeared in any 2011 (or earlier) product catalog. **Note that changes such as color, size, weight, pattern, hook size and other minor modifications do not constitute a new product.** All new product entries are subject to ASA approval. ASA reserves the right to remove/disqualify any product that it believes does not qualify as new.
4. A product can be submitted in ONE category only. Final category determinations are subject to ASA approval.
5. The number of product submissions per category is limited. See the entry form for details.
6. New products must be delivered to the New Product Showcase between 1:00 p.m. and 5:00 p.m. on Monday, July 9, or between 8:00 a.m. and 1:00 p.m. on Tuesday, July 10. No products will be accepted after 1:00 p.m. on Tuesday. **No exceptions.**
7. Product placement will be determined by ASA staff. **Exhibitors are not permitted inside the New Product Showcase during set-up hours or the voting period.** New Product Showcase hours will be posted prominently on the show floor.
8. Products may be displayed with packaging as they would be at retail point of sale. Additional displays and signage aside from the product ID card provided are prohibited.
9. Product promotion and order writing is prohibited in the New Product Showcase at all times.
10. All entries are automatically entered into the “Best of Show” judging.
11. There is no entry fee to submit a product for the New Product Showcase.

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New Product Showcase Conference Call

Back by popular demand! ASA staff will hold a conference call dedicated to the New Product Showcase on Thursday, May 31, at 2:00 p.m. EDT. During this conference call ASA staff will review how to submit your entry form, New Product Showcase rules and regulations, how to complete your product ID card, how to display your product and much more. If you plan to enter a product in the New Product Showcase, you cannot miss this conference call.

New Product Identification Card

To help you display your product prominently and highlight what's new, ASA staff has created special tent cards to accompany entered products. The cards contain your company name, booth number, product category, product name, M.S.R.P. and a space to describe your product. The product ID cards will be mailed to participating companies after the June 8, entry deadline. Please note all entered products must be accompanied by a completed product identification card to be eligible for placement in the New Product Showcase.

New Product Showcase Product Delivery

Products must be delivered to the New Product Showcase on Monday, July 9, between 1:00 p.m. and 5:00 p.m., or Tuesday, July 10, between 8:00 a.m. and 1:00 p.m. All packages MUST be hand delivered to be eligible to compete in the New Product Showcase. **Do not ship products to ASA or the Orange County Convention Center.**

Security

Twenty-four hour security is provided at the New Product Showcase for the duration of the show. No exhibitors will be allowed in the showcase during setup or after hours. ASA is not responsible for theft or damage to products.

Product Pick-up

You must pick up your product(s) from the New Product Showcase between noon and 2:00 p.m. on Friday, July 13. All products not picked up by 2:00 p.m. will be donated to a non-profit organization of ASA's choosing. ASA is not responsible for products not picked up by the specified time.

Important New Product Showcase Dates

May 25: Deadline to sign up for the New Product Showcase Conference Call

May 31: 2:00 p.m. EDT.: New Product Showcase Conference Call

June 8: Deadline to submit Showcase entry form – **No exceptions**

July 9: 1:00 p.m. to 5:00 p.m.: On-site product and ID card drop off

July 10: 8:00 a.m. to 1:00 p.m.: On-site product and ID card drop off. No products will be accepted after 1:00 p.m. on Tuesday – No exceptions

July 10: 5:00 p.m. to 8:00 p.m.: Preview Reception open to buyers and Media-Editorial only

July 10: 5:00 p.m.: New Product Showcase voting begins

July 11: 9:00 a.m. to 3:00 p.m.: New Product Showcase open to buyers and Media-Editorial only

July 11: 3:00 p.m.: New Product Showcase open to all exhibitors and attendees

July 11: 3:00 p.m.: Voting ends

July 11: 6:00 p.m. to 7:30 p.m.: ICAST 2012 "Best of Show" Awards Presentation during the Chairman's Industry Awards Reception.

July 13: Noon to 2:00 p.m.: Product pick up

Questions? Please contact ICAST Director Kenneth Andres at kandres@asafishing.org; or 703-519-9691, x231.

ICAST 2012 New Product Showcase Entry Form

Deadline: June 8, 2012

To enter the New Product Showcase:

- Complete this form to enter your product in the ICAST 2012 New Product Showcase and submit it to ASA by June 8, 2012.
- The number of product submissions is limited to five (5) per category with one per series or model per company.

Send your New Product Showcase entry form to ICAST Director Kenneth Andres at kandres@asafishing.org; or fax it to 703-519-1872.

New Product Showcase Submission Categories

Please circle the quantity of products per category you will enter.

RODS

Freshwater Rod: Any freshwater fishing rod.
Limit 5 per company with one per series. 1 2 3 4 5

Saltwater Rod: Any saltwater fishing rod.
Limit 5 per company with one per series. 1 2 3 4 5

Fly Fishing Rod: Any fly fishing rod.
Limit 5 per company with one per series. 1 2 3 4 5

REELS

Freshwater Reel: Any freshwater fishing reel.
Limit 5 per company with one per series. 1 2 3 4 5

Saltwater Reel: Any saltwater fishing reel.
Limit 5 per company with one per series. 1 2 3 4 5

Fly Fishing Reel: Any fly fishing reel.
Limit 5 per company with one per series. 1 2 3 4 5

LURES

Soft Lure: Any soft-bodied lure that is used primarily to catch fish. Only one size and color per model type.
Limit 5 models per company. 1 2 3 4 5

Hard Lure: Any hard lure that is used primarily to catch fish. Decorative lures are considered giftware. Only one size and color per model type. Limit 5 per company. 1 2 3 4 5

ACCESSORIES

Fishing Accessory: Any product that is intended to assist an angler while fishing that does not fall into one of the listed categories. Limit 5 per company. 1 2 3 4 5

Fly Fishing Accessory: Any product that is intended to assist an angler while fly fishing. Limit 5 per company. 1 2 3 4 5

Boating Accessories: Any product meant for use with a boat such as boat seats, trolling motors and rod holders. Limit 5 per company. 1 2 3 4 5

Combo: Any fishing rod and reel packaged and sold together. Limit 5 per company with one per series. 1 2 3 4 5

Line: Any fishing line. Only a single diameter or strength per line type. Limit 5 types per company with one per series. 1 2 3 4 5

Terminal Tackle: All hooks, sinkers, lead head unfinished jigs, swivels, snaps, beads or any other form of terminal tackle. Limit 5 per company. 1 2 3 4 5

Tackle Management: All tackle boxes and carrying cases. Any product that's function is to organize any or all tackle such as rod racks, tackle bags and storage boxes. Limit 5 per company with one per series. 1 2 3 4 5

Kids' Tackle: Any fishing tackle designed and marketed exclusively to children. Limit 5 per company. 1 2 3 4 5

Electronics: Any electronic product meant for fishing and boating such as GPS systems, fish locators and underwater cameras. Limit 5 per company. 1 2 3 4 5

Apparel: Pertains to clothing, shoes and outdoor apparel such as raingear. Limit 5 per company. 1 2 3 4 5

Eyewear: Any product that is intended for head- and eye-safety protection such as sunglasses, goggles and masks. Limit 5 per company. 1 2 3 4 5

Boats: All boats, canoes, kayaks, other fishing vessels. Limit 5 per company. 1 2 3 4 5

Giftware: Any product meant for novelty use. Limit 5 per company. 1 2 3 4 5

Please type or print clearly

I certify that all my products entered in the ICAST 2012 New Product Showcase are new for 2012 or 2013. These products have not been sold in national distribution in the North American market at any level of distribution prior to January 1, 2012, and they have not appeared in any 2011 (or earlier) product catalog. Further, I certify that I am in compliance with U.S. patent laws.

Company: _____ Booth #: _____

Printed Name: _____ Signed: _____

On-site Contact Name: _____ Email: _____ Mobile Phone: _____

Media/PR Contact: _____ Email: _____ Mobile Phone: _____

Important Shipping Information: Please do not ship products to ASA or the Orange County Convention Center. Products must be hand delivered on-site. Please refer to the Official Rules for more information.