

Press Conference Room and Press Room Information

Press Conference Room

The Press Conference Room is offered to exhibitors as a benefit to their marketing plan. Reserving the Press Conference room provides exhibitors with a platform to reach the media and other attendees about their products or other important announcements.

If you need to arrange for a press conference room, please refer to the “Press Conference Room Request Form.”

Press Room Guidelines and Information

The ICAST Press Room supports exhibitors by assisting members of the media in getting the word out about your products and services. The ICAST Press Room is a valuable resource for hundreds of media representatives who attend ICAST, greatly increasing the likelihood that exhibiting companies will garner free publicity for new products, services and other news.

General Guidelines

- Only ASA exhibitors and members can place materials in the press room.
- ICAST sponsors receive prominent, reserved bin space, signage and other special visibility in the Press Room and in other ASA promotions.
- Bins are allotted on a first-come, first-served basis.
One bin per company.
- Exhibitors are responsible for keeping their bins stocked throughout the show, although ASA staff will certainly help as much as possible.

- Press kits, catalogs and other materials may also be distributed in exhibiting companies’ booths, but not in the aisles on the show floor or other common areas.
- Because of agreements with our host hotels, ASA must give prior approval for show daily-type publications or other promotional materials intended for distribution by the hotels.
- ASA staff reserves the right to move or remove materials that do not comply with any of these guidelines.

Press Room Bulletin Board

Exhibitors planning press conferences, product demonstrations, celebrity guest appearances or any other special events or booth attractions may place posters, notices or announcements on the ICAST Press Room Bulletin Board. Please limit the size to 8½" x 11".

Online Press Room

Take advantage of the ICAST Press Room prior to the show. Exhibitors may submit information in the form of a link to news releases on a company website, Word documents or PDFs. Examples of show news include product launch announcements, pro staff and other ICAST booth events and other information that will help ICAST exhibitors promote their presence at the show.

ASA reserves the right to determine the suitability of the information submitted for inclusion in the online Press Room.

Please send your news releases to Communications Associate Joe George at jgeorge@asafishing.org, or (703) 519-9691, x222.

Press Room Hours

Tuesday, July 10 Noon – 5:00 p.m.

Wednesday, July 11 9:00 a.m. – 6:00 p.m.

Thursday, July 12 9:00 a.m. – 6:00 p.m.

Friday, July 13 9:00 a.m. – 3:00 p.m.

Questions? Please contact Communications Associate Joe George at jgeorge@asafishing.org; or 703-519-9691, x222.

Press Conference Room Request Form

Deadline: June 8, 2012

At no charge, exhibitors have access to a fully-equipped press conference room with seating that accommodates up to 100 people. Exhibitors can reserve the room for a maximum of **45** minutes, allowing time to turn the room for the next press conference. The deadline for reserving the press conference room is June 8, 2012. Please note that last-minute requests are not guaranteed space.

Reservations for the room will be made on a first-come, first-served basis. The room will be equipped with a podium and microphone. Seating is arranged theater style. Additional services are available through vendors listed in the Exhibitor Service Manual.

Booth #: _____ Company Name: _____

Contact: _____

Address: _____

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

Phone: _____ Fax: _____

Email: _____

Date/Time of Press Conference

(Please provide three (3) choices.)

First Choice: _____

Second Choice: _____

Third Choice: _____

Brief Description of Discussion Topics

Can we promote the press conference? YES NO

Please return form or direct questions to ICAST@asafishing.org; or fax: 703-519-1872.