

# Attract Buyers to Your Booth With an ICAST Show Special

## What is an ICAST Show Special?

Are you offering an incentive on a particular product or group of products? A two-for-one giveaway? A free hour with a member of your pro staff? Are you doing something unique for buyers at ICAST? If you said yes to any of the above, then you have a show special. Can't think of one? Let us know, and we will help you develop an ICAST-only special.

## Why offer a Show Special?

Buyers come to ICAST for a variety of reasons. Purchasing product is one of their top priorities. As an exhibitor, your goal is to attract buyers to your booth. Show specials provide more opportunities for your company to network and do business with buyers from across the globe. By offering a show special that is ONLY available at ICAST, you attract more buyers and increase the number of orders you write. Show specials are a strong incentive for buyers to come to your booth, see your entire product line and write orders.

## Is there a fee to offer a Show Special?

No. This service is offered to exhibitors at no charge. All exhibitors are encouraged to participate in the ICAST Show Special program.

## What is an effective Show Special?

When developing a Show Special, exhibitors should consider deals that will most benefit a buyer. Although every buyer is attracted to different forms of Show Specials, six of the most commonly requested specials are dating, value added, shipping, price, free goods and combos.

## Sample Show Specials

When developing a show special, exhibitors should consider deals that will most benefit a buyer.

- Receive \$50 cash back for every \$500 order of rods placed at ICAST. Minimum purchase of \$500 required. Pick the distributor of your choice.
- Receive 20 percent off orders written at ICAST and free domestic shipping.
- Baker's dozen: Purchase 12 of one model and receive one of the same model for free.

### **Reelin' & Dealin' – A Guide to ICAST-only Specials**

#### **How will buyers know I am offering a show special?**

The ICAST team will work with you to promote your show special. Once you tell us that you want to offer a show special, your company's name will be highlighted on the exhibitor list on the ICAST website. In mid-May, we will mail all pre-registered buyers and other potential buyers our show specials publication: *Reelin' & Dealin' – A Guide to ICAST-only Specials*.

Tell us you are having a show special before March 30, 2012, and we will list your company's name in the pre-show issues of various trade magazines. You'll also receive a "Show Special" sign to display in your booth to improve visibility with buyers. This feature is in addition to the listing in the ICAST *Buyers' Guide* and various signs on-site.

## Important 2012 Show Special Deadlines

### **March 30**

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

### **April 20**

Deadline to have your show special listed in the *Reelin' & Dealin' – A Guide to ICAST-only Specials* and receive a "Show Special" sign for your ICAST booth. Please note that there is a 400-character limit to the show special listing.

### **June 8**

Final deadline to have your show special listed on-site and receive a "Show Special" sign for your booth at ICAST.

**Questions?** Please contact ICAST Director Kenneth Andres at [kandres@asafishing.org](mailto:kandres@asafishing.org) or 703-519-9691, x231.

# Show Special Entry Form

Show Special Guide Listing Deadline: April 20, 2012 • Final Deadline for On-site Signage: June 8, 2012

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Booth Number: \_\_\_\_\_

Brand: \_\_\_\_\_

Product: \_\_\_\_\_

ICAST-only special with details:

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*Note: ASA reserves the right to edit Show Special details, ensuring that the edits do not change the intent of the Show Special.*

Please return form or direct questions to ICAST Director Kenneth Andres at [kandres@asafishing.org](mailto:kandres@asafishing.org); fax: 703-519-1872; or phone: 703-519-9691, x231.

# ICAST Buyer Raffles

## Increase Your Sales

ICAST Buyer Raffles help you to “seal the deal” by offering buyers the chance to win cash prizes or a grand prize fishing trip to Costa Rica when they write orders at the show. When combined with your ICAST Show Special(s), the ICAST raffles offer buyers a powerful incentive to increase the number of orders they write at your booth. Let buyers know that your show specials and the buyer raffles can help make their ICAST trip low cost or even no cost.

## How the Raffles Work

The process is simple. Exhibitors receive entry forms in the Wednesday, July 11, booth drop. When an order is written, simply sign the buyer’s entry form. The buyer will then drop the entry form in the designated bins. Drawings will be held Wednesday and Thursday at noon and 5:00 p.m. and Friday at 10:00 a.m. and noon.

Daily winners will be posted near the show entrance and in the ASA Resource Center.


## Buyer Raffle #1: Write an Order

Each time a buyer writes an order in your booth, he/she is eligible to enter his/her name in the ICAST Buyer Raffle. Raffle entry forms will be distributed to exhibitors in Wednesday’s booth drop. All you need to do is sign the form when an order is written and return the form to the buyer to submit. The grand prize is a trip for two to Crocodile Bay Resort in Costa Rica – [www.crocodilebay.com](http://www.crocodilebay.com).

## Buyer Raffle #2: Vote in the New Product Showcase Awards

During the opening day of the show, any buyer or Media-Editorial badge holder who stops by the New Product Showcase can vote for his/her top pick for the best new products debuted at ICAST. Just for voting, they are entered into a drawing for up to \$500 in cash (3 winners). Limit one ballot per buying entity or media outlet.

## Sample Buyer Raffle Entry Form

<b>Official Buyer Drawing Entry Form</b>		 <b>July 11-13   Orlando, Florida</b>
Exhibitor Company: _____	Booth Number: _____	<b>SAMPLE</b>
Exhibitor Name: _____	Exhibitor Signature: _____	
Buyer Company Name: _____	Buyer Name: _____	
<p>The buyer above has written an order at ICAST and will be entered into a buyers-only drawing for a trip to Crocodile Bay Resort or cash prizes.</p> <p><b>Buyer, please drop this form in the ballot box at the ASA Resource Center located on the show floor.</b></p> <p>Drawings will be held Wednesday and Thursday at noon and 5:00 p.m., and Friday at 10:00 a.m. and noon. Daily winners will be posted near the show entrance and in the ASA Resource Center.</p>		