

EXHIBITOR PROSPECTUS



ICAST 2012

INNOVATION ON A GLOBAL SCALE

July 11-13, 2012 • Orlando, Florida
Orange County Convention Center



Innovation on a Global Scale

JULY 11 -13 • ORLANDO, FLORIDA
ORANGE COUNTY CONVENTION CENTER

The International Convention of Allied Sportfishing Trades, better known as ICAST, is the world's largest sportfishing trade show annually hosting 7,000 members of the sportfishing industry representing more than 50 countries. ICAST is produced by the American Sportfishing Association (ASA), the sportfishing industry's trade association, which looks out for the interests of the entire sportfishing community.

TRADE SHOW DATES

| | |
|--------------------|-----------------------|
| 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. |

LOCATION

ICAST 2012 will be held at the Orange County Convention Center located in Orlando, Fla.



WHO EXHIBITS AT ICAST?

Manufacturers, distributors and media companies doing business with the sportfishing industry.

WHAT ARE THE BENEFITS OF EXHIBITING?

- The opportunity to showcase your latest innovations in the New Product Showcase.
- Access to over 3,700 retail and wholesale buyers, manufacturer's representatives, the outdoor media and many more.
- Online and print listings in the ICAST *Buyers' Guide*, the "who's who" of the sportfishing industry.
- Access to the list of registered ICAST attendees for marketing and sales promotion.



ICAST'S FLAGSHIP FEATURE

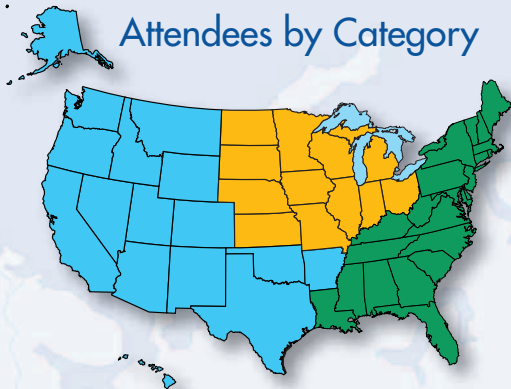
The single most important feature for ICAST exhibitors and attendees alike is the **New Product Showcase**. The New Product Showcase embodies the sportfishing industry's innovative and entrepreneurial spirit and rewards that ingenuity through the "Best of Show" new product awards competition.

The products, making their marketplace debut, vied for "Best of Show" honors in 21 individual categories as well as the coveted overall "Best of Show" award. Buyers and media representatives judged the products based on their level of innovation, execution, workmanship and practicality.



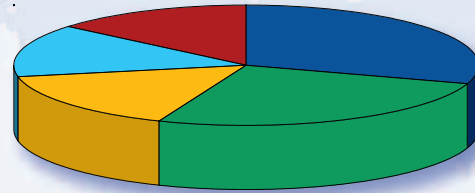
WHO ATTENDS ICAST?

Attendees by Category



40% WEST
27% EAST
19% MIDWEST
14% INTERNATIONAL

Attendees by Region



33% BUYER-RETAIL
26% BUYER-WHOLESALE
16% MANUFACTURER'S REP
15% MEDIA-EDITORIAL
10% OTHER

BUYERS

With over 2,000 retailers and wholesalers attending the show, ICAST allows you to reach more buyers in three days than you could see in one year. Announce your company's presence at ICAST and the products you have available by using the buyers and media pre-registered lists, provided to you free of charge before the show.

MEDIA

More than 500 outdoor media representatives attend ICAST to assess and review what the sportfishing industry has to offer. ICAST provides a platform for maximum media exposure for your product lines. Exhibitors have access to our online Press Room as well as the pre-registered media list.

SPORTFISHING COMMUNITY REPRESENTATIVES

Besides buyers and media, ICAST attracts a wide-range of individuals who represent the global sportfishing community. These attendees include people from federal and state fisheries agencies, non-governmental fisheries conservation organizations and members of other sportfishing associations from around the world, to name just a few.

BE AN ICAST SPONSOR

Be front and center before thousands of ICAST attendees with an ICAST sponsorship. An ICAST sponsorship helps increase your visibility, drive sales and extend your brand's impact. From apparel mannequins to convention lanyards, sponsorships at all levels are available to meet your marketing needs.

Sponsorship levels available:

Gold: \$10,000 and higher
Silver: \$3,500 to \$9,999
Bronze: \$300 to \$3,499

What to know!

HOW DO I BECOME AN ICAST EXHIBITOR?

Download the Exhibit Space contract and current floor plan from our website at www.ICASTfishing.org. For more information, contact Kenneth Andres, ICAST director, at 703-519-9691, 231, or by email at ICAST@asafishing.org. In order to exhibit at ICAST, you must be an ASA member. For more information about ASA membership, please email joinnow@asafishing.org or go to www.ASAfishing.org/join.



The American Sportfishing Association (ASA) is the sportfishing industry's trade association, committed to looking out for the interests of the entire sportfishing community. We give the industry a unified voice speaking out when emerging laws and policies could significantly affect sportfishing business or sportfishing itself. We invest in long-term ventures to ensure the industry will remain strong and prosperous as well as safeguard and promote the enduring economic and conservation values of sportfishing in America. ASA also gives America's 60 million anglers a voice in policy decisions that affect their ability to sustainably fish on our nation's waterways through KeepAmericaFishing, our angler advocacy campaign. America's anglers generate over \$45 billion in retail sales with a \$125 billion impact on the nation's economy creating employment for over one million people.

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www.ICASTfishing.org



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