

Orange County Convention Center – July 15 – 18, 2025

DISPLAY RULES AND REGULATIONS

Display Rules and Regulations have been with us since trade shows first began. Most individuals recognize the need for some limitations but have never taken the time to determine the intent of each rule, when they were written, what they are expected to accomplish and, most important, how an exhibitor can use them effectively.

The tenet on which all management is based can be summed up as follows:

All exhibitors are equal, regardless of size, and should be given an equal opportunity, within reason, to present their product to the audience in the most effective manner.

Show management must establish rules or guidelines to make this possible while allowing the greatest flexibility within each exhibit. Remember you are our customers. We want you to be successful.

The exhibitor's responsibility can be summed up far more simply:

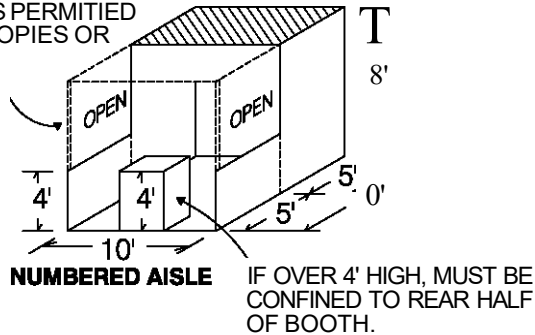
"Be a good neighbor."

With these thoughts in mind, please review the rules and regulations outlined on the following pages. Each section begins with the actual rule or guideline and is followed by the intent, which is of major importance. By recognizing the intent, you can be reasonably sure you will always be "a good neighbor."

IMPORTANT: Space dimensions shown on floorplan are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

Standard Back to Back and Perimeter Booths:

NARROW SUPPORTS AT CORNERS PERMITTED FOR CANOPIES OR CEILING.



DEFINITION:

One or more 10' x 10' booths in a straight line.

BOOTH DESIGN:

Standard linear booths may not exceed allowable 8' height shown. Perimeter linear wall booths may not exceed allowable 12' height. All display fixtures over 4' in height and within 10 lineal feet of an adjoining booth or cross-aisle must be confined to the back half of the booth.

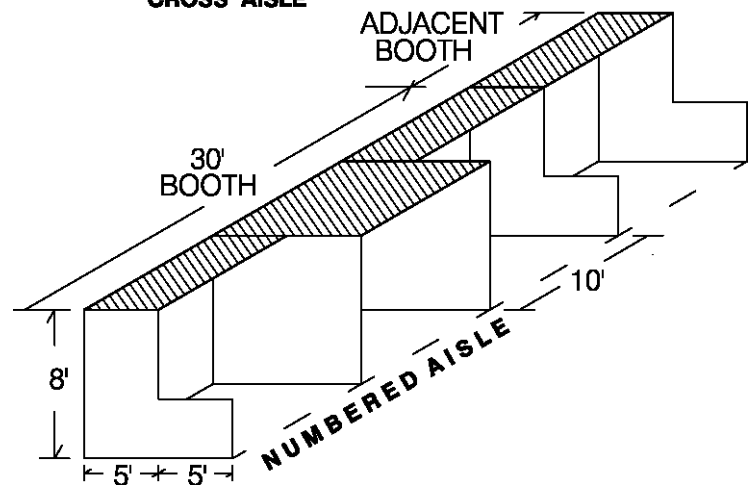
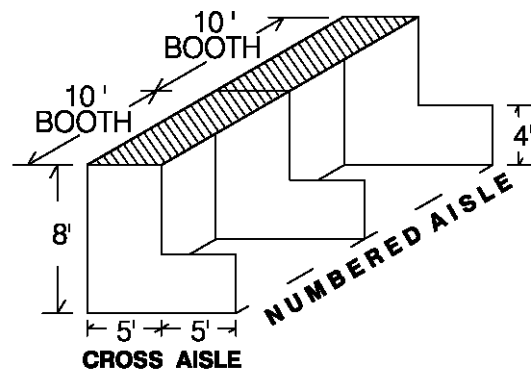
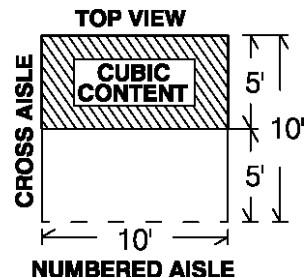
Exhibitors using ceilings over their exhibit may use a single narrow vertical support in the corners of their space. Any ceiling for a linear booth, including but not limited to tents and canopies, must be less than 8' in height.

Vertical supports that are strictly decorative will not be permitted.

INTENT:

Each exhibitor is entitled to a reasonable sight line from the aisle, regardless of the exhibit size.

Exhibitors with 30 lineal feet or more of space should be able to use as much of the total floor space as possible if they do not interfere with the rights of others. The limitation on display fixtures over 4' and within 10 lineal feet of a neighboring exhibit or cross-aisle is intended to accomplish both of these aims.



CROSS AISLE

Island Booths:

DEFINITION:

An island booth is 20' x 20' or larger and exposed to aisles on all four sides.

HEIGHT:

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 20' (6.1m), provided written approval is received from Show Management at least 60 days prior to show.

INTENT:

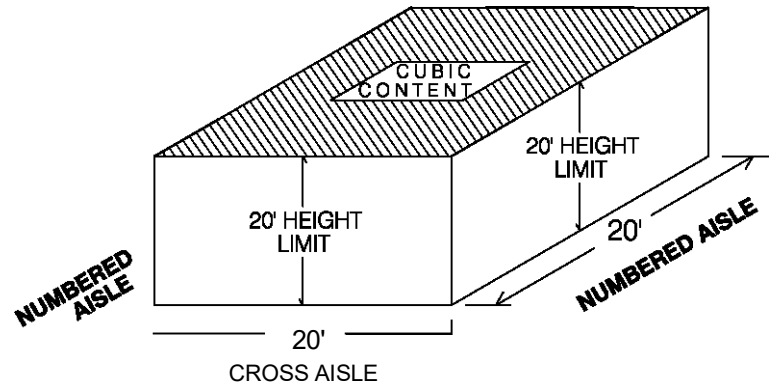
When an island booth exceeds 8' (2.5m), it does not interfere with other exhibitors because it obviously does not back up against another exhibitor's back wall. The extra height is often required in an island booth exhibit to permit the open walk-through approach normally used in this type of location. The 20' (6.1m) maximum height limitation has been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest away with each negating the other's efforts. Also, the 20' (6.1m) high exhibit will fit into most exposition centers, thus permitting each exhibitor to get the maximum use of the exhibit.

DEPTH:

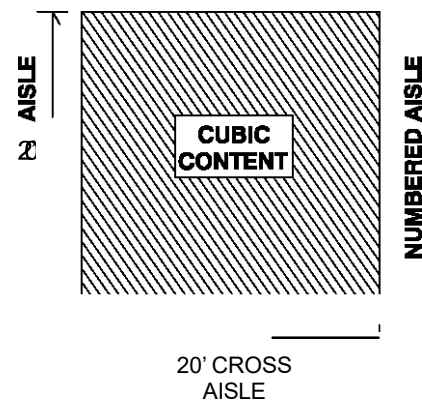
Because an island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted.

STRUCTURAL INTEGRITY:

All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibits and components exceeding 12'0" (3.66m) in height must have drawings available for inspection by Show Management, the installation and dismantling contractor, and the exhibitor and governmental authority during the time the exhibit is being erected, exhibited, and dismantled at the show site. They must include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings. Signs must also be posted indicating the maximum number of people the structure will accommodate.



TOP VIEW



INTENT:

Exhibitors in the vicinity of island exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

IMPORTANT:

Exhibitors are cautioned when installing a display with a ceiling or second level to check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

DEMONSTRATIONS OR ENTERTAINMENT

REGULATION:

Do not place your demonstration areas on the aisle line of your exhibit if you expect many people to congregate at one time. Leave space within your own exhibit area to absorb the majority of the crowd. Should spectators interfere with the normal traffic flow in the aisle or overflow into the exhibits of your neighbors on each side or across the aisle, Show Management will have no alternative but to request that you limit or eliminate the presentation.

INTENT:

The aisles are the property of all exhibitors, and therefore, each exhibitor has the responsibility to assure proper flow of traffic through the entire show. When large crowds gather to watch a demonstration or entertainment and interfere with the flow of traffic down aisles or create excessive crowds in neighboring booths, this is an infringement on the other exhibitors' rights. Aisles must not be obstructed at any time.

SOUND:

Management encourages exhibitors to enhance the show for their company and their buyers by in-booth product demonstrations, videos, etc. However, Show Management feels that Sound Control Regulations are in the best interest of all exhibitors and buyers.

1. Exhibitors shall not be permitted to operate audio amplification systems at levels that are greater than 85 db Sound Pressure Level (SPL) above the ambient noise level measure at any neighboring area.
2. Sound Pressure Levels will be measured with a calibrated Sound Level Meter (calibrated to ANSI Standards) set for C- weighting response and "slow" meter characteristics. Measurements may be made in any nearby or adjacent exhibit area at any height or incidence angle relative to the booth using the amplification system.
3. Exhibitors must keep music at an acoustic level.

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ICAST 2025

EXHIBITOR CONTRACT TERMS, CONDITIONS, RULES AND REGULATION

All exhibitors must be ASA members in good standing, with current year's dues, show fees and directory ads paid in full.

The member is granted use of exhibit space conforming to the 2025 floor plan for the purpose of displaying sportfishing products and related services, which conforms to ASA Regulations and Conditions of the Contract as shown on the reverse side and as published in the Exhibitor's Service Manual. Exceptions allowing non-conforming merchandise must be approved in writing by ASA. Subletting of exhibit space is not permitted, which includes renting, sharing, donating or in any way allowing another company/person to display or advertise. Each exhibitor agrees to provide carpeting for their assigned exhibit space.

The terms of the Contract and regulations and conditions of the trade show were formulated in the mutual interest of the member, the exhibition facility, and ASA. Points not covered are subject to the decision of ASA which reserves the right to make any changes in the best interest of the show including such modifications as may be necessary to adjust the floor plan to meet the needs of the show and its exhibitors. The member agrees to comply with this Contract and the regulations and conditions set forth by ASA.

ASA reserves the right to reject any applications and to cancel space at any time during the show for failure to conform to rules and regulations.

Show management reserves the right to determine the eligibility of any company or product for inclusion in the show. Exhibitors may not exhibit merchandise other than those of the exhibiting company's specified in this application.

At least 75% of an exhibitor's total booth space must be devoted to the following products and those normally needed on a fishing trip: domestic tackle, imported tackle, fishing and hunting clothes, boots and waders, insulated clothing, boat cushions, boat fenders and bumpers, boat umbrellas, life preservers, paddles and oars, skiff anchors, fishing thermometers, car top boats and canoes, fishing boats, waterproof products for fabric and leather, ice augers, depth locators, marine cordage, electrical and internal combustion motors; also camping equipment such as tents, pop-up camping trailers, sleeping bags, cots, coolers, commodes, compasses, insect repellents, snake bite kits, first aid kits, lanterns, binoculars, flashlights, portable heaters and stoves, hand-type barometers, knapsacks, backpacking equipment, archery products, arms, ammunition, re-loaders and hunting accessories.

Products not normally sold in a sporting goods store must represent fish or fishing in some way. Products not listed above are subject to Show Committee findings, based on their normal necessity to a fishing trip and their normal distribution through sporting goods stores.

No equipment of any kind (including all types of guns, archery, slingshots, spears, etc.) may be loaded or discharged in the exhibit area or hotels. Firearms must be made inoperable. No live firearm ammunition is allowed in exhibition facility. No equipment may be operated requiring explosive liquids or gases. No explosive or inflammable materials are allowed on exhibition facility premises. Noisemaking, sound-projecting equipment or hazardous exhibits or displays may not be operated without advance approval of ASA.

Please refer to the ICAST Exhibitor Service Manual for details on exhibit rules and regulations.

Exhibitor agrees to protect, save and keep ASA, the general contractor and the exhibition facility forever harmless from any damage, injury, loss, theft, or charges imposed for violation of the law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor, as well as to strictly comply with the applicable terms and conditions contained in the agreement between the exhibition facility and ASA regarding the exhibition's premises. And further, exhibitor shall at all times protect, indemnify, save and keep harmless ASA and the exhibition facility against and from any and all losses, cost damage, liability, or expense arising from or out of or by reason of any accident or other occurrence to anyone, including the exhibitor, its agents, employees and business invitees, which arises from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or part thereof.

ASA shall have no liability whatsoever for any matter resulting from strikes, lockouts, fire, acts of terrorism or war or other acts of God.

PAYMENT:

A 50% deposit must accompany the application with the balance due February 1, 2025. After this date, payment in full must accompany all space applications. An additional fee of \$200 applies to each booth corner on two aisles. The booth fee includes booth drapery and identification sign for linear booths only (not island spaces); one night booth carpet cleaning (Tuesday night); aisle carpeting; perimeter security and general decorations in the exhibit area. Note that registration fee for show badge is NOT included.

CANCELLATIONS:

Cancellations before February 1, 2025 will result in forfeiture of 50% of the total booth fee; cancellations after this date will result in the forfeiture of the total booth fee. Notice of cancellations must be submitted in writing.

Any withdrawal, reduction or cancellation made by February 1, 2025 will be subject to the nonrefundable portion of the deposit (50% of the total cost of the exhibit space). If exhibitor withdraws, reduces, or cancels after February 1, 2025, THERE WILL BE NO REFUNDS WHATSOEVER. These amounts are agreed to be liquidated damages to compensate for the harm ICAST will suffer due to exhibitor's withdrawal, reduction/cancellation and are not a penalty.

If the show must be canceled for any reason, ASA's damages will be limited to the return of the booth rental fee minus \$500. This Contract will be interpreted under the laws of the Commonwealth of Virginia.