

WHERE TIGHT LINES MEET **BOTTOM LINES**

THE WORLD'S PREMIER SPORTFISHING TRADESHOW

EXHIBITOR PROMO PAK

ICAST 2025

POWERED
BY



AMERICAN
SPORTFISHING
ASSOCIATION

**EXHIBITION & EVENTS
JULY 15-18, 2025**

Orange County Convention Center

ICASTFISHING.ORG



LETTER TO OUR EXHIBITORS

DEAR EXHIBITOR, Thank you for exhibiting at ICAST 2025. Selecting your booth space is only the first step in building a successful show presence for your company.

We offer the ICAST Promo Pak to help you ensure that your pre-ICAST marketing efforts have a positive and direct impact on your bottom line.

The ICAST 2025 Promo Pak represents our commitment to being your partner and helping your business to succeed. Please use the enclosed information to assist you in having a successful show this July in Orlando.

Please contact us at any time to discuss how we can help you have a better show experience.

CONTACTS



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INTERESTED IN SPONSORSHIP?

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CALEY GILLETT

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EXHIBITOR SHOW SCHEDULE

► MONDAY, JULY 14, 2025

8:00 a.m. – 5:00 p.m.	Exhibitor Move-In
Noon – 5:00 p.m.	Registration Open
1:00 p.m. – 5:00 p.m.	New Product Showcase & Fly Shop Product Drop-Off (Booth 100)

► TUESDAY, JULY 15, 2025

7:00 a.m. – 9:00 a.m.	On the Water Exhibitor Set-Up
9:00 a.m. – 1:00 p.m.	On the Water
8:00 a.m. – 1:00 p.m.	New Product Showcase & Fly Shop Product Drop-Off (Booth 100)
8:00 a.m. – 5:00 p.m.	Exhibitor Move-In
8:00 a.m. – 5:00 p.m.	Registration Open
Noon – 5:00 p.m.	Press Room Open
5:00 p.m. – 8:00 p.m.	New Product Showcase Preview Reception <i>(Open to Buyers & Media-Editorial Only)</i>
5:00 p.m. – 8:00 p.m.	New Product Showcase Voting Open <i>(Open to Buyers & Media-Editorial Only)</i>

► WEDNESDAY, JULY 16, 2025

7:00 a.m. – 5:00 p.m.	Registration Open
7:15 a.m. – 8:45 a.m.	State of the Industry Breakfast
9:00 a.m. – 1:00 p.m.	New Product Showcase Voting Open <i>(Open to Buyers and Media-Editorial Only)</i>
9:00 a.m. – 6:00 p.m.	Fly Shop <i>(Open to all Exhibitors and Attendees)</i>
9:00 a.m. – 6:00 p.m.	Exhibition Open
1:00 p.m. – 6:00 p.m.	New Product Showcase <i>(Open to all Exhibitors and Attendees)</i>
4:00 p.m. – 6:00 p.m.	Social Hour in Exhibitors' Booths
6:00 p.m. – 7:30 p.m.	New Product Showcase "Best of Category" Awards Reception (Room S320)

► THURSDAY, JULY 17, 2025

9:00 a.m. – Noon	New Product Showcase voting for "Best of Show" <i>(Open to Buyers and Media-Editorial Only)</i>
8:00 a.m. – 5:00 p.m.	Registration Open
9:00 a.m. – 6:00 p.m.	Exhibition Open
2:00 p.m.	New Product Showcase Overall "Best of Show" Award Presentation (Booth 100)
9:00 a.m. – 6:00 p.m.	New Product Showcase <i>(Open to all Exhibitors and Attendees)</i>
9:00 a.m. – 6:00 p.m.	ICAST Fly Shop <i>(Open to all Exhibitors and Attendees)</i>
4:00 p.m. – 6:00 p.m.	Social Hour in Exhibitors' Booths
5:30 p.m. – 7:00 p.m.	Party For A Purpose <i>(Open to all Exhibitors and Attendees)</i>

► FRIDAY, JULY 18, 2025

8:00 a.m. – 1:00 p.m.	Registration Open
9:00 a.m. – Noon	New Product Showcase and ICAST Fly Shop <i>(Open to all Exhibitors and Attendees)</i>
9:00 a.m. – 3:00 p.m.	Exhibition Open
Noon – 2:00 p.m.	New Product Showcase & Fly Shop Closes / Product Pick-Up Begins (Booth 100)
Noon – 2:00 p.m.	Social Hour in Exhibitors' Booths
3:00 p.m.	Exhibition Closes / Move-Out

Note: The schedule is subject to change without prior notice.

Please visit our website at www.ICASTfishing.org for up-to-date information.



SHOW SPECIALS

WHAT IS A SHOW SPECIAL?

Would you like to offer 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 these questions, 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?

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.

Tell us you are having a Show Special before **March 19, 2025** and we will list your company's name in Fishing Tackle Retailers' pre-show issue.

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 listed in the Show Specials section on the ICAST website, ICAST mobile app and in the *ICAST Show Guide*. The *ICAST Show Guide* will be available on site.

While at the show, we will give you a "Show Special" sign to display in your booth to improve visibility with buyers. This feature is in addition to the listing on the ICAST website, ICAST mobile app, the *ICAST Show Guide* and various signs onsite.

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 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:

- 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: Buy 12 of one model and receive one of the same models for free.

SHOW SPECIAL LISTING

Submit the details of your Show Special by Wednesday, **May 7, 2025** to receive a listing in the *ICAST Show Guide*. Please note that there is a 400-character limit to the Show Special listing.

HOW TO UPLOAD YOUR SHOW SPECIAL

To submit your show special, please login to the [Exhibitor Resource Center](#) using your Email and Password and follow the below steps:

- **Step 1:** Click on Checklist on the left-hand side.
- **Step 2:** Click on the Filter by Category drop down list at the top of the page and select Online Listing.
- **Step 3:** Click Upload Your Show Specials.
- **Step 4:** Fill out the Category, Brands, Products and Show Special Description fields and click on the Submit Information button.

IMPORTANT SHOW SPECIAL DEADLINES

- **March 19:** Deadline to have your name listed free of charge as a company with a Show Special in an ASA-sponsored ad in [Fishing Tackle Retailer](#) magazine and the *ICAST Show Guide*.
- **May 7:** Deadline to have your Show Special listed in the *ICAST Show Guide* and receive a "Show Special" sign for your ICAST booth.
- **June 6:** Final deadline to have your Show Special listed on-site and receive a "Show Special" sign for your booth at ICAST.

QUESTIONS?

Please contact Trade Show and Membership Manager Maggie Yates at myates@asafishing.org or 703.967.9594.

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

➤➤ **ARE YOU WITH *NMMA*? THIS FORM APPLIES TO YOU TOO.** <<<



BUYER RAFFLE

INCREASE YOUR SALES

The ICAST Buyer Raffle helps you to seal the deal by offering buyers the chance to win cash prizes or a grand prize fishing trip when they write orders at the show. When combined with your Show Special, the ICAST raffle offers buyers a powerful incentive to increase the number of orders they write at your booth. Let buyers know that your Show Special and the ICAST Buyer Raffle can help make their trip to ICAST low cost or even no cost.

WHAT'S THE RAFFLE PROCESS?

The process is simple. Exhibitors are provided entry forms in advance. Simply sign the buyer's entry form once the order is written. The buyer will then drop the entry form in the designated bins. Drawings are held Wednesday and Thursday at 5:00 p.m. and Friday at Noon. Names of daily winners will be posted at registration.

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.

SAMPLE BUYER RAFFLE ENTRY FORM >

OFFICIAL BUYER DRAWING ENTRY FORM

Store/Company Name: _____

Buyer Name: _____

Exhibitor/Company: _____

Booth Number: _____

Exhibitor Name: _____

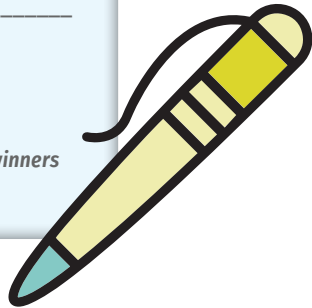
Exhibitor Signature: _____

SAMPLE

The dealer noted above has written an order at ICAST and is eligible for a buyers-only drawing for a trip or cash prizes.

Buyer, please drop this form in the buyer raffle bin at registration.

Drawings will be held Wednesday and Thursday at 5:00 p.m. and Friday at Noon. Names of daily winners will be posted at registration. Winners must be present to accept prize.



>> **ARE YOU WITH *NMMA*? THE BUYER RAFFLE APPLIES TO YOU TOO.** <<



NEW PRODUCT SHOWCASE



One of the most important features for ICAST exhibitors and attendees alike is the New Product Showcase. Sponsored by [Fishing Tackle Retailer](#), the New Product Showcase embodies the sportfishing industry's innovative and entrepreneurial spirit and rewards that ingenuity through the new product awards competition. Making up a special section of ICAST's show floor, the New Product Showcase provides special visibility for the industry's latest innovations in both conventional and fly fishing gear, tackle, apparel and accessories.

NEW IN 2025

The New Product Showcase will expand to include an additional Fishing Lifestyle Category.

NEW CATEGORY

➤ Energy

NEW PRODUCT INFORMATION SHEETS

➤ Exhibitors may submit a one sided laminated information sheet in the following 11 categories.
FD, FH, KA, KB, L, M, O, W, WA, X, Y.

NEW PRODUCT SHOWCASE VOTING PROCESS AND ONLINE DEBUT TIME

ICAST APP ONLINE RELEASE TIME

All NPS entries will be published online and on the ICAST Mobile App on Monday, July 14 at 8:00 a.m. This will allow Buyer and Media-Editorial badge holders more time to view the products before voting begins Tuesday at the New Product Showcase Preview Reception.

VOTING FOR "BEST OF CATEGORY" AND OVERALL "BEST OF SHOW" AWARD

The voting process will be held over a two-day period. The "Best of Category" voting will begin Tuesday, July 15, from 5:00 p.m. – 8:00 p.m. during the New Product Showcase Preview Reception. Voting opens again from 9:00 a.m. until 1:00 p.m. on Wednesday, July 16. Only ICAST attendees with Buyer and Media-Editorial badges are eligible to vote.

The second round of voting for the overall "Best of Show" will take place Thursday morning from **9:00 a.m. – Noon in the New Product Showcase – Booth 100**. Buyers and Media-Editorial badge holders will have the opportunity to select one product from the 41 "Best of Category" winners which will be showcased within the New Product Showcase. The ICAST 2025 "Best of Show" winner will then be announced in the NPS booth at **2:00 p.m.**

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NEW PRODUCT SHOWCASE RULES

The American Sportfishing Association and the NPS team will make every effort to ensure each entrant and product adheres to the NPS rules and entry form guidelines. It's important that you carefully review the category(s) you select and the product ID card information you provide is accurate in the following categories as referenced by letter.

1. There is no fee to participate in the New Product Showcase (NPS). Your company must be a registered exhibitor for ICAST 2025 or for the NMMA Marine Accessories Pavilion 2025.
2. To qualify as a new product, the product would not have been sold at **any level of retail distribution** in the North American market before January 1, 2025, while complying with U.S. patent laws. The product cannot have previously won in any category in the NPS or been submitted in previous years. The entry must comply with NPS rules to be entered and eligible for "Best of Show", and "Best of Category".
3. All new product entries are subject to ASA approval. Should ASA determine that the product does not qualify for entry per the NPS rules and/or guidelines the entry will be disqualified. ASA reserves the right to disqualify any product at any time during the NPS voting process. The American Sportfishing Association (ASA) reserves the right to make the final determination regarding "Best of Show" and "Best of Category" awards.
4. A product entered is only eligible to be entered in **ONE** of the 41 NPS categories. For example: A rod and reel combo entered in the Kids Tackle category may not be entered in the Combo category. All product entries and its category designation are subject to ASA approval.
5. The total number of product submissions per company is limited to five products per category, apart from the Boats and Watercraft category, which is limited to two products.
6. New products must be delivered to the New Product Showcase on Monday, July 14, between 1:00 p.m. and 5:00 p.m., or Tuesday, July 15, between 8:00 a.m. and 1:00 p.m. No products will be accepted on Tuesday, July 15, after 1:00 p.m. You must pick up your products from the New Product Showcase between noon and 2:00 p.m. on Friday, July 18. 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 at the specified time.
7. Product placement and final category eligibility will be determined by the NPS team and ASA staff. Exhibitors will NOT be permitted inside the New Product Showcase during set-up hours or the voting period without an NPS escort. New Product Showcase hours will be posted prominently on the show floor.
8. A product may be displayed in or out of its packaging. A descriptive hangtag or that product's packaging may be displayed as it would be at retail point of sale. Only the products described on the ID card are allowed to be displayed. Additional props, racks, multi-unit containers, demonstrations and signage aside from the Product ID card provided are prohibited.
 - **A Electronics** – Products entered in this category may use a phone, tablet or simulator to provide a simulation demo of the product or app of which the entrant is responsible for. Electrical power will be provided for the electronics display cases only.
 - **B Boating Accessories** – Products that require an entrant-supplied stand or mount to safely display the product, will be permitted provided there are no company logos or brand names on the prop used. Other exceptions regarding props in this category will be considered on a case-by-case basis.
 - **C Mobile Applications or Apps** – App entrants are permitted to display an 8.5"x11" sign containing the product's name and description. An app may be entered into the category of Flyfishing Accessories, Fishing Accessories, Boating Accessories OR Electronics. Apps with working demos or simulations are required to be entered in the Electronics category.
 - **D** An 8.5" x 11" one sided information sheet with graphics and/or a description of the products function may be submitted with product in the following categories FD, FH, KA, KB, L, M, O, W, WA, X, Y, YA. Please laminate your info sheet.
9. Product demonstration and promotion by exhibitors or their representatives is prohibited in the NPS during voting hours. Order writing in the NPS is prohibited throughout the show's duration.

QUESTIONS?

Please contact the NPS team at NPS@asafishing.org



NEW PRODUCT SHOWCASE CATEGORY DEFINITIONS

Each company is limited to five products per category. Boats and Watercraft category entries will be limited to two products.

RODS

A Freshwater Rods

B Saltwater Rods

C Rod & Reel Combos

Limit of five rods per company with a separate product ID card for each.

REELS

D Freshwater Reels

E Saltwater Reels

Limit of five reels per company with a separate product ID card for each.

LURES

G Freshwater Soft Lures

H Saltwater Soft Lures

I Freshwater Hard Lures

J Saltwater Hard Lures

NOTE: In each lure category, up to five products may be entered. This may be the same lure displayed in various colors or sizes on a single ID card OR five different lures each with its own product ID card.

FLY FISHING

F Fly Fishing Rods

Saltwater and/or Freshwater Fly Fishing Rods

FA Fly Fishing Reels

Saltwater and/or Freshwater Fly Fishing Reels

FB Fly Fishing Rod & Reel Combos

FC Fly Fishing Waders & Wading Boots

Waders, Pant Waders, Wading Boots, Boot Foot Waders and footwear

FD Fly Fishing Lines, Leaders, Tippetts & Line Accessories*

Fly lines, Leaders and Tippetts, Fly Line accessories such as strike indicators & tippet rings, backing and management tools

FE Fly Fishing Technical & General Apparel

Men's and Women's Technical and General Fly Fishing Clothing & Apparel

FF Fly Tying Visers, Tools & Materials

FG Fly Fishing Backpacks, Bags & Luggage

Packs, bags, backpacks, slings, wader bags & rod reel cases

FH Fly Fishing Tools & Accessories*

Pliers, Nippers, Sunglasses, Nets, Flies, Boxes and other Fly Fishing related products and any mix/combination.

GENERAL TACKLE

K Fishing Lines

Up to five different line types may be submitted per company with a separate ID card required for each.

KA Terminal Tackle*

Hooks, sinkers, lead head unfinished jigs, swivels, snapes, beads or any other forms of terminal tackle. Up to five products may be entered. This may be the same item displayed in various colors or sizes on a single product ID card OR five different items each with its own ID card.

KB Tackle Management*

Tackle boxes and carrying cases whose function is to organize / transport fishing tackle including rod racks, and tackle bags.

KC Kids' Tackle

Fishing tackle designed and marketed exclusively for children.

L Fishing Accessories*

Accessories that are intended to assist an angler while fishing that does not fall under one of the other listed NPS categories.

M Cutlery, Hand Pliers or Tools*

Cutlery or knives, snips, clippers, hand pliers or comparable tools used for fishing.

N Soft & Hard Coolers

Soft or hard coolers used for supplies while fishing other than tackle.

O Custom Tackle & Components*

Any component or part used to custom build, repair or restore fishing tackle including rods, reels and lures of any type.

FISHING LIFESTYLE

P Cold Weather Technical Apparel for Men

Outdoor or fishing apparel for men with technical fabrics and/or design such as layers which wick or insulate and protect a person from cold weather elements including, but not limited to, gloves, jackets, coats, waders, bibs, masks, hats, rain gear and other products that are labeled or marketed as such.

PA Cold Weather Technical Apparel for Women

Outdoor or fishing apparel for women with technical fabrics and/or design such as layers which wick or insulate and protect a person from cold weather elements including, but not limited to, gloves, jackets, coats, waders, bibs, masks, hats, rain gear and other products that are labeled or marketed as such.

Q Warm Weather Technical Apparel for Men

Outdoor or fishing apparel for men with technical fabrics and/or design which protect a person from UV exposure or heat including, but not limited to, gloves, jackets, waders, bibs, masks, hats, rain gear and other products that are labeled or marked as such.

QA Warm Weather Technical Apparel for Women

Outdoor or fishing apparel for women with technical fabrics and/or design which protect a person from UV exposure or heat including, but not limited to, gloves, jackets, waders, bibs, masks, hats, rain gear and other products that are labeled or marked as such.

R Lifestyle Apparel for Men

Outdoor or fishing apparel designed primarily for fashion, streetwear, casual use or to promote the fishing/boating lifestyle and does not qualify as Warm or Cold Weather Technical Apparel.

RA Lifestyle Apparel for Women

Outdoor or fishing apparel for women designed primarily for fashion, streetwear, casual use or to promote the fishing/boating lifestyle and does not qualify as Warm or Cold Weather Technical Apparel.

S Footwear

Footwear worn while fishing, boating or leisure, generally for outdoor activities or boating.

T Eyewear

Eye-safety protection such as sunglasses or goggles. Up to five variations of a model on a single product ID card with a limit of no more than five items per company.

U Novelties & Wellness

Items for the fishing enthusiast or aficionado that don't qualify for other NPS categories, e.g., jewelry, posters, wallets and other items. Wellness products include topically applied products for UV protection or consumed supplements.

V Boats & Watercraft

Boats, canoes, kayaks, paddle boards, rafts or other fishing vessels. Limit of two entries per company with a separate product ID card for each.

W Motorized Boating Accessories*

Meant for use on or in a motorized boat such as boat seats, motors, storage and rod holders.

WA Non Motorized Boating Accessories*

Meant for use on or in a non motorized boat such as seats, paddles, oars and rod holders.

X Ice Fishing*

Any product meant for use during or in preparation for fishing through ice or requires ice for its primary application. Table-top display only.

Y Electronics*

Any new electronic product meant for fishing and boating such as GPS systems, fish locators, multi-purpose devices, cameras, software and apps.

YA Energy*

Products whose primary function is to use, create, store and supply energy, including all batteries, power packs, lighting, solar and electrical energy production.

- *Each company is permitted up to five products per category. Boats and Watercraft category entries will be limited to two.*
- *Items may be displayed in or outside of its packaging. Please indicate your preferences at check in.*
- *Entering more than one product in the same category may dilute your Best in Category vote results.*
- **An exhibitor provided 8.5 x 11" fact sheet (one sided) may be submitted with each entry in the following categories: FD, FH, KA, KB, L, M, O, W, WA, X, Y, YA. Please laminate.*

QUESTIONS?

- Questions please contact NPS@asafishing.org
- For product questions related to the Fly Fishing section contact Flyfishing@asafishing.org
- For technical questions regarding the Map Your Show database you may also contact Trade Show and Membership Manager Maggie Yates at myates@asafishing.org or call 703.967.9594.

➤➤ **ARE YOU WITH NMMMA? THE NEW PRODUCT SHOWCASE ENTRY FORM APPLIES TO YOU TOO.** <<<



NEW PRODUCT SHOWCASE DATES

NEW PRODUCT SHOWCASE IDENTIFICATION (ID) CARD

Your product ID card(s) will be printed by ASA staff and will be available onsite when dropping off your product(s). The content will be used from your online product entry, so be sure to make all final edits by **Friday, June 6, 2025**. Limit of 5 products per category.

Buyers and Media rely on you to provide accurate information and a short concise description of the product. We urge you to communicate with your marketing partners before you make a final decision on the content of your NPS entry.

NEW PRODUCT SHOWCASE PRODUCT DELIVERY

Products must be delivered to the New Product Showcase on Monday, July 14, between 1:00 p.m. and 5:00 p.m., or Tuesday, July 15, between 8:00 a.m. and 1:00 p.m. All products **MUST** be hand delivered with a digital or printed copy of your confirmation, so we may verify your entry.

Product shipments will not be accepted by the American Sportfishing Association/ICAST in Virginia or the Orange County Convention Center.

NEW PRODUCT SHOWCASE PRODUCT PICK-UP

You must pick up your products from the New Product Showcase **Booth 100** between noon and 2:00 p.m. on Friday, July 18. **All products not picked up by 2:00 p.m. will be donated. ASA is not responsible for products not picked up by the specified time.**

SECURITY

Twenty-four-hour security as well as security cameras within the New Product Showcase area is provided for the duration of the show. No exhibitors will be allowed in the showcase during set-up or after hours. Children under the age of 16 must be accompanied by an adult at all times. ASA is not responsible for theft or damage to products.

QUESTIONS? Please contact the NPS team at NPS@asafishing.org or contact Trade Show and Membership Manager Maggie Yates at myates@asafishing.org or call 703.967.9594.

IMPORTANT NEW PRODUCT SHOWCASE DATES ➤

- **June 6:**
Deadline to submit New Product Showcase entry form, **No exceptions.**
- **July 14: 1:00 p.m. to 5:00 p.m.**
Onsite product drop-off NPS (Booth 100)
- **July 15: 8:00 a.m. to 1:00 p.m.**
Onsite product drop-off. Products will not be accepted after 1:00 p.m. on Tuesday. **No exceptions.**
- **July 15: 5:00 p.m. to 8:00 p.m.**
New Product Showcase Preview Reception open & voting begins for Media-Editorial and Buyers only.
- **July 16: 9:00 a.m. to 1:00 p.m.**
New Product Showcase open to Buyers and Media- Editorial only for voting.
- **July 16: 1:00 p.m. to 6:00 p.m.**
New Product Showcase opens to all exhibitors and attendees.
- **July 16: 6:00 p.m. to 7:30 p.m.**
Industry Awards Reception
- **July 17: 9:00 a.m. – Noon**
“Best of Show” voting.
- **July 17: 2:00 p.m.**
New Product Showcase Overall “Best of Show” Award Presentation (Booth 100)
- **July 18: Noon to 2:00 p.m.**
Product pick-up NPS (Booth 100)

➤ **NPS Banner Display:** Hang a banner on the exterior wall of the New Product Showcase area for increased brand visibility and awareness. Pricing dependent on banner size. Deadline for banner display is May 7th. Inquire with Caley Gillett at cgillett@asafishing.org for more information. ◀

➤➤ **ARE YOU WITH *NMMA*? THE NEW PRODUCT SHOWCASE APPLIES TO YOU TOO.** ⬅⬅



NEW PRODUCT SHOWCASE ID CARD

INSTRUCTIONS FOR COMPLETING YOUR NEW PRODUCT SHOWCASE PRODUCT ID CARD

Please read this information carefully, so that you can be fully prepared to drop off your products at the New Product Showcase (Booth 100) on Monday, July 14, 1:00 p.m. – 5:00 p.m. or Tuesday, July 15, 8:00 a.m. – 1:00 p.m..

Your product ID card is what buyer and media voters read when they review and vote on your new product. It's important that you complete each field with accurate and easy to read information about your product. You are limited to 500 characters.

NEW PRODUCT SHOWCASE PRODUCT ENTRY

○ Step 1

Login to the [Exhibitor Resource Center](#) using your unique exhibitor ID and Password

○ Step 2

Click on your Exhibitor Checklist and then click on the "New Product Showcase 2025 Online Registration" item.

○ Step 3

Fill out the following required fields with your product information:

- **Product Name** – the name of your product entry.
- **Product Description** – in 500 characters or less describe the entry. No special characters, domains or promotions are permitted.
- **Product Category** – from the drop-down menu select a category. Refer to NPS definitions on page 8 of this promo pak.
- **MSRP** – Manufacturer's Suggested Retail Price
- **Product Image** – upload the required product image of each product entered to be posted on the ICAST app.

○ Step 4

Agree to the Rules and Regulations.

○ Step 5

Review content and then Click on the Update Show Feature tab to enter.

Drop off times are:

- Monday, July 14, 1:00 p.m. – 5:00 p.m. (Booth 100)
- Tuesday, July 15, 8:00 a.m. – 1:00 p.m. (Booth 100)

No products will be received after the 1:00 p.m. deadline on Tuesday, July 15. **NO EXCEPTIONS.**

➤➤ **ARE YOU WITH NMMMA? THE NEW PRODUCT SHOWCASE PRODUCT ID CARD APPLIES TO YOU TOO.** <<



FLY FISHING AT ICAST

FLY FISHING VILLAGE



Fly fishing has always been an important part of the show, but 2023 marked a keystone moment in the trade show's dedication to the passionate anglers served by fly tackle and apparel dealers.

We are excited to provide more floor space to showcase fly fishing tackle, apparel and accessories. Buyers and media will truly be able to immerse themselves in the fly fishing experience.

ICAST FLY SHOP

The ICAST Fly Shop booth is located adjacent to the [New Product Showcase](#) and across from the [ICASTing and FlyCASTing casting ponds](#). Attendees will have the opportunity to:

- View fly fishing products in an artfully crafted, store-like exhibit space.
- Watch expert fly-tyers demonstrate their craft.
- Lounge in a dedicated hangout area.
- Participate in fly casting demonstrations at the adjacent fly casting pond.

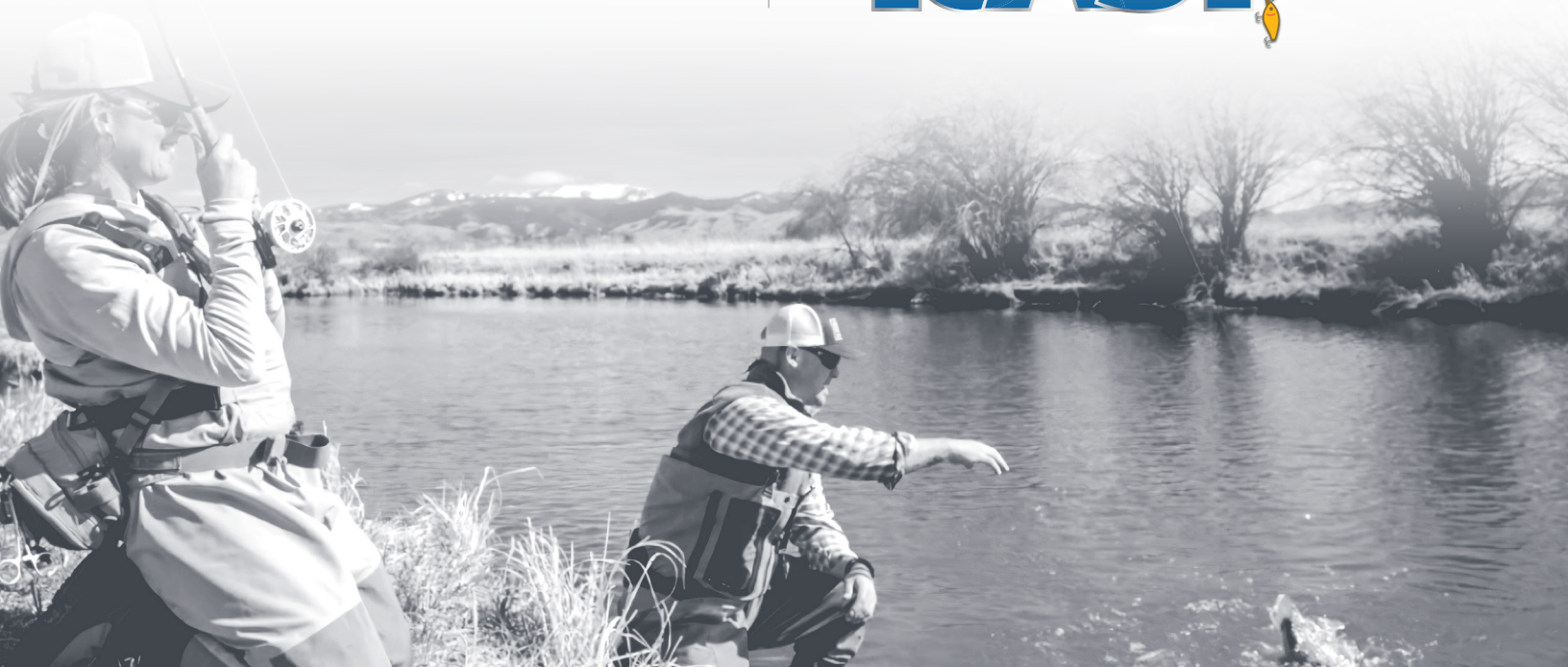
All the products featured in the Fly Shop are provided exclusively by [ICAST exhibitors](#).

FLY CASTING DEMONSTRATIONS

A cadre of experienced fly fishing guides are volunteering their time to provide fly demonstrations and lessons which will take place in both the Fly Shop and at the FlyCASTing Pond.

Demonstrations are being conducted on the following days:

- **Tuesday, July 15** – New Product Showcase Preview Reception
- **Wednesday, July 16** – During show hours
- **Thursday, July 17** – During show hours



HOW TO ENTER YOUR PRODUCTS INTO THE ICAST FLY SHOP

The ICAST Fly Shop will be located within the overall footprint of the [New Product Showcase \(NPS\)](#) and [Fly Fishing Village](#).

Product Submission Guidelines

- Products entered do not need to be new in 2025.
- Limit of 5 products per company.
- Exhibitors may include a pre-approved branded display with each product.
- Each product and branded display submitted will be vetted with you by an ICAST team member.
- Products submitted and displayed in the Fly Shop must relate to fly fishing.
- Exhibitors may visit the fly shop Wednesday, Thursday and Friday during show hours.
- Your show point of contact will be emailed a summary of each Fly Shop product entered. Unless you hear back from ASA staff otherwise the entry will be marked as received.

The ICAST Fly Shop product check-in process will integrate and be located with the New Product Showcase. Participating exhibitors will be directed to complete an ID card form found in your [Exhibitor Resource Center](#), Exhibitor Checklist under The Fly Shop Product Entry Form. A form must be filled for EACH product you choose to display in the Fly Shop.

Products will be displayed with an ICAST Fly Shop ID card printed by the ICAST team. It will include the following information:

- COMPANY NAME
- COMPANY BOOTH #
- PRODUCT NAME
- PRODUCT DESCRIPTION

Fly Shop Product Check in and Pick Up at New Product Showcase Booth #100

- Monday, July 14 Fly Shop product check in: 1 p.m. – 5 p.m.
- Tuesday, July 15 Fly Shop product check in: 8 a.m. – 1 p.m.
- Friday, July 18 Fly Shop product pick up: Noon – 2 p.m.

➤ For more information, please contact:
FlyFishing@asafishing.org





MEETING ROOM REQUEST FORM

DEADLINE: MAY 7, 2025

Meeting rooms are limited and assigned on a first-come, first-served basis. Please submit your room request as soon as possible. The meeting room request deadline is **Wednesday, May 7, 2025**. The meeting room fee is \$1,250 per room, per day which will be a donation divided equally between the FishAmerica Foundation and Keep America Fishing. Your donation to the FishAmerica Foundation is tax deductible. Meeting room payment information and meeting room assignments will be provided once the meeting room is confirmed.

Company Name: _____ Booth #: _____

Contact: _____

Address: _____

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

Phone: _____ Fax: _____ Email: _____

Meeting/Event Name: _____

Date(s) of Function: _____ Time/From: _____ To: _____ # of Attendees: _____

(company name) agrees that the meeting room will be used by

(company name) only. In addition, we agree that the products on display or being
demonstrated are available in our booth on the show floor. **SIGNATURE:** _____

TYPE OF FUNCTION: (check one)

☐ Meeting ☐ Hospitality ☐ Breakfast ☐ Lunch ☐ Cocktail Reception ☐ Dinner ☐ Other: _____

ROOM SET-UP: (check one) (See next page for diagram)

☐ Theater ☐ U-Shape ☐ Classroom ☐ Banquet ☐ Conference
☐ Hollow Square ☐ Other: _____ ☐ Head Table for _____ (Number of people)
Note Head Table is not draped.

STANDARD EQUIPMENT AND SERVICES:

Room rental includes the following (if requested). Please check all items you require for your function. All equipment and services not listed will incur additional charges. Catering, A/V, furnishings and electrical contacts will be provided with meeting room confirmation.

☐ Staging (check one): ☐ 6' x 8' x 18' ☐ 6' x 8' x 24' ☐ 6' x 8' x 30'

☐ Additional tables (not draped) (check one): ☐ 6' x 30" ☐ 8' x 30" ☐ 8' Rounds

☐ Microphone (check one): ☐ Lavalier ☐ Tabletop ☐ Aisle

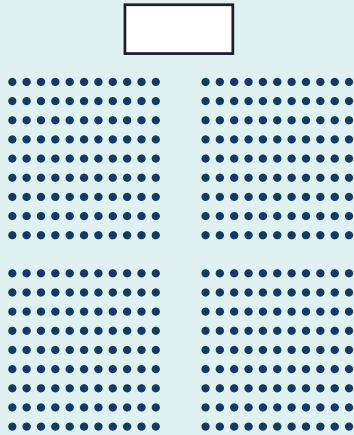
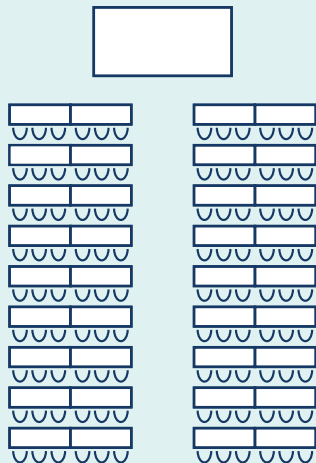
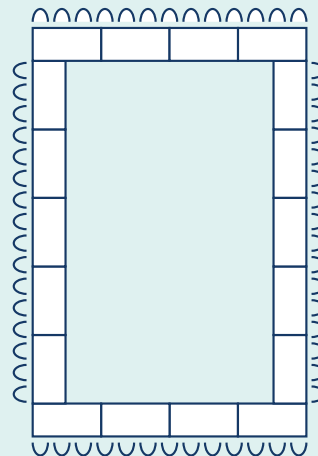
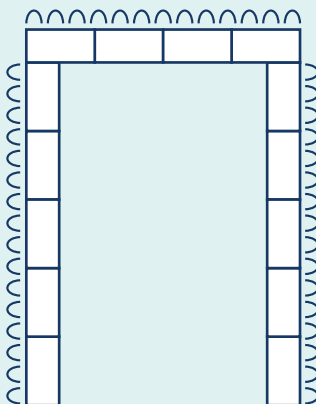
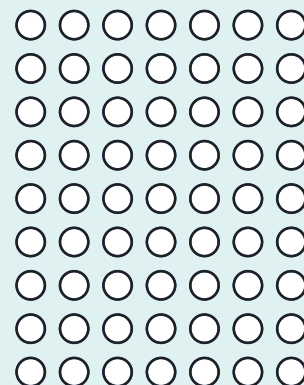
☐ One (1) standing lectern with microphone

☐ ADA: (list special needs) _____

Please return form or direct questions to Trade Show and Membership Manager
Maggie Yates at myates@asafishing.org or 703.967.9594.

➤➤ **ARE YOU WITH NMMMA? THIS FORM APPLIES TO YOU.** <<<

MEETING ROOM SET-UP DIAGRAM

**THEATER****CONFERENCE****CLASSROOM****HOLLOW SQUARE****U-SHAPE****BANQUET**



PRESS CONFERENCE ROOM REQUEST FORM

DEADLINE: JUNE 6, 2025

At no charge, exhibitors have access to a fully equipped press conference room with seating that accommodates up to 50 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 **Friday, June 6, 2025**. 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 comes equipped with a podium, microphone, screen and projector. Seating is arranged theater style. Information on catering, additional A/V, furnishings and electrical contacts will be provided with press conference room confirmation.

The Press Conference Room will be located in room S220A.

Company Name: _____

Booth #: _____ Contact: _____

Address: _____

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

Phone: _____ Fax: _____ Email: _____

DATE/TIME OF PRESS CONFERENCE (Tuesday – Friday Only)

(Please provide three choices.)

First Choice: _____

Second Choice: _____

Third Choice: _____

BRIEF DESCRIPTION OF DISCUSSION TOPICS:

CAN WE INCLUDE THE PRESS CONFERENCE ON THE ICAST WEBSITE? ☐ YES ☐ NO

Please return form or direct questions to Trade Show and Membership Manager
Maggie Yates at myates@asafishing.org or 703.967.9594.

➤➤ ARE YOU WITH **NMMA**? THIS FORM APPLIES TO YOU. <<<



LURE TANK RESERVATION FORM

DEADLINE: JUNE 6, 2025

At no charge, exhibitors have access to a fully equipped lure tank where attendees can test exhibitors' products in a realistic situation. Exhibitors can schedule a time slot of 30 minutes. The deadline for reserving the Lure Tank is **Friday, June 6, 2025**. Please note that last-minute requests are not guaranteed a slot.

Reservations for the Lure Tank will be made on a first-come, first-served basis. All reservations will be for a 30-minute time slot allowing time for the next scheduled demonstration.

Company Name: _____

Booth Number: _____

Contact: _____ Onsite Contact: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Email: _____

► **Reservations for the Lure Tank are available during these times:**

Wednesday, July 16 9:00 a.m. – 5:00 p.m.

Thursday, July 17 9:00 a.m. – 5:00 p.m.

Friday, July 18 9:00 a.m. – 2:00 p.m.

► **Rank your preferred date/time 1 – 3 (Your company will be assigned one scheduled Lure Tank date and time).**

Preference 1: _____

Preference 2: _____

Preference 3: _____

Please return form or direct questions to Trade Show and Membership Manager
Maggie Yates at myates@asafishing.org or 703.967.9594.



ICAST ON THE WATER EXHIBITOR AGREEMENT

ICAST's On the Water is a key destination for buyers and media. It's a perfect location for ICAST exhibitors to demonstrate their products for dealers and media representatives. On the Water is held on Tuesday, July 15 from 9:00 a.m. – 1:00 p.m. on the pond outside of the North Building.

On the Water is an excellent way for buyers and media to check out gear, tackle and accessories before the show floor opens. If you are interested in exhibiting at On the Water, please follow the directions below.

- **Step 1:** Login to the [Exhibitor Resource Center](#) by entering your email and password.
- **Step 2:** Scroll down to the bottom of the page and click Sponsorship Opportunities.
- **Step 3:** Click on the On the Water drop down and review and agree to the terms and conditions.
- **Step 4:** Determine the number of booth spaces you would like (maximum of 2) and click on the "Add to Cart" button.
- **Step 5:** Make the payment on your requested booth space(s) and you will be assigned a booth location and receive a confirmation packet for the On the Water event at a later date.

Limit of two spaces on the water — if you would like to purchase a trailer space, direct questions to Trade Show and Membership Manager Maggie Yates at myates@asafishing.org or 703.967.9594.

➤➤ **ARE YOU WITH *NMMA*? THIS FORM APPLIES TO YOU TOO.** <<<



IMPORTANT INFORMATION

IMPORTANT DEADLINES AND ICAST CHECKLIST

○ March 19

- Deadline to have your name listed as a company with a Show Special in an ASA-sponsored ad in [Fishing Tackle Retailer](#) magazine and the *ICAST Show Guide*, free of charge.

○ May 7

- Deadline for *ICAST Show Guide* directory listing
- Deadline to have your name listed as a company with a Show Special in the *ICAST Show Guide*
- Meeting Room Request Form
- Deadline for sponsorship inquiry

○ June 6

- New Product Showcase Entry Form
- Fly Shop Product Entry Form
- Press Conference Room Request Form
- Lure Tank Reservation Form
- Final deadline to submit a Show Special listed and receive a “Show Special” sign for your ICAST booth
- Sponsorship payments due

○ June 10

- Deadline for pre-registration
- Deadline for housing reservations

IMPORTANT ORDER & SHIPMENT DEADLINES

○ June 16

- To receive discounted rates for Freeman services, be sure to place your orders by June 17.

○ June 16 - July 7

- Shipments will be accepted to the Freeman Warehouse. Additional fees apply for any shipments after July 10.

○ July 14

- The Orange County Convention Center will begin accepting onsite shipments.

➤➤ **ARE YOU WITH *NMMA*? THIS INFORMATION APPLIES TO YOU.** <<<