



# EXHIBITOR PROSPECTUS

## ICAST TEAM:

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### **Event Location:**

Orange County Convention Center  
South Concourse  
9899 International Dr  
Orlando, FL 32819

### **Show Management Company:**

American Sportfishing Association  
1001 North Fairfax Street, Suite 501  
Alexandria, VA 22314

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ASSOCIATION**

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## WHAT IS ICAST?

The International Convention of Allied Sportfishing Trades (ICAST) is the largest sportfishing tradeshow in the world and is owned and operated by the members of the American Sportfishing Association, the trade association for the recreational fishing industry. For almost 70 years, ICAST has served as the cornerstone of the industry, bringing together manufacturers, retailers, media and affiliated organizations to showcase the latest innovations in rods, reels, tackle, apparel, technology and more.

### WHO EXHIBITS AT ICAST?

**2025 Exhibitors:** 600

**2025 Square Feet:** 206,100

Manufacturers, distributors and media doing business in the sportfishing industry. This includes fishing tackle, apparel, and accessories as well as marine products, outdoor gear, media services, and affiliated industries.

**[2025 ICAST Exhibitors](#)**

### WHO WILL YOU MEET?

**2025 Attendance:** Over 12,000

**Countries in Attendance:** 78

Independent Shop Owners, Big Box Chain Stores, Distributors, Online Retailers, Wholesalers, Manufacturers, Services Suppliers to Industry, Industry Relevant Government Organizations, Manufacturers Representatives, Captains, Custom Rod Builders, Sporting Goods Retailers, Importers, Fishing Lodges, Marketing Companies, and more!

# WHY SHOULD YOU EXHIBIT?

As the largest gathering of fishing industry professionals anywhere in the world, ICAST is where the sportfishing industry meets to do business, discover the latest gear, and connect with the community that drives the future of the sport.

## **Grow:**

Generate high-quality leads and connect with thousands of potential customers all in one place.

## **Network:**

Build lasting relationships with industry leaders and engage with buyers from around the globe.

## **Create:**

Strengthen your brand presence and elevate your company's visibility.

## **Introduce:**

Showcase your latest products and innovations to a highly qualified audience.

## EXHIBITOR GUIDELINES

Exhibiting at ICAST is an exclusive benefit to members of the American Sportfishing Association. To become a member, submit your application here: [membership application](#). Once your membership is approved and dues are paid, you'll be able to [apply for booth space](#). Membership is generated on a rolling scale based on annual revenue.

### [Live Floor Plan Link](#)

*Please note that retail sales are prohibited on the show floor. ICAST is a trade show and not open to the general public. All attendee applications are thoroughly reviewed by ICAST staff for proof of valid credentials. Please note that membership dues must be paid in full and received by February 1 in order to qualify for the early bird rate.*

## ◀ BOOTH SPACE PRICING ▶

### EARLY BIRD

**\$16 sq. ft.**

### FEBRUARY 1

**\$18 sq. ft.**

### APRIL 1

**\$20 sq. ft.**

*An additional \$200 fee applies to each booth corner on two aisles.  
Booth spaces start at a 10x10 size and increase in increments of 10 ft.*

### **2026 Important Deadlines**

- **Before February 1st**, 50% booth space deposit is due up front.
- **After February 1st** the booth space payment is due in full.



## SHOWCASE YOUR PRODUCT

### SHOWCASE YOUR PRODUCTS IN ACTION — AT ON THE WATER!

Bring your products to life in a real-world environment at **On the Water**, held **Tuesday July 14th from 9:00 a.m. – 1:00 p.m.** before the show floor opens. This premier outdoor demo event spans five acres of water and open space just outside the North Building of the Orange County Convention Center, providing an unparalleled opportunity to connect directly with buyers, media, and industry professionals. Don't just tell your audience what your products can do—show them in the most engaging, authentic way possible.

Booth space is \$750, which includes a 10x10 space with a tent, 6 ft table and two chairs.

### SUBMIT YOUR PRODUCTS INTO THE NEW PRODUCT SHOWCASE

One of the most important events for ICAST exhibitors and attendees is the New Product Showcase. It embodies the sportfishing industry's innovative and entrepreneurial spirit and rewards that ingenuity through the "Best Of" awards competition. Hosted in a dedicated 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 tackle, apparel, electronics and accessories. Submitting product to be voted on by the media and buyers is an exhibitor benefit!





## RESERVE YOUR SPACE NOW

### ADDITIONAL DOCUMENTS

[Booth Space Rules & Regulations](#) | [Exhibitor Terms & Conditions](#)

### SHOW SPONSORSHIPS

Become an official sponsor of ICAST 2026. Visit our [Sponsor Page](#) or contact Caley Gillett at [cgillett@asafishing.org](mailto:cgillett@asafishing.org)

### QUESTIONS?

Contact Maggie Yates, Trade Show and Membership Manager  
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