



POWERED BY
AMERICAN
SPORTFISHING
ASSOCIATION



THE WORLDS PREMIER SPORTFISHING TRADESHOW

EXHIBITOR
PROMO PAK

JULY 14-17, 2026

Orange County Convention Center

ICASTFISHING.ORG



LETTER TO OUR EXHIBITORS

Thank you for exhibiting at ICAST 2026. Selecting your booth space is only the first step in building a successful show presence for your company.

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

The ICAST 2026 Promo Pak represents our commitment to being your partner and helping your business succeed this July in Orlando.

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

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**READY TO ELEVATE YOUR BRAND THROUGH SPONSORSHIP?
CONNECT WITH CALEY GILLETT TO LEARN MORE.**

CALEY GILLETT

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EXHIBITOR SHOW SCHEDULE

► MONDAY, JULY 13, 2026

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

► TUESDAY, JULY 14, 2026

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
8:00 a.m. - 5:00 p.m.	Exhibitor Move-In
8:00 a.m. - 5:00 p.m.	Registration Open
1:00 p.m. - 5:00 p.m.	Meet the Market <i>(Separate registration required. Complimentary & open to all retailers, first-time exhibitors & those with a new product launch in 2026.)</i>
5:00 p.m. - 7:00 p.m.	New Product Showcase Voting Open <i>(Open to Buyers & Media-Editorial Only)</i>

► WEDNESDAY, JULY 15, 2026

7:00 a.m. - 5:00 p.m.	Registration Open
7:00 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
10:00 a.m. - 4:00 p.m.	ICASTLive! Sessions
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 Awards Reception (Room S320)

► THURSDAY, JULY 16, 2026

8:00 a.m. - 9:00 a.m.	New Product Showcase Open to Exhibitors
9:00 a.m. - 3:00 p.m.	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
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>
10:00 a.m. - 4:00 p.m.	ICASTLive! Sessions
4:00 p.m. - 6:00 p.m.	Social Hour in Exhibitors' Booths
6:00 p.m. - 7:00 p.m.	Party For A Purpose <i>(Open to all Exhibitors and Attendees)</i>
	Overall Best of Show Announcement at Party for a Purpose

► FRIDAY, JULY 17, 2026

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
10:00 a.m. - Noon	ICASTLive! Sessions
Noon - 2:00 p.m.	New Product Showcase & Fly Shop Closes / Product Pick-Up Begins
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.

EXHIBITOR QUICK FACTS

ALL ITEMS AVAILABLE IN THE **EXHIBITOR DASHBOARD** UNLESS OTHERWISE NOTED.

MANDATORY SHOW ITEMS

- **Badge Registration & Housing** – Badge registration and hotel reservations are completed through Maritz and Eventshere. A badge is required for entry to the show floor. Beware of hotel and attendee list scams.
- **Certificate of Insurance (COI)** – All exhibiting companies must submit a COI. Coverage may be purchased through your own provider or through our preferred provider, RainProtection. Once secured, your COI can be uploaded directly to your checklist.
- **Exhibitor Badges** – Exhibitors may purchase four (4) badges per 100 sq. ft. for \$10/badge. Additional badges beyond your allotment increase to \$30 each. Pricing increases after **April 15**, and again during show week.
- **Flooring Required** – Flooring is mandatory for all exhibit space. You may bring your own flooring, order through Freeman, or use an outside vendor.
- **Move-In / Move-Out** – Freeman manages official show move-in and move-out. Be sure to review all checklist items related to Freeman's procedures and policies to ensure a smooth experience onsite.
- **Promo Pak** – Your most important exhibitor resource. The Promo Pak includes key show details such as the exhibitor schedule, New Product Showcase information, deadlines, and more.
- **Update Your Company Listing** – Your company listing is visible to attendees through the printed show guide, the show website, and the ICAST app. Please confirm all company information is accurate and up to date.

FREE MARKETING OPPORTUNITIES

- **Exhibitor Content Upload** – Upload one (1) page of content for attendees to view, including press releases, advertisements, news articles, and more.
- **Fly Shop** – A retail-style booth space designed for exhibitors to display fly fishing products on the show floor for extra exposure.
- **Lure Tank** – Reserve a 30-minute time slot to demonstrate your lure in a realistic, in-water environment.
- **Meet the Market** – Meet the Market is a new targeted business matchmaking program designed to introduce the latest innovative products and first-time exhibiting companies to qualified retail buyers. The program creates efficient, high-value connections through a series of pre-scheduled one-on-one appointments on **Tuesday, July 14th** from 1pm - 5pm. Participating exhibitors present their company and products to retailers during structured 10-minute meetings arranged by the American Sportfishing Association (ASA). Separate registration is required. Complimentary & open to first-time exhibitors & those with a new product launch in 2026.
- **New Product Showcase** – Submit eligible new products for added exposure and the chance to win an award. Products must not have been sold prior to January 1 of the show year.
- **Press Conference Room** – Exhibitors may reserve time in the fully equipped press conference room (seating up to 50). **Only available on Tuesday, July 14.**
- **Show Specials** – Offer a discount for buyers at the show and be featured in the printed show guide, show website, and ICAST app.

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EXHIBITOR QUICK FACTS

PAID MARKETING OPPORTUNITIES

- **ICAST Live** – Offer an educational session, product demonstration or announcement. Contact our team for more information (ICAST@asafishing.org).
- **Meeting Room Rentals** – Private meeting rooms at the convention center are available during show week for \$1,250 per room, per day.
- **On the Water Product Demo Day** – Held Tuesday from 9:00 AM – 1:00 PM. Exhibitors may set up along the north side pond for attendees to test and experience gear firsthand.
- **Social Hour** – Exhibitors may offer drinks and snacks at their booth during Social Hour: Wednesday & Thursday: 4:00 PM – 6:00 PM | Friday: 12:00 PM – 2:00 PM. All food & beverage must be ordered through Sodexo.
- **Sponsorship Opportunities** – Sponsorships are available at a wide range of investment levels. Select Sponsorship Opportunities in the exhibitor checklist or contact: Caley Gillett (cgillett@asafishing.org).

ADDITIONAL INFORMATION

- **Booth Furnishings** – You may ship your own booth items to the show, order through Freeman, or work with a booth management company of your choice. Be sure to review the Rules & Regulations document in your checklist for booth standards and expectations.
- **Booth Space** – There are four (4) booth types: Linear (includes 8 ft. pipe and drape on the back wall and 3 ft. on the sides), Corner (pipe and drape on the back wall and one side), Peninsula (pipe and drape on the back wall), and Island (no pipe and drape). Any additional materials must be provided by the exhibitor or ordered separately.
- **EAC Form** – If you are using an outside company to build or service your booth, you must submit an EAC (Exhibitor Appointed Contractor) form and provide proof of insurance for that company.
- **Electrical, Plumbing, Aerial Rigging & Gas** – These services must be ordered directly through the Orange County Convention Center.
- **Food & Beverage** – All food and beverage must be ordered through Sodexo.
- **Freeman** – Our official in-house vendor for the show. Freeman provides carpeting, flooring, booth materials, furniture, material handling, and shipping services.
- **MapYourShow** – The platform used to manage the Exhibitor Dashboard. MapYourShow also offers additional sponsorship opportunities available directly through your dashboard.
- **Show Schedule** – Exhibitor move-in takes place on Monday and Tuesday.

SHOW SPECIALS

WHAT IS A SHOW SPECIAL?

Any **exclusive** offer available **ONLY** at ICAST – discounts, free goods, value-adds, pro-staff incentives, or buyer-only promotions. If you need help crafting one, the ICAST team can support you.

WHY OFFER ONE?

Research shows that one of the most important factors driving buyers to ICAST is special incentives that are **ONLY** available at the show. Plus Show Specials drive booth traffic and increase orders. If you confirm participation by **March 19, 2026**, your company will be listed in the Fishing Tackle Retailer pre-show issue.

HOW BUYERS LEARN ABOUT YOUR OFFER

Your Show Special will be promoted on the ICAST website, mobile app, Show Guide, and in marketing materials targeted to buyers. On-site, your booth will receive a "Show Special" sign to boost visibility.

IS THERE A FEE?

No. All exhibitors can participate at no cost.

SAMPLE SHOW SPECIALS:

Get bold and creative this year and offer Show Specials that drive buyer attendance. The more buyers at the show the more the orders you will write.

- \$50 cash back for every \$500 in rod orders (minimum \$500).
- 20% off all orders placed at ICAST plus free domestic shipping.
- Baker's dozen: Buy 12 of a model, get 1 free.

SHOW SPECIAL REQUIREMENTS

Submit your specials by **May 1, 2026** for inclusion in the ICAST Show Guide. Listings must not exceed 400 characters.

IMPORTANT DEADLINES

- **March 19:** Free listing in **Fishing Tackle Retailer** and the *ICAST Show Guide*.
- **May 1:** Deadline to receive a booth "Show Special" sign.
- **June 10:** Final deadline for listing and signage.

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

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 is located adjacent to the ICAST Live booth, [right on the FlyCASTing pond](#). 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 group of experienced fly fishing guides are volunteering their time to provide fly casting and tying 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:

- **Wednesday, July 15** - During show hours
- **Thursday, July 16** - During show hours



FLY FISHING AT ICAST

HOW TO ENTER YOUR PRODUCTS INTO THE ICAST FLY SHOP

The ICAST Fly Shop is located adjacent to the ICAST Live booth, right on the FlyCASTing pond.

Product Submission Guidelines

- Products entered do not need to be new in 2026.
- 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 be located at The Fly Shop. 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 Fly Booth #335




- **Monday, July 13**
Fly Shop product check in: **1 p.m. - 5 p.m.**
- **Tuesday, July 14**
Fly Shop product check in: **8 a.m. - 1 p.m.**
- **Friday, July 17**
Fly Shop product pick up: **Noon - 2 p.m.**

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



SHOW FLOOR DESTINATIONS

ALL DESTINATIONS OPEN DURING SHOW FLOOR HOURS UNLESS OTHERWISE NOTED.

- **American Sportfishing Association Booth** – stop by our booth near the New Product Showcase to learn more on how ASA is supporting the sportfishing community.
- **Conservation Corner** – A dedicated area to spotlight fisheries conservation efforts.
- **FlyCASTing Pond** – A demonstration pond where exhibitors and attendees can cast and test the newest fly fishing rods, reels, and lines right on the show floor in front of the Fly Shop.
- **Fly Shop** – A retail-style experience showcasing the latest fly-fishing tackle, apparel, and accessories, complete with fly-tying stations, demos, and a networking lounge. 
- **ICAST Live - NEW 2026** – Enjoy product launches, press announcements, special guests, and business seminars without ever leaving the show floor.
- **ICASTing Pond** – A demonstration pond where exhibitors and attendees can cast and test the newest fishing rods, reels, and lines right on the show floor.
- **Lure Tank** – Reserve time to showcase your lures in a life like setting to attendees, complete with a mic, stage and speakers. 
- **Media Center** – The hub for media editorial badge holders to relax and re-charge without leaving the show floor.
- **ICAST Pop Up Shop - NEW 2026** – Purchase specifically curated ICAST branded merchandise right on the show floor.
- **New Product Showcase** – The main product gallery showcasing the industry's latest innovations in tackle, gear, apparel, electronics, and accessories (with many new items making their debut.) Rules and information can be found in the New Product Showcase packet. 
- **NMMA Pavillion** – A dedicated space for National Marine Manufacturer Association Member Companies highlighting marine accessories, boating gear, electronics, propellers, and other boating-related products.
- **Retailer Lounge - NEW 2026** – A new lounge space designed exclusively for retailers to network, relax, and recharge between sessions and appointments, and conduct business in a comfortable setting.

 [REGISTER ON YOUR EXHIBITOR DASHBOARD](#)


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ICAST EVENTS

MONDAY, JULY 13

• Lunkers & Bunkers Golf Tournament


7:00 AM - 2:00 PM

Kick off ICAST week with the annual Lunkers & Bunkers charity golf scramble at Royal St. Cloud Golf Links. Each year, more than 100 golfers, anglers, and volunteers come together, along with an incredible lineup of sponsors to raise funds for Keep America Fishing. 

TUESDAY, JULY 14

• On the Water Product Demo Day

9:00 AM - 1:00 PM

One of ICAST's most popular destinations, On The Water features five acres of water and open space just outside the North Building. It's a key stop for buyers and media to experience hands-on product testing for the newest gear, tackle, kayaks, and SUPs. 

• Meet the Market (NEW for 2026)

1:00 PM - 5:00 PM

A curated series of pre-scheduled introductory appointments designed to strategically connect sportfishing manufacturers with qualified buyers. These targeted conversations are built to create efficient, high-value connections that drive business beyond the show floor. *Open to all retailers/buyers, first-time exhibitors, and manufacturers launching new products.*

○ Contact

For more information, contact Kendra at kallman@asafishing.org.

• New Exhibitor Meet & Greet


5:30 PM - 6:30 PM

First time exhibiting at ICAST? Join us for our second annual New Exhibitor Meet & Greet, where you'll connect with show staff and experienced exhibitors to help set your team up for success. RSVP details will be shared closer to the show.

WEDNESDAY, JULY 15

• State of the Industry Breakfast

7:00 AM - 8:45 AM

Before the show floor opens, the sportfishing industry comes together for one of the most important business events of the week. This signature breakfast provides key insights, updates, and perspectives shaping the future of our industry. **ticketed event.* 

• New Product Showcase Awards Reception

6:00 PM - 7:30 PM

Join us as we celebrate innovation and announce the winners of the 39 New Product Showcase "Best of Show" awards. This is a must-attend event for exhibitors, buyers, and media. *All badged attendees are welcome.*

THURSDAY, JULY 16

• Party for a Purpose

6:00 PM - 7:00 PM

Wrap up your day after the show floor closes at ASA's premier networking event. Enjoy light bites, drinks, and great conversation while supporting the future of sportfishing. Conservation partners will be onsite to share their work, and attendees can enter a raffle featuring exciting prizes. *All badged attendees are welcome.*

○ Conservation Organizations

Conservation organizations interested in participating should contact Caley Gillett at cgillett@asafishing.org.

• Overall "Best of Show" Award Presentation

Announced during Party for a Purpose—don't miss the reveal of the overall winner of the New Product Showcase. *All badged attendees are welcome.*

 REGISTER ON YOUR EXHIBITOR DASHBOARD

IMPORTANT DEADLINES

SHOW DEADLINES

○ 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.

○ April 15

- Exhibitor badge prices increase

○ May 1

- 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
- Sponsorship payments due in full

○ June 10

- Deadline for housing reservations
- No badge refunds
- Final deadline to submit a Show Special listed and receive a "Show Special" sign for your ICAST booth.
- Press Conference Room Request Form
- Lure Tank Reservation Form

○ June 15

- New Product Showcase Entry Form
- Fly Shop Product Entry Form

ORDER & SHIPMENT DEADLINES

○ June 15

- To receive discounted rates for Freeman services, be sure to place your orders by June 15.

○ June 15 - July 6

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

○ July 13

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