



ICAST

SPONSORSHIPS & ADVERTISING OPPORTUNITIES



ICASTFISHING.ORG

POWERED BY



AMERICAN
SPORTFISHING
ASSOCIATION

MAKE AN IMPRESSION AT THE WORLD'S LARGEST SPORTFISHING TRADE SHOW



THOUSANDS
OF INDUSTRY LEADERS



WORLDWIDE
REACH



100%
FOCUSED ON SPORTFISHING

EXPAND YOUR BRAND

Our sponsorships are exclusive to ASA members and are priced to meet every budget. Take advantage of this opportunity to ensure that your company is front and center for the sportfishing industry's most influential decision makers.

WHY SPONSOR AT ICAST?

- Increase visibility and recognition for your company or product
- Drive sales by leveraging your exhibit space
- Expand your domestic and international product recognition
- Gain access to thousands of key players at the industry's largest trade show

SPONSOR BENEFITS

- Prominent in all show materials, including the ICAST Show Guide, website and app
- Recognition at ICAST special events
- On-site signage
- Booth recognition signage
- Premium space for press kits or product information in the ICAST Press Room



For more information, contact Manager, New Business Development, Caley Smith csmith@asafishing.org

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PLATINUM LEVEL SPONSOR

SPONSORSHIPS OF \$20,000+

In addition to the exclusive sponsorship benefits, Platinum sponsors receive recognition in the Expo Hall Entrance, a complementary full-page premium placement ad in the ICAST Show Guide, a highlighted exhibitor listing with your logo and recognition on the ICAST site and app with a hyperlink to your website.

NEW PRODUCT SHOWCASE

➤ **\$20,000**

ICAST's flagship feature, the New Product Showcase, is one area of the show floor that buyers and media representatives never miss. The Showcase sponsor addresses buyers and media at Tuesday night's New Product Showcase Preview Reception. Provide attendees a preview of next season's new products with YOUR logo displayed prominently throughout the Showcase. The newly expanded New Product Showcase offers more floor space, driving the competition and prestige of the "Best of Show" awards to an all-time high. Sponsorship of the Showcase is a truly unique way to gain recognition for your company or organization.

STATE OF THE INDUSTRY BREAKFAST

➤ **\$20,000**

The sportfishing industry comes together to hear about the industry during the State of the Industry Breakfast. This breakfast is considered a "must-attend" event by ICAST attendees. Increase your visibility at the show by sponsoring this event. Sponsorship includes one reserved corporate table.

ICAST REGISTRATION

➤ **\$20,000**

Onsite, online and in email, this is one of the most visible ICAST sponsorship opportunities. Your company's name will be included with each ICAST registration email, on the ICAST registration main page and in signage onsite by the registration desk.

EACH PLATINUM SPONSOR RECEIVES

- *Recognition in the Expo Hall Entrance*
- *Full page premium placed ad in the Show Guide*
- *Highlighted Exhibitor Listing*
- *Recognition on our ICAST app and website*



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GOLD LEVEL SPONSOR

SPONSORSHIPS OF \$10,000 TO \$19,999

In addition to the exclusive sponsorship benefits, Gold sponsors receive a recognition in the Expo Hall Entrance, a complimentary full-page ad in the ICAST Show Guide, highlighted exhibitor listing with your logo and recognition on the ICAST site and app with a hyperlink to your website.

INDUSTRY AWARDS RECEPTION

➤ \$15,000

Be front and center when the coveted New Product Showcase "Best of Category" awards are announced on Wednesday evening. This is one of the most-attended ICAST events.

BADGE LANYARDS

➤ \$12,000

Let thousands of ICAST attendees be part of your marketing team. Sponsoring the ICAST badge lanyards will not only get your organization noticed, but attendees will thank you for helping them keep track of their badges. Some lanyards are used all year long!

HOTEL KEY CARDS

➤ \$10,000

Hotel keys provide exposure multiple times each day. They are the first thing guests receive upon check-in and the last item they use before heading home. Promote your company on the hotel key cards distributed to ICAST guests at our headquarters hotel.



BUYERS LOUNGE

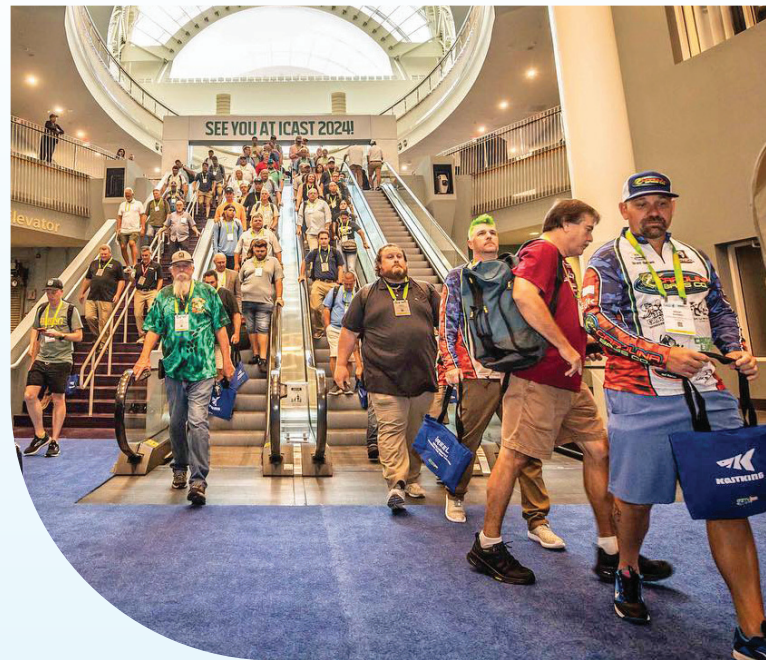
➤ \$10,000

Get a 20x40 space on the show floor next to your booth for the Buyers Lounge! Includes 1 Happy Hour with a keg provided (Wednesday or Thursday). Lounge branded with company logo and a Mobile app notification.

SHOW BADGES

➤ \$10,000

Add your company logo to the ICAST badges for all attendees to wear! A great way to mobilize your name through out the show.



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SILVER LEVEL SPONSOR

SPONSORSHIPS OF \$5,000 TO \$9,999

In addition to the exclusive sponsorship benefits, Silver sponsors receive recognition in the Expo Hall Entrance, highlighted exhibitor listing with your logo and recognition on the ICAST site and app with a hyperlink to your website.

PRESS ROOM

➤ **\$8,000**

Capture the medias attention with sponsoring the Press Room! This includes some graphics on the outside of the booth, a meeting space and podcast room within the Press Room booth.

FLY SHOP



➤ **\$7,500**

Sponsor the ICAST Fly Shop by displaying your logo and fly fishing items in fly shop display. Use this space to further activate your brand and amplify your show presence.

AISLE BANNERS

➤ **\$7,000**

What are the most-viewed signs at ICAST? Aisle banners! Place your name and logo on the ICAST Aisle Banners for all attendees to see. If you are looking for a prominent sponsorship at ICAST, don't look any further than this opportunity.

CONVENTION BAGS

➤ **\$6,500**

All ICAST attendees need a bag to hold samples, product brochures and exhibition literature. The convention bags provide maximum visibility, as thousands of attendees use them while navigating the show floor. Sponsorship includes one promotional flyer in each bag. **Convention Bag Insert \$2000/insert.**

LUNCH & LEARN SEMINAR AREA

➤ **\$6,000**

Business seminars are key to those retailers who are serious about improving their business. This multi-day venue is a prominent sponsorship opportunity.

ICAST STAFF SHIRTS

➤ **\$5,000 + Product**

Showcase your newest apparel by sponsoring the ICAST staff shirts. Our staff will wear your apparel for all show days. This opportunity allows your logo to be prominently displayed everywhere the ICAST staff goes. Take advantage of this unique marketing tool and get your product in front of thousands of ICAST attendees.

ICAST HATS

➤ **\$5,000 + Product**

Sponsor the official hat of ICAST that can be purchased by show-goers and displayed at registration. The hat will be co-branded with your brand and the official ICAST logo. All proceeds will be contributed to **Keep America Fishing.**

HOTEL ROOM DROPS

➤ **\$5,000**

Get your publication and flyers in the hands of all show attendees. With the room drop, your materials will be delivered to all registered attendees staying at ICAST hotels. Hotel room drops are a great way to make sure your product information gets into the hands of all those ICAST attendees.

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SILVER LEVEL SPONSOR *CONT.*

SPONSORSHIPS OF \$5,000 TO \$9,999

In addition to the exclusive sponsorship benefits, Silver sponsors receive recognition in the Expo Hall Entrance, highlighted exhibitor listing with your logo and recognition on the ICAST site and app with a hyperlink to your website.

FLY CASTING POND

➤ **\$5,000**

Add your company logo to the walled off areas around the Fly Casting Pond and use this space to activate your brand.

ICASTING POND

➤ **\$5,000**

Add your company logo to the walled off areas around the ICASTing Pond and use this space to activate your brand.



BOAT DISPLAY AREA

➤ **\$5,000**

The boat display area just outside the main doors is one of the most well-traveled places at the convention center. Your company's name will be seen by thousands of people as they walk past or stop to look at the boats on display.

ENTRY DISPLAYS

➤ **\$5,000**

Capture show audience by placing your brands display of choice in the entry hallway at show entrance. Preferred locations are first come first serve.

SHOW AISLE DISPLAY

➤ **\$5,000**

Place a custom floor display in the 20ft aisle on the show floor. Preferred locations are first come first serve.



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BRONZE LEVEL SPONSOR

SPONSORSHIPS OF \$500 TO \$4,999

In addition to the exclusive sponsorship benefits, Bronze Sponsors will receive recognition in the Expo Hall Entrance and on the ICAST site and app with a hyperlink to your website.

BATHROOM ADVERTISING

➤ **\$4,000**

Reach the entire show audience by utilizing the show bathrooms to advertise as you see fit. Option to brand 28 total restrooms throughout the show area.

CHARGING STATION KIOSKS

➤ **\$4,000**

This sponsorship includes signage and branding at the charging station kiosks that provide a convenient place for attendees to charge their mobile devices throughout the show. Your company logo will be prominently displayed on the charging stations located on the show floor.



LURE TANK

➤ **\$3,500**

Lure manufacturers want a place to show the action of their baits, and the lure tank is where eager buyers will be looking for the next great lure. Sponsorship also includes your choice of a prime demonstration time. The lure tank is a can't-miss sponsorship opportunity.

COASTER PLACEMENT

➤ **\$3,000**

Place coasters with your logo throughout ICAST associated hotel bars and lobbies.

ICAST SHOW GUIDE BINS

➤ **\$2,500**

Display your logo on the bins where attendees pick up their ICAST Show Guide. The official show guides are distributed in the registration area and at the show floor entrance, and are used by every attendee at the show. Maximum of two sponsors.

YOUTH DAY PRESENTING SPONSORSHIP

➤ **\$2,000**

- Logo'd Youth Day Pocket Guide distributed to Youth Day attendees on Friday.
- **Youth Day Exhibitor Sponsorship \$100**
 - Be featured in the Youth Day pocket guide map as a Youth Day Booth to visit. Apply through Map Your Show

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BRONZE LEVEL SPONSOR *CONT.*

SPONSORSHIPS OF \$500 TO \$4,999

In addition to the exclusive sponsorship benefits, Bronze Sponsors will receive recognition in the Expo Hall Entrance and on the ICAST site and app with a hyperlink to your website.

DINING TABLE BRANDING

➤ **\$2,000**

Brand each table within the Exhibit Hall dining areas with your company's message to increase exposure to show attendees.

PUBLICATION BINS

➤ **\$700 PER EXHIBITOR**

\$1,500 FOR NON-EXHIBITING MEMBERS

This is a great way to provide your magazine sample to attendees. Publication bins are found at the main show floor entrance, perfectly located for attendees to pick up as they enter the show or take with them after the show. Publications only. Manufacturers' catalogs are not permitted. Magazines are provided by the sponsor and are subject to ASA approval.

PRESS ROOM MESSAGE BOARD

➤ **\$500**

Prominently display your company logo on the message board in the Press Room that all members of the media will see. Maximum of three sponsors.

REP BOARD

➤ **\$500**

Located near the show entrance, the Rep Board is one of the busiest spots at ICAST. This message board is for reps seeking manufacturers and manufacturers seeking reps. This is a high-profile, low-cost option for sponsorship. Limited to exhibitors with four booths or fewer. Maximum of five sponsors.



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SUPER TUESDAY SPONSORSHIPS

ICAST's Super Tuesday events include On The Water, ICAST Cup, Understanding Your Federal Excise Tax Obligations and the Preview Reception. Sponsorship benefits are associated with the level of spend equal to amounts listed in Platinum, Gold, Silver and Bronze categories.

ICAST PREVIEW RECEPTION

➤ \$3,000

Voting for the 41 "Best of Category" winners begins on Tuesday, at 5:00 PM during the New Product Showcase Preview Reception. This event provides a great opportunity for your company to stand out at one of the first official happy hours of ICAST.

ON THE WATER PRESENTING SPONSORSHIP

➤ \$15,000

Be part of the largest fishing and outdoor product demonstrations in the world! This is a great event that allows attendees and media to demo products in a real-world environment. We'll help you put together a unique-to-you on site package.

ON THE WATER BOAT DROP

➤ \$5,000

Drop any boat under 35' into the lake at one the water and demonstrate your brand in action. First come first serve.

ON THE WATER BEER TENT & CUPS

➤ \$3,000

Exclusive! Only one company can sponsor the beer tent at On the Water. This sponsorship includes: Your company logo on a large sign outside of the beer tent. Includes sponsor branded 16 oz reusable plastic cups with your company logo that attendees will get their beer poured into and get to keep! Bragging rights that your company is the fun one!

ON THE WATER POND FLOAT

➤ \$1,000

Display a floating advertisement in the pond at On The Water to draw more attention to your brand.

ON THE WATER 10X10 BOOTH

➤ \$500

Showcase your brand outside on Tuesday morning of the show with access to the lake. Each 10x10 booth space at On the Water includes a tent or the option to bring your own.

- **Premium booth locations \$500**
 - Receive a location next to the OTW docks
- **Asset parking \$50/foot**
 - Park a booth asset at On The Water to highlight your exposure
- **Booth add on: Misting Fan \$250**
 - Receive a misting fan from the convention center to add comfort in your booth during the outdoor event.



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SUSTAINABILITY SPONSORSHIPS

Become a sustainability partner at the show by branding areas of the show that contribute to ICAST's sustainability messaging. Sponsorship benefits are associated with the level of spend equal to amounts listed in Platinum, Gold, Silver and Bronze categories.

REDUCE:

SODEXO – EXCLUSIVE DRINK CUP SPONSOR

➤ **\$10,000**

Be the exclusive sponsor of all cups that are handed out from restaurants and at happy hours during the show. Option to supply cup of choice or logo 16 oz reusable Sodexo compostable cups.

REUSE:

WATER FOUNTAIN BRANDING SPONSORSHIP

➤ **\$2,500**

Brand 10 essential water refill stations at the show with your “reuse” messaging to show attendees that your company supports sustainability at the show.

RECYCLE:

TRASH & RECYCLING BIN BANDING SPONSORSHIP

➤ **\$2,500**

Brand the trash and recycling bins at the show to send your company's message about the importance that recycling plays in sustainability in the industry.



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ONSITE AD OPPORTUNITIES

Onsite add opportunities provide the chance to receive increased exposure throughout the show. Opportunities first come first serve; space is limited. Sponsorship benefits are associated with the level of spend equal to amounts listed in Platinum, Gold, Silver and Bronze categories.

NOOK EVENT POD ADVERTISING

➤ **\$4,000**

Brand the show Nook Pods and take advantage of a meeting area that provides show attendees with a quiet space to catch up and collaborate at any event. All hard surfaces of the NOOK Event Pod can be branded with sponsor messaging.



FLOOR CLINGS*

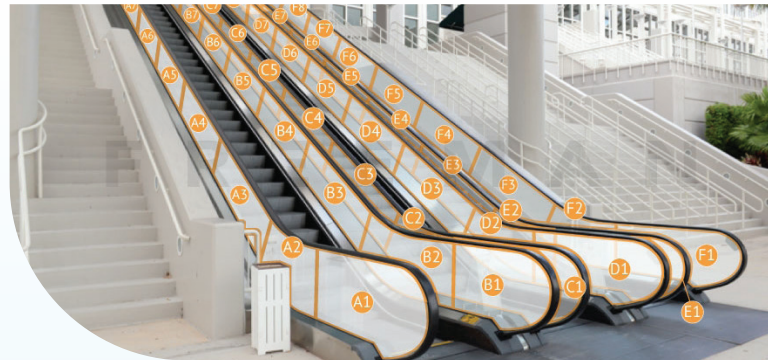
➤ **\$500**

Create floor clings for added exposure during the show (Standard pricing for 4'x4' cling, price increases with size).

SHOW BANNERS

➤ **Pricing available through Envision**

- Choose from a wide selection of banner display options on and around the show floor. Pricing dependent on placement and size.



DIGITAL BANNERS

➤ **\$4,000+**

Showcase your brand on a standing digital banner at the show in the registration hall. Additional digital banner opportunities available upon inquiry.

METER BOARDS*

➤ **\$1,500/Board**

Create custom meter board displays for placement around the convention center upon space availability.



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DIGITAL SPONSORSHIPS

Utilize digital sponsorship opportunities to create more exposure for your company. Sponsorship benefits are associated with the level of spend equal to amounts listed in Platinum, Gold, Silver and Bronze categories.



PRESENTED BY...

ICAST EMAILS

➤ **\$20,000**

Display a banner with your company logo and link to your website sent out with all of our ICAST email campaigns to the buyer and media email list.

WI-FI

➤ **\$15,000**

By sponsoring this essential service, your company will be displayed on the splash page and the first thing attendees and exhibitors see when they connect to the internet using Wi-Fi! Wi-Fi will be available throughout the meeting rooms and on the show floor during all three days of the show. Your company will also be recognized on Wi-Fi signage on site.



MOBILE PUSH

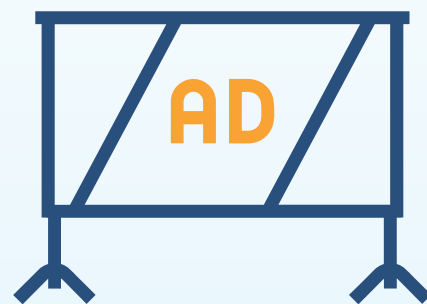
➤ **\$1,000/push**

\$1,000 per message alerts are pushed based on a scheduled date and time through the Map Your Show app during show hours.

ONSITE AD PROJECTION

➤ **\$1,000/day**

Display an advertisement on the ICAST wall projection on the exhibit floor wall. Display up to 4 ad slots per day.



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OFFICIAL SHOW GUIDE

➤ IT'S A KEEPER ◀



AUDIENCE AND DISTRIBUTION

Available to attendees at central locations on site.

CONTENT

This event guide provides comprehensive exhibitor listings, floor plans, seminars and event information, and companies listed by product categories.

ADVERTISING RATES*

STANDARD OPTIONS

- Full Page ➤ \$2,385
- 2/3 Page ➤ \$2,290
- 1/2 Page ➤ \$1,920
- 1/3 Page ➤ \$1,690
- 1/4 Page ➤ \$1,485

➤ DEADLINES

MATERIALS DUE: MAY 21

*Rates are net. No agency discounts apply.

MAKE A SPLASH WITH PREMIUM PLACEMENTS

FOLDOUT MAP PREMIUM \$5,300

- Full-page color ad adjacent to floor map page.
- Banner ad on floor map page.
- Your booth highlighted on map page.
- Large product category ad.

ASK THE EXPERT ADVERTORIALS \$3,600

A Q&A positioning you as a subject matter expert on your category

- Exclusive! No one but you can cover your specific category (e.g., you'll be the only lures expert).
- A full-page Q&A — we'll provide the questions.
- Layout will include a photo of you and your booth or product.

COVER POSITIONS

- Back Cover \$3,815
- Inside Front Cover \$3,340
- Inside Back Cover \$3,175

FRENCH GATE COVER \$7,780

Two-page foldout on the front cover.

FIRST RIGHT-HAND PAGE/PAGE 3 \$3,100

Be one of the first pages of the guide.

TABBED DIVIDER \$3,100 per side

Tab pages allow buyers to quickly identify and reference key information within the directory:

- Display ad on heavy card stock.
- Advertiser chooses the front or back of a specific tab.



OWN THE CATEGORY \$3,285

- Get the first full-page ad following your product category.*
- Get the first large ad under your product category header.**

*Full-page ads will be the closest available FP to the beginning of your category — that could be across from your category, or a page in front or behind.

**Product category ads go under main category headers, not sub-categories. Ads include typesetting and one proof. Publisher reserves the right to edit descriptions for space and content.



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SPECIAL SHOW GUIDE OFFERS FOR 10X10 & 10X20 EXHIBITORS

➤ **SMALL BUDGET, BIG VISIBILITY** ◀

PRODUCTS-AT-A-GLANCE
\$1,325

Offer buyers a quick visual reference to the hottest products at ICAST. Your ad is placed alphabetically.

PRODUCTS-AT-A-GLANCE

\$1,325

Offer buyers a quick visual reference to the hottest products at ICAST. Your ad is placed alphabetically.



PRODUCT CATEGORY AD
SMALL - \$850; LARGE - \$900

Be the first product that buyers see when they search by a specific product category. Your ad is placed alphabetically.

PRODUCT CATEGORY AD

SMALL - \$850; LARGE - \$900

Be the first product that buyers see when they search by a specific product category. Your ad is placed alphabetically.



HIGHLIGHTED LISTING WITH LOGO
\$250

Stand out on your listing's page when buyers reference companies by name. We highlight your listing's background and logo.

HIGHLIGHTED LISTING WITH LOGO

\$250

Stand out on your listing's page when buyers reference companies by name. We highlight your listing's background and logo.



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MECHANICAL SPECIFICATIONS

Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at www.swop.org or <http://www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html>.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (18-point offset).
- Only one ad per PDF document. (Submit full-page spreads as single-page files).

Document setup

- Use Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit www.adobe.com.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be OpenType (Type 1 or Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- Reversed text must be a minimum of 10 points.

Unacceptable file types

Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted.

Submitting digital files

You will receive an email address for file submission approximately six weeks prior to the materials deadline. If you have questions before this time, please contact your ICAST representative.

Important notes

- All advertising is subject to ICAST approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. Cancellations are nonrefundable.
- No agency commission or cash discounts accepted.
- All quantities are based on projected attendance and room blocks at the time the rate card is printed.

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.

Please remit payments to:

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

NEED MORE INFORMATION?

For more information, contact
Manager, New Business Development,
Caley Smith csmith@asafishing.org

SHOW GUIDE MECHANICAL SPECIFICATIONS

Publication size: 8-3/8" x 10-7/8" (trim)

Trim: Final page dimensions.

Bleed: Size required for an ad to bleed off the edges of a page. (1/8" past trim)

Safety/Live Area: All text and graphics not intended to bleed. (1/4" from trim)

<p>Full-Page Spread Bleed 17" x 11-1/8" Trim 16-3/4" x 10-7/8" Safety/Live Area 16-1/4" x 10-3/8" Non-Bleed Ad 15" x 10"</p>	<p>Covers and Full Page Bleed 8-5/8" x 11-1/8" Trim 8-3/8" x 10-7/8" Safety/Live Area 7-7/8" x 10-3/8" Non-Bleed Ad 7" x 10"</p>
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<p>2/3 Page 4-5/8" x 10" (no bleed)</p>	<p>1/2 Page Horizontal 7" x 5" (no bleed)</p>	<p>1/3 Page 2-1/4" x 10" (no bleed)</p>
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<p>1/4 Page 3-1/2" x 5" (no bleed)</p>	<p>Product Category Ad</p> <p>Large 2-1/4" x 4-1/2" (no bleed)</p> <p>Small 2-1/4" x 2-1/4" (no bleed)</p>	<p>Products-at-a-Glance 2-1/4" x 5" (no bleed)</p> <p>Highlighted Logo with Listing Up to 2-1/4" x 1" (Background box color to be determined.)</p>
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AMERICAN SPORTFISHING ASSOCIATION

THE AMERICAN SPORTFISHING ASSOCIATION (ASA) is the sportfishing industry's trade association committed to representing the interests of the sportfishing and boating industries as well as the entire sportfishing community. We give the industry and anglers a unified voice when emerging laws and policies could significantly affect sportfishing business or sportfishing itself. ASA works to ensure that the industry will remain strong and prosperous, as well as to safeguard and promote the enduring economic, conservation and social values of sportfishing in America.



THE WORLD'S LARGEST SPORTFISHING TRADE SHOW

ORLANDO, FL | ORANGE COUNTY CONVENTION CENTER



I C A S T F I S H I N G . O R G

*For more information, contact Manager, New Business
Development, Caley Smith csmith@asafishing.org*

*All sponsored items provided to ASA for distribution or
display are subject to ASA's approval. ASA reserves the
right to modify or reject sponsored items it deems to
be unacceptable. ASA reserves the final right of refusal.
This applies to all sponsorship levels.*