

# The World's Largest Sportfishing Trade Show

*Over 50 years of creating a forum for business*

For 56 of the association's 75 years, the industry trade show has been one of the association's own major undertakings.

From its first involvement in a show, promoting one in 1952 that was produced by another organization, to the first fully AFTM-produced show in 1958, and to its acquisition of several consumer shows in the last decade, ASA has provided its members with forums to demonstrate and sell the latest innovations in sportfishing gear and accessories.

## 1952 – AFTM Endorses a Trade Show

In 1952, AFTM convinced American Shows, Inc. and National Hardware Show Inc. to combine their separate fishing tackle shows. In return for consolidating, AFTM agreed to endorse the show as an AFTM project.

The show was held August 4–8, 1952, at the Hotel Conrad Hilton

in Chicago, and 165 manufacturers displayed their 1953 lines in 184 booths. But even before the 1952 show occurred, AFTM warned its members not to sign contracts with any show producers for the next year as it was planning to sponsor its own show.

## 1953 – AFTM Enters the Trade Show Business

The first trade show AFTM sponsored was held August 9–14, 1953, in Chicago at the Hotel Conrad Hilton. The show, managed by American

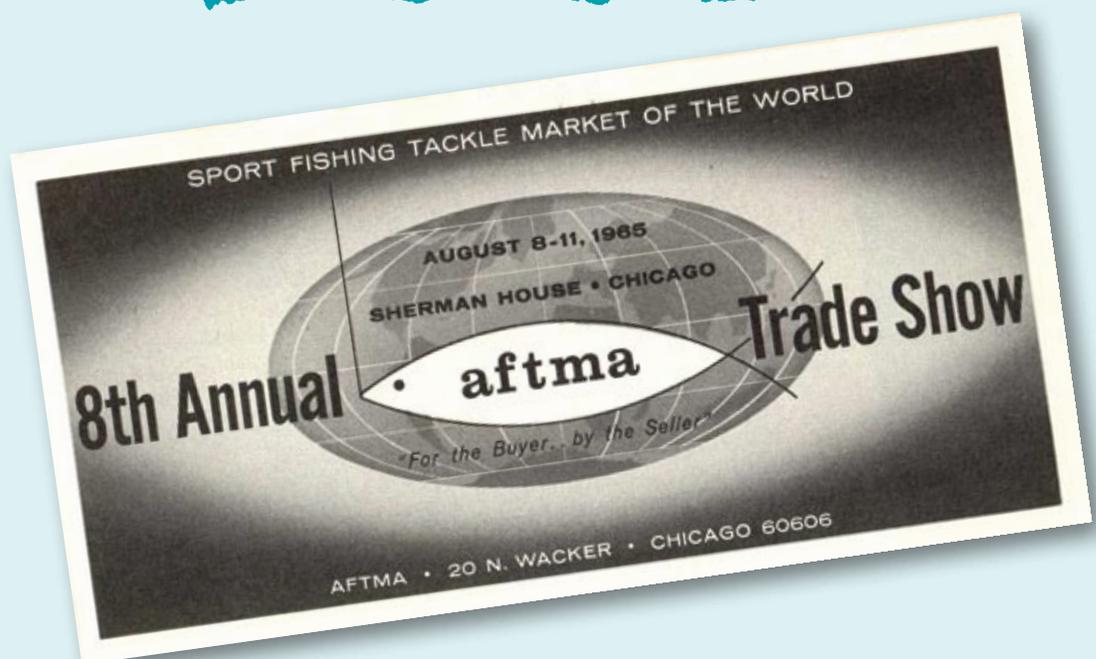
Shows, Incorporated, sold out with almost 200 manufacturers of fishing tackle, accessories and allied lines exhibiting their merchandise.



This sticker was given to exhibitors at the first trade show produced by AFTM.

## 1958 – AFTM Assumes Responsibility for Trade Show

The first self-produced Fishing Tackle Trade Show undertaken by AFTM took place July 27–30, 1958, at the Hotel Sherman in Chicago. The show boasted 2,586 registrants with 136 exhibitors in 188 booths.



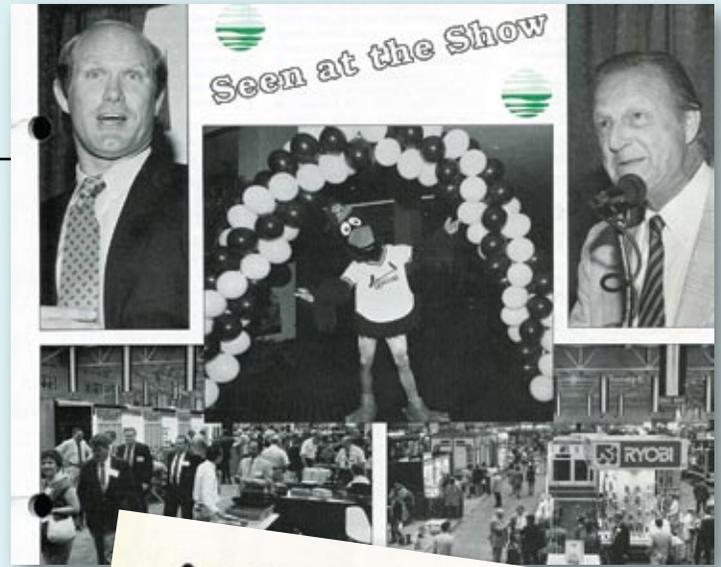
### 1962-present – Chairman’s Industry Awards Reception

Originally called the Industry Banquet, the event was an early addition to the trade show with the first one held at Sunday, August 5, during the fifth AFTMA trade show at the Sherman House in Chicago.

### 1980-present – Industry Breakfast

The Industry Breakfast became an annual feature of the trade show in 1980, however it had been held in the early 1960s as well.

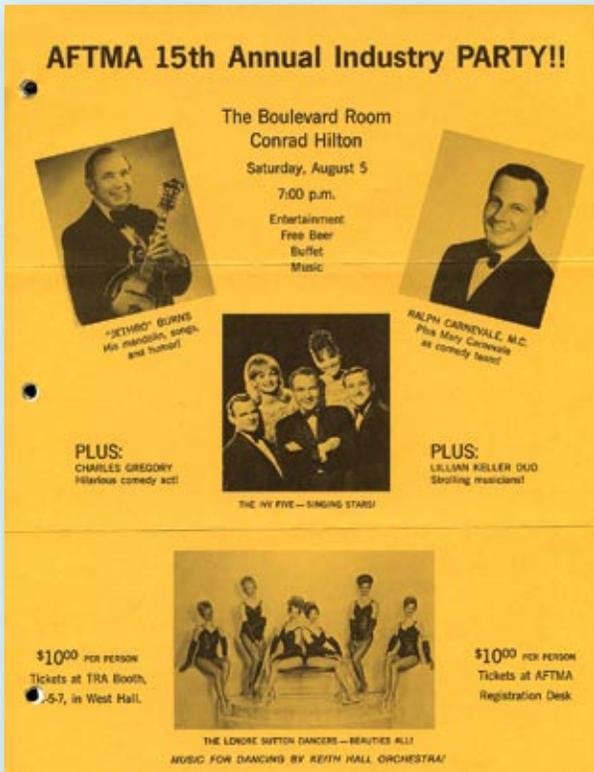
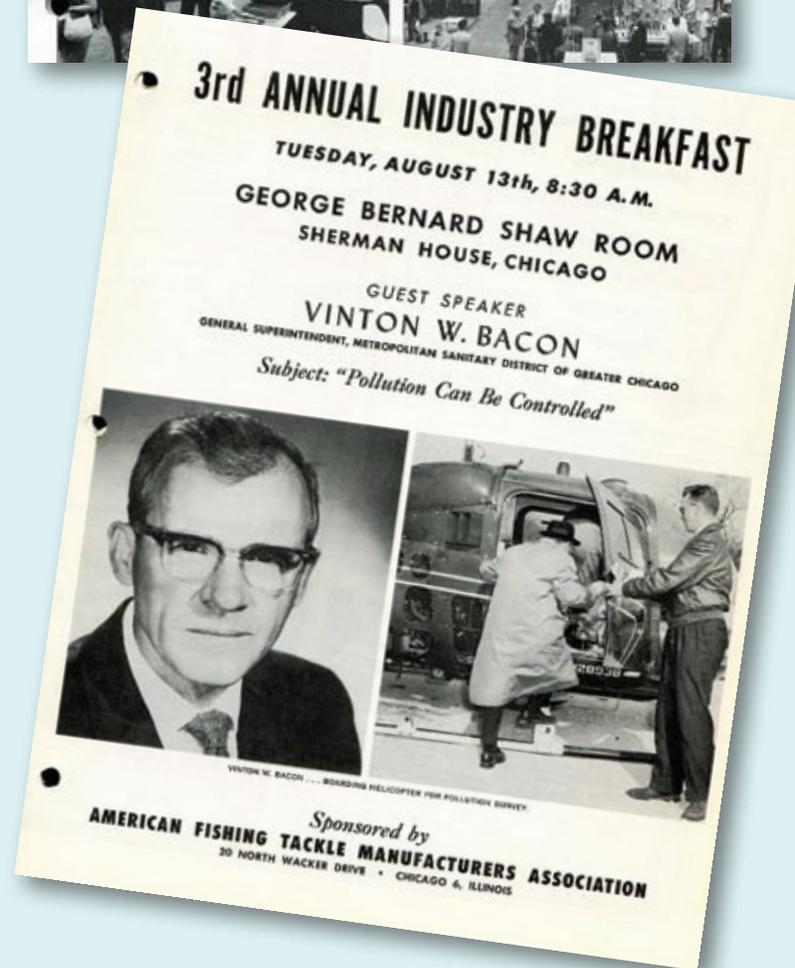
In 1985, sports legends Stan “The Man” Musial and Terry Bradshaw addressed AFTMA’s industry breakfast.



### 1982 – Silver Anniversary Trade Show Breaks Records

More than 300 companies filled 1,000 booths at the 1982 show, which set records for booth space, total attendance, buyer attendance and exhibiting companies.

Compared to the previous year, booth space was up 5.8 percent, total attendance up 8 percent, buyer attendance up 9.9 percent and the total number of exhibiting companies was up 10.4 percent.



AFTMA’s 15th annual industry party in 1972 featured musical acts, comedians and dancers.

### 1983 – Government Certifies Trade Show as International

The U.S. Department of Commerce certified AFTMA's 1983 show in Dallas as an international trade show. This recognition meant the show received

promotional assistance from the Department of Commerce through its international activities in U.S. embassies and consulates.



### 1986–present – New Product Showcase Debuts in 1986

Originally called the Industry Showcase, the flagship feature of the industry trade show made its first appearance in Dallas at AFTMA's Super Outdoor Market. In 1991 the showcase was

reincarnated as a display in the registration lobby. In 1995, the New Product Showcase Best of Show awards were presented for the first time.



Then Notre Dame football coach Lou Holtz delivered the keynote address during AFTMA's Industry Breakfast in Las Vegas in 1978.

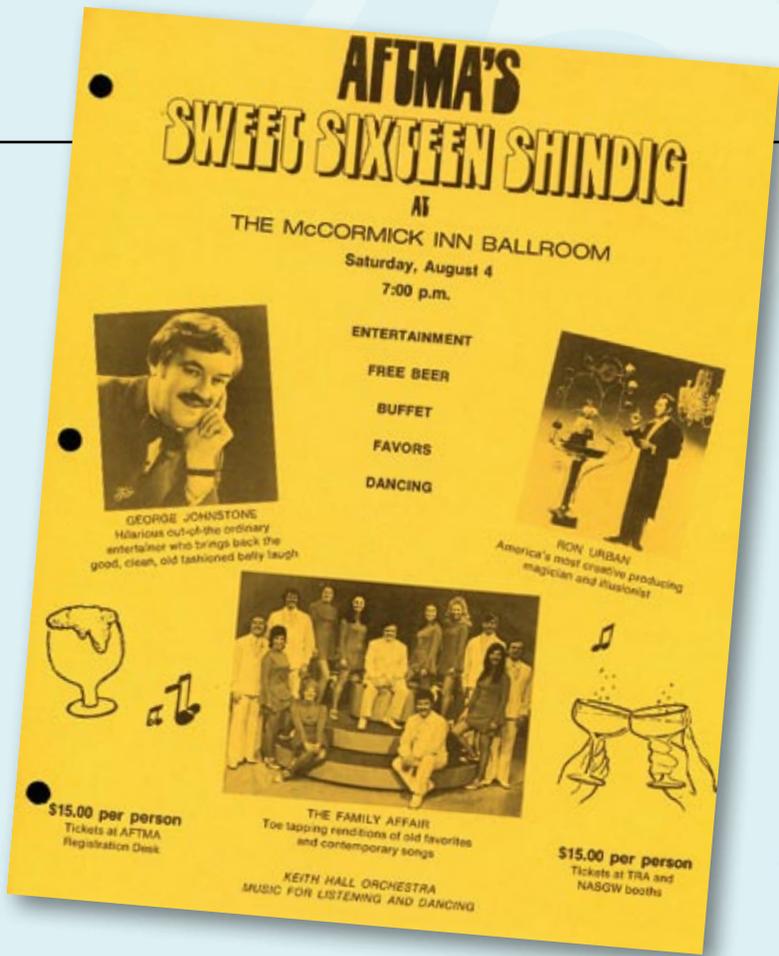
### 1998 – Casting for a New Name

In 1998, the trade show's name was changed from the Fishing Tackle Trade Show to the International Convention of Allied Sportfishing Trades (ICAST), reflecting ASA's recent transition to serving the entire sportfishing community.



AFTMA's tenth annual trade show was held at the same site as the first one—the Hotel Sherman in Chicago.





In 1974, AFTMA celebrated its "sweet sixteen" trade show with free libations, although admission to the party was \$15 a person.



In 1978, AFTMA held its show in Atlanta.

### 1999/2003/2006 – ASA Enters the Consumer Show Market

In 1999, ASA purchased a majority interest in Fred Hall's Fishing Tackle, Boat, Sport, Travel & RV Shows in Long Beach and San Diego, and the Tri-County Sports Show in Ventura, Calif.

ASA also purchased the San Francisco Sports and Boat Show in partnership with Fred Hall

& Associates in June 2003. In 2006 ASA and Eastern Fishing & Outdoor Exposition, Inc., announced a partnership, merging the resources of the association with the expertise and strong traditions of Eastern Fishing's fishing, hunting and outdoor consumer shows.

## ICAST50

A Celebration - Make it Yours

### 2007 – ASA Celebrates 50 Years of Producing the Industry Trade Show

In 2007, ICAST celebrated 50 years of being the world's largest showcase of innovations in sport-fishing gear and accessories under one roof.

The show, which sold out for the sixth year in a row, was attended by almost 7,000 representatives

of the sportfishing industry. The show hosted 421 exhibitors filling 1,338 booths.

Of the 136 companies that exhibited in the first AFTM 1958 trade show, 22 of them, or at least their brand, also exhibited at ICAST50.