



# SPONSORSHIPS & ADVERTISING

---

## OPPORTUNITIES

POWERED BY



AMERICAN  
SPORTFISHING  
ASSOCIATION

# LAND YOUR NEXT BIG DEAL

AT THE WORLD'S PREMIER SPORT FISHING 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?

- Enhance brand recognition and product awareness
- Drive sales and maximize impact
- Expand your domestic and international reach
- Influence and connect with thousands of industry leaders

## YOUR CONTACT

**Caley Gillett**

*Manager*

New Business Development

[cgillett@asafishing.org](mailto:cgillett@asafishing.org)



For more information contact Manager, New Business Development— Caley Gillett [cgillett@asafishing.org](mailto:cgillett@asafishing.org)

\*All Sponsorship agreements are subject to the approval of ASA Staff. In order to participate in a sponsorship at ICAST you must be a member of ASA.

# TABLE OF CONTENTS

---

<b>KEY</b>	<b>PG. 4</b>
<b>TIER REFERENCE</b>	
<b>PLATINUM SPONSORSHIPS</b>	<b>PG. 5</b>
<b>SPONSORSHIPS TOTALING \$20,000+</b>	
<b>GOLD SPONSORSHIPS</b>	<b>PG. 6</b>
<b>SPONSORSHIPS TOTALING \$10,000-\$19,000</b>	
<b>SILVER SPONSORSHIPS</b>	<b>PGS. 7-8</b>
<b>SPONSORSHIPS TOTALING \$5,000-\$9,999</b>	
<b>BRONZE SPONSORSHIPS</b>	<b>PG. 9</b>
<b>SPONSORSHIPS TOTALING \$500-\$4,999</b>	
<b>SUPER TUESDAY SPONSORSHIPS</b>	<b>PG. 10</b>
<b>SPONSORSHIPS OF ICAST'S SUPER TUESDAY EVENTS</b>	
<b>DIGITAL SPONSORSHIPS</b>	<b>PG. 11</b>
<b>INCREASE EXPOSURE WITH ONLINE OPPORTUNITIES</b>	
<b>ON-SITE ADVERTISING OPPORTUNITIES</b>	<b>PGS. 12-14</b>
<b>INCREASE EXPOSURE ON AND AROUND THE EXHIBIT HALL</b>	
<b>SUSTAINABILITY SPONSORSHIPS</b>	<b>PG. 15</b>
<b>PARTNER WITH ICAST ON SUSTAINABILITY INITIATIVES</b>	
<b>SHOW GUIDE OPPORTUNITIES AND OFFERS</b>	<b>PGS. 16-17</b>
<b>MECHANICAL SPECIFICATIONS</b>	<b>PG. 18</b>



For more information contact Manager, New Business Development— Caley Gillett [cgillett@asafishing.org](mailto:cgillett@asafishing.org)

\*All Sponsorship agreements are subject to the approval of ASA Staff. In order to participate in a sponsorship at ICAST you must be a member of ASA.



# SPONSORSHIP BENEFITS

- Acknowledgment in all show materials, including the ICAST Show Guide, website, & app
- Recognition at ICAST special events
- Logo featured in on-site signage
- Sponsorship display for booth
- Space in ICAST Press Room for company literature and product information

## SPONSORSHIP KEY



### PLATINUM SPONSORSHIPS

**SPONSORSHIPS TOTALING \$20,000+**

- Full-page premium ad in the ICAST Show Guide
- Highlighted exhibitor listing with logo
- Recognition on the ICAST site and app (with website hyperlink)



### GOLD LEVEL SPONSOR

**SPONSORSHIPS TOTALING \$10,000-\$19,000**

- Full-page ad in the ICAST Show Guide
- Highlighted exhibitor listing with logo
- Recognition on the ICAST site and app (with website hyperlink)



### SILVER LEVEL SPONSOR

**SPONSORSHIPS TOTALING \$5,000-\$9,999**

- Highlighted exhibitor listing with logo
- Recognition on the ICAST site and app (with website hyperlink)



### BRONZE LEVEL SPONSOR

**SPONSORSHIPS TOTALING \$500-\$4,999**

- Recognition on the ICAST site and app (with website hyperlink)



For more information contact Manager, New Business Development— Caley Gillett [cgillett@asafishing.org](mailto:cgillett@asafishing.org)

\*All Sponsorship agreements are subject to the approval of ASA Staff. In order to participate in a sponsorship at ICAST you must be a member of ASA.



# PLATINUM SPONSORSHIPS

## SPONSORSHIPS TOTALING \$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 hyper-link 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 sport fishing 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 SOLD

**\$20,000**

On-site, on-line 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 on-site by the registration desk.



For more information contact Manager, New Business Development— Caley Gillett [cgillett@asafishing.org](mailto:cgillett@asafishing.org)

\*All Sponsorship agreements are subject to the approval of ASA Staff. In order to participate in a sponsorship at ICAST you must be a member of ASA.



# GOLD SPONSORSHIPS

## SPONSORSHIPS TOTALING \$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 hyper-link to your website.

### INDUSTRY AWARDS RECEPTION

#### \$15,000

The Industry Awards Reception is one of the most highly anticipated events at ICAST, drawing top manufacturers, industry leaders, and media representatives. This exclusive event celebrates the New Product Showcase "Best of Category" winners. This is a rare opportunity to be front and center of industry leaders while showcasing your brand.

### 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.

### PHOTO BOOTH SPONSOR

#### \$12,000

Offer photos with your company logo at the main entrance of ICAST Wednesday - Friday! This includes a staffed booth with a branded backdrop each day! Photo booth users will have the option for printed photos, Boomerangs, GIFs, via text/email. You will also have access to the gallery post show. Brand as you please with props, decor, & more!

### 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.



### 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.

### PRESS ROOM

#### \$10,000

Capture the media's attention by sponsoring the Press Room! This includes graphics on the booth exterior, a meeting space & podcast room in the Press Room booth.



For more information contact Manager, New Business Development— Caley Gillett [cgillett@asafishing.org](mailto:cgillett@asafishing.org)

\*All Sponsorship agreements are subject to the approval of ASA Staff. In order to participate in a sponsorship at ICAST you must be a member of ASA.



# SILVER SPONSORSHIPS

## SPONSORSHIPS TOTALING \$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 hyper-link to your website.

### 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.

### OVERHEAD AISLE BANNERS

#### ➤ \$7,000

What are the most-viewed signs at ICAST? Aisle banners! Place your name and logo on the ICAST Aisle Banners, hanging overhead for navigation, for all attendees to see.



### CONVENTION BAGS **SOLD**

#### ➤ \$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 insert in each bag.  
**Convention Bag Insert \$2000/insert.**



For more information contact Manager, New Business Development— Caley Gillett [cgillett@asafishing.org](mailto:cgillett@asafishing.org)

\*All Sponsorship agreements are subject to the approval of ASA Staff. In order to participate in a sponsorship at ICAST you must be a member of ASA.

### LUNCH & LEARN SEMINAR AREA

#### ➤ \$6,000

A high-value seminar series for retailers, wholesalers, and buyers, covering marketing, advertising, business development, etc.. Held near the food court in a high traffic area, it's a prime spot where attendees learn while they lunch.

### 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. Prominently display your logo everywhere the ICAST staff goes.



### ICAST HATS

#### ➤ \$5,000 + Product

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

***Continued on next page***



# SILVER SPONSORSHIPS CTD.

## SPONSORSHIPS TOTALING \$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 hyper-link to your website.

### 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.

### 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.



### FRONT LAWN BOAT DISPLAY



**\$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 as they enter the show.



### LURE TANK



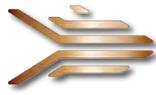
**\$5,000**

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 and space for a draped table and branding.



For more information contact Manager, New Business Development— Caley Gillett [cgillett@asafishing.org](mailto:cgillett@asafishing.org)

\*All Sponsorship agreements are subject to the approval of ASA Staff. In order to participate in a sponsorship at ICAST you must be a member of ASA.



# BRONZE SPONSORSHIPS

## SPONSORSHIPS TOTALING \$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 hyper-link to your website.

### HOTEL BAR COASTER PLACEMENT

#### \$3,000 + Product

Place coasters with your logo throughout ICAST associated hotel bars.

### 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.

**\$5,000 Sponsorship for exclusivity**

### CHARGING STATION KIOSKS

#### \$2,000

This sponsorship includes signage & branding at the charging station kiosks, providing convenient places for attendees to charge their mobile device. Your company logo will be prominently displayed on the charging stations located on the show floor.

### YOUTH DAY PRESENTING SPONSORSHIP

#### \$2,000

Be the presenting sponsor of Youth Day Friday of the show. Opportunities include speaking to youth attendees prior to accessing the show floor in a common area, sample distribution, etc.

-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*

### CONVENTION BAG INSERT

#### \$2,000/Insert

Place a sample, promotion or product literature in the thousands of convention bags distributed at registration.

### PUBLICATION BINS

#### \$700/Exhibitor

#### \$1,500 for Non-Exhibitor Members

Place your magazine in publication bins at the main show entrances targeting attendee traffic in & out of the show. 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 Press Room message board for all media members to see. Maximum of three sponsors.

### REP BOARD

#### \$500

Located near the show entrance, the Rep Board is for reps seeking manufacturers and vice versa. This is a high-profile, low-cost option for sponsorship. Limited to exhibitors with 4 booths or less. Maximum of 5 sponsors.



For more information contact Manager, New Business Development— Caley Gillett [cgillett@asafishing.org](mailto:cgillett@asafishing.org)

\*All Sponsorship agreements are subject to the approval of ASA Staff. In order to participate in a sponsorship at ICAST you must be a member of ASA.



# 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.

## ON THE WATER PRESENTING SPONSORSHIP

**\$15,000**

Join one of the world's largest fishing and outdoor product demos! This event gives attendees and media the chance to test products in a real-world setting. Let us create a custom on-site package just for you.

## ON THE WATER BOAT DROP

**\$5,000**

Drop any boat under 24' into the lake at On The Water and demonstrate your brand in action by picking up attendees at the docks. Maximum 5 drops.

## ON THE WATER BEER TENT & CUPS SOLD

**\$3,000**

Sponsorship includes logo'd signage and branded 16 oz reusable cups for attendees to take home. Claim your spot as the brand that brings the fun at On The Water.

## ICAST PREVIEW RECEPTION

**\$3,000**

Best of Category voting starts Tuesday evening at the New Product Showcase Preview Reception. Stand out at one of ICAST's first official happy hours. Speaking and branding opportunities included.

## 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 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.



For more information contact Manager, New Business Development— Caley Gillett [cgillett@asafishing.org](mailto:cgillett@asafishing.org)

\*All Sponsorship agreements are subject to the approval of ASA Staff. In order to participate in a sponsorship at ICAST you must be a member of ASA.



# 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.

## ICAST EMAILS

 **\$20,000**

Get hundreds of thousands of impressions! Place a hyperlinked banner ad of your choice to all of the distributed ICAST emails.

## WI-FI

 **\$15,000**

Sponsor this essential service and your company will be displayed on the splash page and the first thing attendees/exhibitors see when they connect to the Wi-Fi. Available in all meeting rooms and on the showfloor. Logo inclusion on all Wi-Fi login signage throughout the show.



## MOBILE APP PACKAGE

 **\$8,000**

Own the ICAST Mobile App. The app provides attendees the most up-to-date ICAST information about seminars, events, exhibitors and the floor plan. Increase your digital impact, right in the palm of attendees' hands! Dedicated logo'd signage included with a QR code attendees can use to download the show app.

## ICAST EMAIL BLAST

 **\$5,000**

Send a dedicated email blast to ICAST's mailing list, curated by you. Maximum 10 available. Package options available upon inquiry.

## MOBILE PUSH

 **\$1,000/push**

Send out a mobile push from the ICAST app to update attendees during the show. Let attendees know about booth specials, product info, happy hour announcements, etc. Message alerts are pushed based on a scheduled date and time during show hours. Schedule slots are first come first serve.

## ON-SITE AD PROJECTION

 **\$1,000/day**

Project a still logo or ad with your booth number on ICAST's large projection screen intermittently throughout show hours. Opportunity to run a video or commercial for an additional \$500/day. Prices may vary based on length or recurrence of advertisement.

## ICAST WEB-PAGE BANNER

### INQUIRE FOR PRICING

Purchase banner space on the ICAST web pages. Your hyperlinked web banner will be front and center to those who traffic the ICAST site. Multiple placement options are available. Opportunity to bundle and save. Placement runs from time of purchase until the end of July.



For more information contact Manager, New Business Development— Caley Gillett [cgillett@asafishing.org](mailto:cgillett@asafishing.org)

\*All Sponsorship agreements are subject to the approval of ASA Staff. In order to participate in a sponsorship at ICAST you must be a member of ASA.



# ON-SITE AD OPPORTUNITIES

On-site ad 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.

## REGISTRATION HALLWAY DISPLAY

**\$5,000**

Capture show audience by placing your brand's display of choice in the entry hallway at the 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.

## ASSET DISPLAY

**\$5,000/Asset**

Display a large asset such as a boat or vehicle in various locations of the show floor. Location to be approved and coordinated by ASA staff.

## NOOK EVENT POD ADVERTISING

**\$5,000**

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.



## 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.

## 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.

## METER BOARDS

**\$1,500/Board**

Create custom two-sided printed signs displays for placement around the convention center. Include a QR code!

## FLOOR CLINGS

**\$1,000/Cling**

Place floor clings in high traffic areas with your booth number to direct attendees your way.



For more information contact Manager, New Business Development— Caley Gillett [cgillett@asafishing.org](mailto:cgillett@asafishing.org)

\*All Sponsorship agreements are subject to the approval of ASA Staff. In order to participate in a sponsorship at ICAST you must be a member of ASA.



# VENUE GRAPHICS

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. Package options available. Any graphics outlined in the sponsorship options will be quoted by Freeman. \*All images are example only. Access options at <https://envision.freeman.com/show/icast-2025/home> and inquire with Caley Gillett at [CGillett@ASAfishing.org](mailto:CGillett@ASAfishing.org) for details and pricing.

## NEW PRODUCT SHOWCASE BANNER

Increase visibility and capture the attention of New Product Showcase voters with a prominently placed banner above the showcase's exterior walls. Showcase your company logo or highlight a featured product to maximize exposure and drive voter engagement.

## EXHIBIT HALL BANNER

Enhance your brand's visibility with a prominently placed banner on the exterior walls of the expo hall. Showcase your company logo or highlight a featured product to maximize exposure and attract attendee attention throughout the show.

## REGISTRATION HALL BANNERS

23'W x 91"H

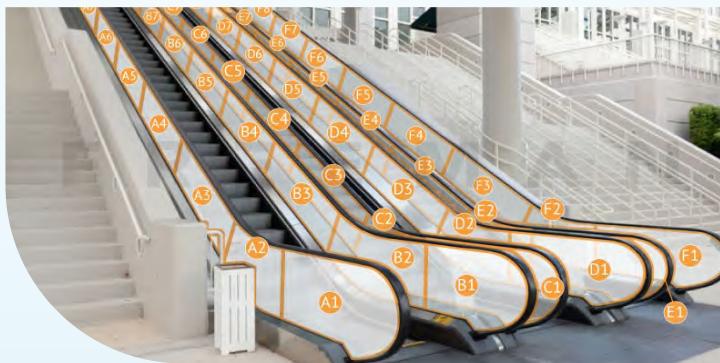
## STAIRCASE GRAPHIC



## WINDOW AND DOOR CLINGS



## ESCALATOR GRAPHICS



For more information contact Manager, New Business Development— Caley Gillett [cgillett@asafishing.org](mailto:cgillett@asafishing.org)

\*All Sponsorship agreements are subject to the approval of ASA Staff. In order to participate in a sponsorship at ICAST you must be a member of ASA.





# DIGITAL DISPLAYS

Digital display opportunities provide the chance to receive increased exposure throughout the show. Opportunities first come first serve. Extra fees may be accrued as described below.

## CONCOURSE SIGNAGE

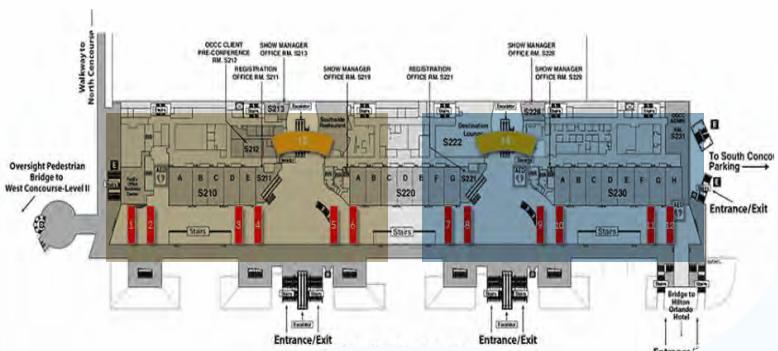


## South A Signs Set 1-6

- Add Projection screen for \$8,000
- 2 Mins \$20,600 (non-exclusive)
- Upgrade to 4 minutes of content for an additional \$13,000

## South B Signs Set 7-12

- Add Projection screen for \$8,000
- 2 Mins \$20,600 (non-exclusive)
- Upgrade to 4 minutes of content for an additional \$13,000



# LED BRANDING WALL



DIMENSIONS: 13' x 6.5'

- LED Specialist labor required for installation of LED Branding Wall.
- Does not include charges from venue or other third party vendors such as Internet, Power, or others
- Reconfiguration Fee of \$1000 per change (change start time or day; removal prior to end of scheduled time, and any other non-scheduled changes.)
- Pricing listed above is for up to 5 rental days
- Does not include labor/per diem charges.

# LED POSTER WALL



Starting at \$11,000

DIMENSIONS: 7.5' x 6.5'

## LED POSTER



\$3,000 for first day, \$1,000/ additional day.

DIMENSIONS: 2' x 6.5'



For more information contact Manager, New Business Development— Caley Gillett [cgillett@asafishing.org](mailto:cgillett@asafishing.org)

\*All Sponsorship agreements are subject to the approval of ASA Staff. In order to participate in a sponsorship at ICAST you must be a member of ASA.



# 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 SOLD

 **\$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 BRANDING 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.



For more information contact Manager, New Business Development— Caley Gillett [cgillett@asafishing.org](mailto:cgillett@asafishing.org)

\*All Sponsorship agreements are subject to the approval of ASA Staff. In order to participate in a sponsorship at ICAST you must be a member of ASA.

# 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.

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.



For more information contact Manager, New Business Development — Caley Gillett [cgillett@asafishing.org](mailto:cgillett@asafishing.org)

\*All Sponsorship agreements are subject to the approval of ASA Staff. In order to participate in a sponsorship at ICAST you must be a member of ASA.

# 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.



#### 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.



For more information contact Manager, New Business Development— Caley Gillett [cgillett@asafishing.org](mailto:cgillett@asafishing.org)

\*All Sponsorship agreements are subject to the approval of ASA Staff. In order to participate in a sponsorship at ICAST you must be a member of ASA.

# MECHANICAL SPECIFICATIONS

## Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at [www.swop.org](http://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](http://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.**

## NEED MORE INFORMATION?

For more information, contact  
Manager, New Business Development,  
Caley Gillett [cgillett@asafishing.org](mailto:cgillett@asafishing.org)

## Please remit payments to:

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

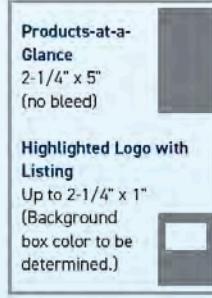
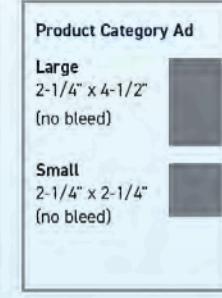
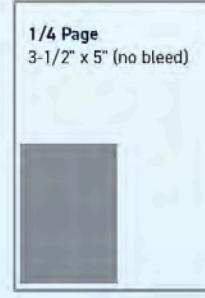
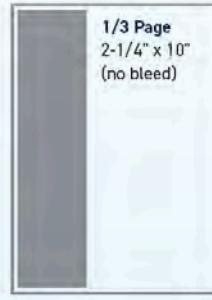
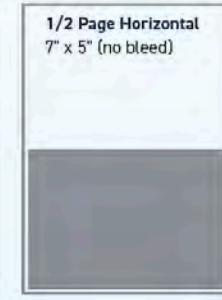
## SHOW GUIDE MECHANICAL SPECIFICATIONS

**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)





## 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.



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

*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.*