

ICAST

SPONSORSHIP & STRATEGIC PARTNERSHIPS



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 this ICAST.

WHY PARTNER WITH ASA

ASA brings together every sector of the industry, from manufacturers and retailers, to resource management agencies, conservation nonprofits, and media.

YOUR CONTACT



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COMPED SPONSORSHIP ITEM	PLATINUM	GOLD	SILVER	BRONZE
Acknowledgment in all show materials	X	X	X	X
Recognition at ICAST Special Events	X	X	X	X
Logo Featured in On-Site Signage	X	X	X	X
Sponsorship Display for Booth	X	X	X	X
Space in ICAST Press Room for company literature and product information	X	X	X	X
Recognition on the ICAST site and app (with website hyperlink)	X	X	X	X
Highlighted Exhibitor Listing with Logo	X	X	X	
Full page Ad in the ICAST Show Guide	Premium	Standard		

PLATINUM

New Product Showcase	Exclusive sponsorship of ICAST's flagship feature, putting your brand front and center with buyers and media during preview events and Best of Show voting.
LED Branding Wall	Large-format LED wall delivering high-impact video or static branding in prominent show locations.
ICAST Registration	One of the most visible sponsorships, featuring brand placement across registration emails, webpages, and on-site signage.
State of the Industry Breakfast	Sponsorship of ICAST's must-attend industry briefing, including a reserved corporate table and strong executive-level exposure.
ICAST Live! Sponsor	Presenting sponsor of ICAST's live broadcast, delivering premium on-air and digital brand exposure throughout the show.

GOLD

Wi-Fi Sponsorship	Brand placement on Wi-Fi login screens and signage, ensuring repeated visibility across all connected attendees.
Hotel Key Cards	Branded hotel key cards delivering repeated impressions from check-in to check-out.
ICAST Email Headers	Hyperlinked banner ads embedded in official ICAST email campaigns, generating hundreds of thousands of impressions.
On The Water Presenting Sponsor	Presenting sponsor of ICAST's live product demo experience, showcasing gear in real-world conditions.
Industry Awards Reception	Sponsorship of a premier networking event celebrating Best of Category winners with top industry leaders and media.
Badge Lanyards	Co-branded lanyards worn by every attendee, delivering constant brand exposure throughout the show.
Retailer Lounge	Branded lounge space adjacent to your booth with hosted happy hour, creating a premium buyer engagement area.
Exclusive Drink Cup Sponsor	Branding on all beverage cups used during the show, reinforcing sustainability and visibility at every meal and event.
Mobile App Package	Exclusive branding within the official ICAST app, keeping your brand in attendees' hands all show long.
Media Center	Sponsorship of the media hub, including exterior branding and access to meeting and podcast space.

SILVER

Fly Shop Sponsor	Brand integration within the ICAST Fly Shop, highlighting fly fishing products in a curated retail-style display.
Convention Bags	Branded bags distributed to all attendees, ensuring long-lasting exposure throughout and beyond the show.
Photo Booth Sponsor	Branded photo activation at the show entrance with digital sharing, extending reach beyond the show floor.
Overhead Aisle Banners	Hanging aisle banners that serve as navigation tools and deliver constant overhead brand impressions.
Show Badges	Your logo printed directly on attendee badges, ensuring constant brand visibility.
Bathroom Advertising	High-frequency branding across restrooms, reaching nearly every attendee multiple times per day.
Registration Hallway Display	Large-format branding in the main entry corridor capturing attendees upon arrival.
Asset Display / Boat Display	Prominent placement of boats or large branded assets in high-traffic indoor or outdoor locations.
Lure Tank	Sponsorship of the lure demonstration tank with scheduled demo time and branded display area.
ICAST Preview Reception	Sponsorship of the opening-night networking event tied to Best of Category voting.
ICASTing Pond	Brand the ICASTing Pond for hands-on product testing and high-visibility experiential engagement.
FlyCasting Pond	Prominent branding around the Fly Casting Pond, aligning your brand with skill, performance, and fly fishing enthusiasts.
ICAST Email Blast	Dedicated branded email sent directly to the ICAST attendee mailing list.
OTW Boat Drop	On-water boat demonstrations allowing attendees to experience your product in action.
LED Poster	Digital LED poster placement in a high-traffic area for dynamic, eye-catching visibility.
ICAST Homepage Banner	Hyperlinked banner ad on the ICAST homepage driving digital visibility and traffic.
ICAST Apparel	Brand official ICAST apparel worn by staff or sold at the ICAST merch shop for hands on and mobile brand exposure.
Venue Banner	Large-format banner placement in a prominent venue location on the registration concourse or exhibit hall wall for maximum exposure.
Venue Window Clings	High-impact window clings transforming venue glass into bold branded displays.

BRONZE

OTW Beer Tent and Cups	Brand the On The Water beer tent and reusable cups during the outdoor demo day, including a complimentary OTW booth space adjacent to the beer tent.
Water Fountain Branding	Branding of refill stations to promote reuse and sustainability messaging.
Trash & Recycling Bins	Eco-focused branding across waste stations reinforcing your sustainability commitment.
ICAST Live! Video Advertisement	Logo or still ad placement on the showfloor presentation providing repeated on-camera exposure during ICAST Live! broadcasts.
Charging Station Kiosks	Branding at mobile charging stations, providing a valued service while promoting your brand.
Dining Table Branding	Brand exhibit hall dining tables for repeated impressions while attendees enjoy lunch or a networking break.
ICAST Show Guide Bins	Logo placement on show guide pickup bins at registration and show entrances.
Meter Boards	Directional signage placed throughout the venue to guide traffic and reinforce branding.
Floor Clings	Branded floor graphics in high-traffic areas directing attendees to your booth.
ICAST App Notification	Timed push notifications sent directly to attendee phones during show hours.
ICAST Live! Still Advertisement	Short branded video or motion graphic featured during ICAST Live! programming.
OTW Asset Placement	Branded asset placement at On The Water for added visibility during the outdoor demos. Includes pond floats, trailer placement, etc.
Rep Board	Budget-friendly branding on the rep matchmaking board near the show entrance.
Press Room Message Board	Logo placement on the media message board viewed by attending press members.

