



BE PART OF THE WORLD'S LARGEST SPORTFISHING TRADE SHOW!



July 12–14, 2017
Orange County Convention Center | Orlando, FL

icastfishing.org

EXHIBIT IN THE NMMA MARINE ACCESSORIES PAVILION AT ICAST

The International Convention of Allied Sportfishing Trades, better known as ICAST, is the cornerstone of the sportfishing industry. Produced by the American Sportfishing Association (ASA), ICAST is the industry's premier showcase for the latest innovations in tackle, gear and accessories.

Every year, the entire global sportfishing community heads to ICAST to see what's new, network and conduct business. Last year's show drew nearly 13,000 industry stakeholders—from exhibitors to buyers to outdoor media representatives.

NOW YOU CAN GET IN ON THE ACTION

In response to member requests, and based on the overwhelming success of the inaugural pavilion, NMMA is once again hosting a Marine Accessories Pavilion at ICAST 2017. The Pavilion will be prominently featured on the exhibit floor and in the show's promotional materials. Open exclusively to NMMA members, it will be the premier destination for buyers, dealers and distributors seeking marine aftermarket accessories and components at ICAST—if you want to reach them, you need to be part of it!



EXHIBIT SPACE DETAILS

10' x 10' EXHIBIT SPACE = \$1,400

\$200 corner booth surcharge

Includes:

- Pipe and drape backdrop
- Booth identification sign
- Hospitality services at the NMMA booth within the pavilion
- Access to private meeting space
- Listing in official Show Directory

"Definitely a great experience and was above and beyond what we expected. Will definitely be back."

J.P. Corduan, CWR Electronics

"We had a very positive experience exhibiting in the Marine Accessories Pavilion at the ICAST show this year. This is the place to get business done. The energetic vibe on the floor supports the fact that the industry is back and it is strong. That the NMMA and ASA have joined forces is a win for the entire industry. Great show!"

Cathy Frantz, Durasafe, Inc.

"We typically haven't had a lot of exposure into the retail segment of the market, as we focus most of our business on boat builders and other specialty areas. This has given us excellent exposure into a different area and we're excited to be back next year."

Neil Fritz, Shadow-Caster LED Lighting

HOW TO EXHIBIT

1. The Marine Accessories Pavilion is only open to NMMA members in good standing.

If you are not an NMMA member, [click here](#) to learn more and how to join.

You're not required to be a member of ASA to participate in the NMMA pavilion.

2. Complete the [Show Application](#) for Space and pay a 50% deposit before February 1, 2017 (after February 1 full space payment is required).

3. NMMA staff will contact you to choose your booth location following receipt of your contract and deposit. Exhibit space will be allocated based on NMMA member points and ICAST 2015 and 2016 exhibit history.

NMMA staff are here to assist you to make sure your exhibit experience is successful from start to finish.

Please contact us with any questions:

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NMMA National Marine Manufacturers Association

