



**JULY 11–13, 2018**

**Orange County Convention Center  
Orlando, FL**

[icastfishing.org](http://icastfishing.org)

*"Our first time here and we had no idea what to expect. This has turned out to be a great experience. The support from NMMA has been outstanding and we are looking forward to being here next year."*

**Aaron Knopp, E-Z Anchor Puller Mfg. Co.**

*"Definitely be back next year. It has been a great show for us. The NMMA Pavilion was a great choice and we are looking forward to next year's event."*

**Bradley Goodson, Aqualuma**

*"Traffic has been good and there has been a lot of interest from retailers which is the main goal. More than impressed with the attendees of the show. Great marketing and direction. There is a need for accessories at this show. The return on the value you spend to attend far outweighs the expense."*

**Jason Lundell, Metra Electronics**

*"We came to test the waters and it was very good. We are definitely glad we are here and would love to come back with bigger equipment."*

**Miguel Garcia, Audiopipe**

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

### 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 15,000 industry stakeholders—from exhibitors to buyers to outdoor media representatives.

### NOW YOU CAN GET IN ON THE ACTION

Given the overwhelming success our members have enjoyed the past two years, NMMA is excited to once again host the Marine Accessories Pavilion (MAP) at ICAST 2018. ICAST is moving to the South Hall of the Orange County Convention Center in 2018 and the MAP will be located front and center—with entrances to the hall and fishing tackle manufacturers on either side. Traffic flow is guaranteed to be outstanding, so if you're interested in reaching buyers, dealers and distributors seeking marine aftermarket accessories and components, ICAST is the place to be. This opportunity is open exclusively to NMMA members, so we strongly encourage you to jump on board.

### 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
- Listing in official Show Directory
- Access to private meeting space

### HOW TO EXHIBIT

- ✓ 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.
- ✓ Complete the [Show Application](#) for Space and pay a 50% deposit before February 1, 2018 (after February 1 full space payment is required).
- ✓ 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 exhibit history.

NMMA staff is here to assist you to make sure your exhibit experience is successful from start to finish. Please contact us with any questions:

**Keith Ogulnick**  
Show Manager/Exhibitor Relationship Manager  
t. 312.946.6249 | e. [kogulnick@nmma.org](mailto:kogulnick@nmma.org)

**Rachel Harmon**  
Project Manager  
t. 312.946.6247 | e. [rharmon@nmma.org](mailto:rharmon@nmma.org)

