

American Tackle *well worth a visit*

American Tackle is certainly not new to conducting trade shows. Furthermore, it prides itself on continually surpassing previous show participation, as its plans for ICAST 2014 will demonstrate...

As in all of American Tackle's previous shows, at this year's ICAST and IFTD show the entire line of rod components will be on full display on the company's booth. However, the focus this year for the Orlando-based company is not only on its new product presentations but on several rod brands' new MicroWave-guide rod launches.

Along with American Tackle's overall increased booth size, the company will have a dedicated casting area designated on the show floor. This will be used for experiencing the MicroWave Challenge and will be open to all to experience hands-on fishing-rod product testing.

"This will give those rod brands introducing new MicroWave-guide rods the chance to demonstrate their products," explains American Tackle's Darrin Heim.

"It is also the perfect opportunity to test cast and compare the favourite MicroWave-guide rods before voting in the Best New Products competition."

American Tackle will begin ICAST 2014 by participating in the Tackle X event, taking place at Lake X prior to the ICAST New Product Showcase Reception. This event will provide a sneak peek at the products to be unveiled during the show, American Tackle's MicroWave Line Control System additions included.

A scheduled American Tackle press conference entitled 'The Future of the MicroWave Guides' will take place at noon on Wednesday, July 16th. This presentation will offer information about the MicroWave technology on rod performance and touch on their global impact in the marketplace. Also included will be new rod-brand introductions utilising MicroWave guides. This will also serve as a formal introduction to what's new in MicroWave-guide development.

Darrin continues: "Following the press conference will be an ICAST lure-tank



The MicroWave challenge will be in full swing at ICAST, with help from a range of companies using the guides on their rods.



AT's Darrin Heim has a lot to show off at ICAST 2014.

demonstration, one of three scheduled daily focusing on MicroWave-guide rod performance and how they

equate to increasing fishing-rod sales. And, as in every trade show that American Tackle exhibits at, the MicroWave Challenge will be ongoing throughout show hours.

"New products to be unveiled by American Tackle include the newest MicroWave-guide series, along with new rod blanks, grips and reel seats. There will also be an opportunity to take advantage of a few of the company's most popular products, offered in ICAST's Reelin' & Dealin' show specials programme."

Personnel from American Tackle's branch offices around the world will be assisting staff and pro staff in demonstrating the company's global service network. The coming together of these specialists provides a unique perspective, from custom-rod building to manufacturing and design



from markets around the world and how American Tackle can meet both trade and consumer needs.

Such is the plethora of new items to be unveiled by American Tackle at this year's show, the company will be holding its own New Product Showcase in its booth, as Darrin explains.

"The reason for this is that we'll have too many to enter into the show competition so we'll showcase them in our booth. This works well, since the most-asked question that we get at trade shows is: 'What's new?'"



American Tackle

T: +1 800 516 1750

E: darrin@americantackle.us

W: www.americantackle.us