

SPRING



February 12 to 15, 2010

INTERNATIONAL CENTRE • 6900 Airport Rd., Mississauga, ON

January Newsletter

News Flash! Consumers are on the move and they are buying.

There are less than 18 days until the largest Canadian all fishing show opens its doors. The tradition continues when an endless list of celebrity speakers, an incredible selection of vendors and thousands of hard core anglers gather to kick off the 2010 show. The Spring Fishing and Boat Show will continue to deliver the thrill of the anticipated fishing season.



Canadian Angler Summit (CAS)

Although Thursday will be closed to the general public, the show will be open to Conservation. As a part of CAS, we have extended an invitation to all Fisheries Management Zone (FMZ) Councils and their members to conduct their own private meeting at the Show at no cost. In return, we have asked each group to delegate one or two representatives who would make a short presentation to representatives from other FMZ Councils and for invited media and other interested stakeholders. This summit occurs at 2:00 pm in the Aviation Room and is hosted by Wil Wegman.

Conservation Gala

What better way to wrap up a day of conservation than with a Conservation Gala. Tickets are on sale now. They may be purchased individually or in tables of eight. A silent and live auction will be taking place to help raise funds for future conservation projects. Included in the live auction is a Lund 1975 Pro V with a 225 Mercury Verado and Trailer valued at \$55,000. Special thanks to Lund Boats and Mercury Marine for their generous contribution to this cause. Please RSVP by February 5, 2010.

Industry Breakfast

The annual Industry Breakfast takes place on Friday, February 12 at 8:30 am in Aviation Room B at the International Centre. Among the guest speakers will be Lawrence Euteneier, an inspirational speaker and Captain of Blind Fishing Boat. The 2010 inductees of the Canadian Angler Hall of Fame will include Reno Viola, Angelo Viola, Bruce Park and John Kerr. This year's Rick Amsbury Award will be presented to Dave Mercer.

Additional Prize Boat

Starcraft has stepped up to the plate and has donated a 14' boat which will be used for this year's "Purchase to Win" draw at the Spring Fishing & Boat Show. For each purchase a consumer makes at the Spring Fishing & Boat Show, they are given an opportunity to enter a draw to win this Starcraft SL14 boat.

Newest Sponsor

We welcome Suffix, a recognized industry leader, as the newest sponsor to the Spring Fishing & Boat Show. We commend all manufacturers like Suffix who have stepped up and taken advantage of promoting their products to our show customers. The Spring Fishing & Boat Show is proud to play a strategic role in providing a plateau for a company to build their business. Retailers at the show will be offering great deals on all Suffix line with Pro Staff on hand at the Suffix Stage. Suffix would like to thank all of its users and welcome future users with coupons that will be handed out at the ticket counters and will also be available at the retailers and with its Pro Staff.

Celebrity Speakers

Adding to the ongoing list of celebrity speakers, we wish to welcome Italo Labignan, the host of the Canadian Sportfishing Show. Also joining the ranks, Wil Wegman who is our ice fishing specialist and is featured in this month's OUTDOOR CANADA MAGAZINE. Erik Luzak, host of That's Fishing TV, will be providing this year's new product reviews at the Mega Tank. Erik will also be filming during the course of the show and providing footage on the jumbo screens at the Mega Tank.

The Annual Industry Bash

On Sunday February 14, immediately following the show, this year's bash will honour Reno Viola's retirement after 30 years of dedication to the fishing community. Come join us in Aviation Room B for the festivities.

New for 2010

Admission is free when you buy a boat at the Spring Fishing & Boat Show. Dealers can now subtract the cost of admission right off the final bill of sale and submit to the show daily for an instant rebate.

Reminders

If you are placing any items on display in the New Product Showcase, please contact Victoria Pallotta at 905-640-2277 to make arrangements.

Don't forget to order your power, sign/banner hanging, telecommunications and decor service before the discount deadlines. Please note, Exhibitor Badge forms must be completed and submitted as soon as possible.

Hotel reservations can be made directly with Crowne Plaza Hotel at 416-675-1234. Please quote the Group Code SFB for discounted rates.

Please refer to your Exhibitor's Manual for all service requisitions, order forms and hotel reservation request form.

The Show takes great pride in its features and exhibitors. It is through innovative ideas that will continue to educate and entertain the recreational angler allowing the Spring Fishing and Boat Show to soar. Its mandate to unite anglers, manufacturers, retailers, and outfitters through qualified specialists, will continue to bring them to the forefront of the angling community. We aim to deliver a campaign that will offer the consumer competing brands in order for them to make a conscientious purchase.

To those exhibitors confirmed, we wish you a successful show. For those wishing to participate, please do not hesitate to contact Andrew Pallotta at 416-802-2277 or the main office at 905-640-2277.



Visit springfishingandboatshow.com