

FISHSTOCK '07

THE TOTAL SALTWATER EXPERIENCE

FISHING TOURNAMENTS

BOAT SHOW

KIDS' ACTIVITIES

FISHING SEMINARS

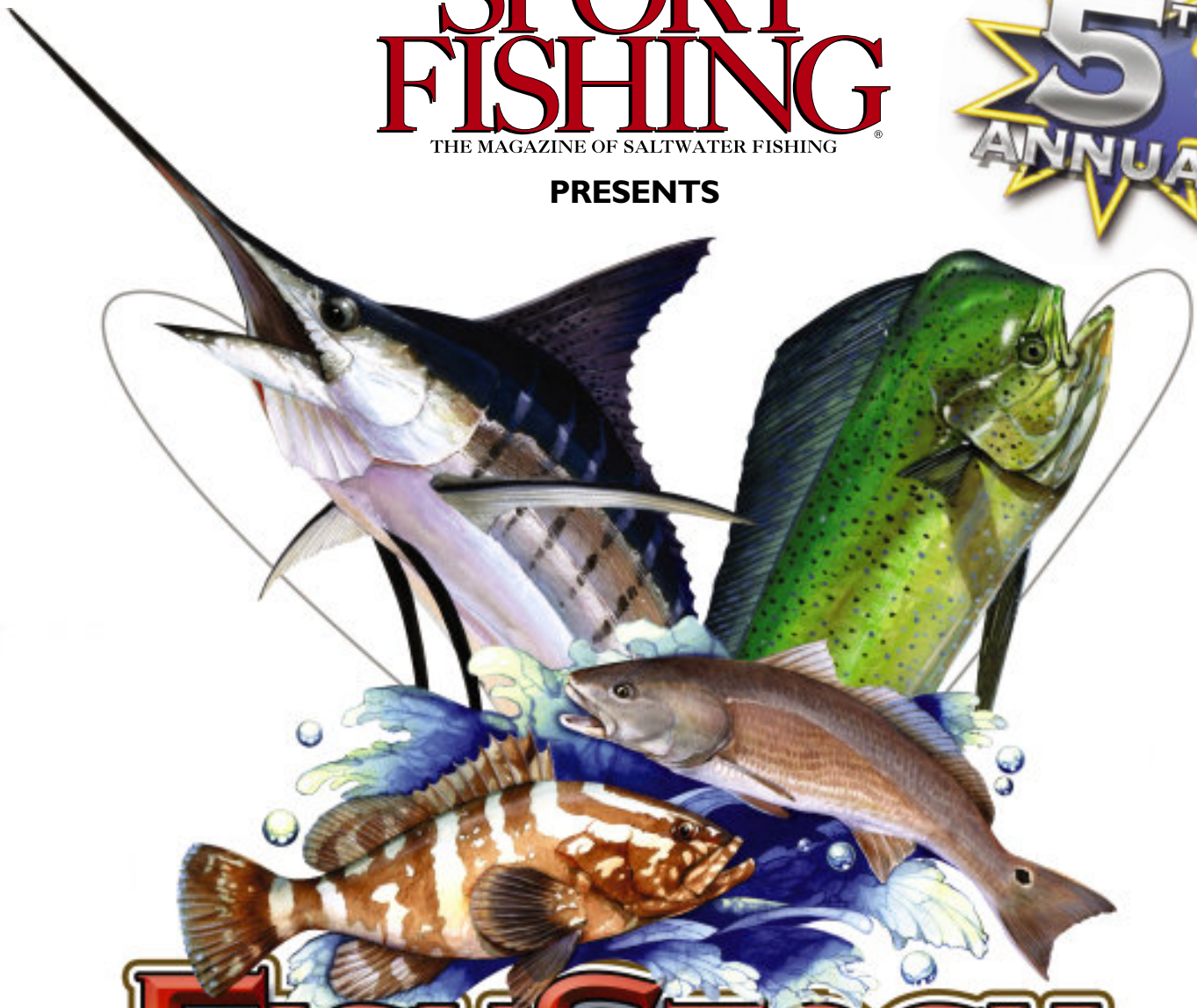
MUSIC / FOOD

MARKETING

SPORT FISHING

THE MAGAZINE OF SALTWATER FISHING

PRESENTS



FISHSTOCK

THE TOTAL SALTWATER EXPERIENCE

FISHSTOCK

FISHSTOCK: A ONE-OF-A-KIND EXPERIENCE.

Participants come to FishStock to immerse themselves in the water sports and fishing lifestyle. Saltwater fishing tournaments, boat and tackle shows, kids' activities, fishing seminars and clinics, music and seafood make FishStock a truly unique experience for people of all ages.

FISHSTOCK IS DESIGNED FOR YOU — THE SPONSOR.

Hands-on marketing makes FishStock a unique and highly effective sales tool. Participants are able to touch, feel and interact with your products while having your experts answer questions. This one-on-one marketing opportunity supported by an extensive multi-media campaign makes FishStock an event you can't miss.

ONSITE EXPOSURE & ELEMENTS

TWO MIXED-BAG TOURNAMENTS

(Inshore and Offshore)



- Over 600 anglers competed for more than \$100,000 in cash and prizes in 2006.
- Designed for first-time participants and long time competitors.
- New Smyrna Beach/Daytona Beach Striker Tournament in its 31st year.
- Redfish Challenge growing at a rate of 25% yearly.

BOAT SHOW



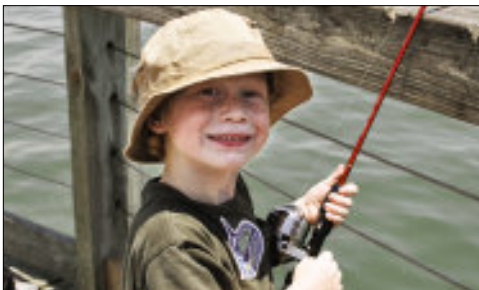
- Draws affluent outdoor enthusiasts and their families.
- The latest in boats, electronics and accessories on display and on sale.
- National and local sponsors alike participate.

FISHING SEMINARS AND CLINICS



- Anglers learn from the best captains and the most respected authorities in the sport.
- Panel discussions led by editors will inform and empower.
- Hands-on workshops.

KIDS' ACTIVITIES



- Young fishermen learn what's under the water, how to tie knots and cast fishing rods.
- Interaction with experienced anglers.
- Teaching about conservation.
- Instilling respect and enjoyment for the sport.

PARTICIPANTS



- Thousands in attendance buy everything from rods and reels to boats and motors.
- The core enthusiasts come to FishStock to learn, enjoy and experience the sport.

CHARITIES AND CAUSES



- Raising awareness of the conservation issues.
- Raising money to support worthy causes.
- Chance to partner your company with these causes.
- Silent auction.

2006 SPONSORS



THE TOTAL SALTWATER EXPERIENCE

WHY FISHSTOCK IS A SUCCESS.

World Publications is an experienced and dynamic multi-media marketing organization. We harness the power of magazine and custom publishing, Internet and e-mail marketing, cable television programming, and event marketing to achieve strong results for our sponsors. FishStock is designed and created as the ultimate multi-media platform to showcase your fishing and boating products. Now you can receive the marketing coverage that we offer all year long.

NEW SMYRNA BEACH May 24-27, 2007

MARKETING & PROMOTIONS

FISHSTOCK ADVERTISEMENTS



- Year-round marketing campaign.
- Sport Fishing, Marlin, Fly Fishing in Salt Waters and other World Publications magazines.
- Brand your company with logos and product.
- 215,000+ paid readership distribution.
- 1 million copies distributed.

WEB



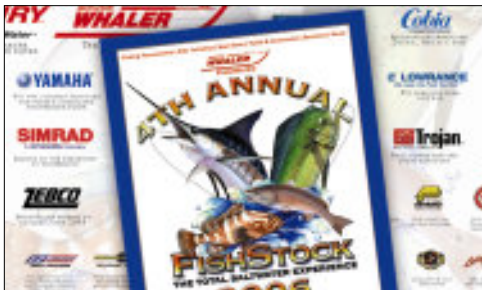
- FishStock.com complete information on the tournaments and events.
- Sponsors' logos with "click-thru" to your respective sites.
- Follow-up coverage after event.

TV COVERAGE



- Florida Chevy Fishing Report promotes to 5.9 million viewers state-wide.
- Running 90 days out for maximum impact on Sun Sports network.
- On-site live local news television promotes the daily events.

PRINT



- Program guide distributed locally.
- Includes advertisement and logos with your sponsorship.

IN-MARKET CAMPAIGN



- Direct mail, flyers, posters and more distributed throughout the region.
- Television commercials and newspaper ads.
- Local in-store campaigns.
- Custom programs designed to drive traffic and sell products.

ON-SITE BRANDING



- Display booths to show off your product.
- Signage throughout location.
- Banners and logos strategically placed.
- Interactive opportunities.



