

AMERICAN Tackle Company Inc.

THE OFFICIAL HOME
OF THE AWARD WINNING...

Day Hunter
MICROWAVE
LINE CONTROL SYSTEM



Event Schedule

BOOTH #1829

Tackle-X Exhibition, held at the infamous "Lake X"

*Tuesday, 7/15 10AM – 3PM at Lake X
(shuttle to venue by event organizer)*

- MicroWave Challenge
- Hands on MicroWave product testing: Casting Edition, Microlites, SurfCaster and the newest introduction, the "AIRWave" MicroWave Line Control System

"The Future of the MicroWave Guide" Press Conference

Wednesday, 7/16 12PM in the ICAST Press Room

- Unveiling of the newest MicroWave products
- Explanation and breakdown of the technology
- Introductions of some new MicroWave rod series
 - Duckett Fishing
 - Bull Dawg Rods
 - Blackfin Rods
 - Seeker Fishing Rods/Aqua Dream
 - Mystic Fly Rods

Participation from:

Boyd Duckett –

Bassmaster Champion/founder of Duckett Fishing

Todd Hollowell –

FLW Pro Angler and host of Bass Dr. fishing show

Trevor Fitzgerald –

Bassmaster Southern Open Champion/Founder of Fitzgerald Fishing Rods

Hunter McKamey –

Bassmaster Collegiate Southern Regional Champion/
Vital AT employee

- **FREE** MicroWave Rod giveaways
(must be present to win)

Lure Tank – MicroWave Presentation at the ICAST Lure Tank

Wed. 7/16 at 1:30PM

Thurs. 7/17 at 1:30PM

Friday 7/18 at 10:30AM

- Increase rod sales with MicroWave guide rods
- Selling and explanation tips
- Demonstration made easy

Wave Army Reception

Thurs. 7/17 from 3PM – 6PM

American Tackle booth 1829

- Gathering of MicroWave enthusiasts
- Information for new introductions
- Refreshments served with complimentary beer on tap

American Tackle New Product Showcase

Displayed during all show hours

- New product presentations being introduced for 2014: reel seats, MicroWave guides, grips and new Bushido blanks

MicroWave Guide Rod Casting Area

Open to everyone during all show hours (visit AT booth #1829 for details) and on the ICAST show floor

- Take the MicroWave Challenge
- Hands on product testing of new MWG rod introductions
- Cast the new AIRWave MicroWave guides

ICAST
2014