



Helpful Hints for Putting on a BSA Fishing Promotional Exhibit

Prepared by the National BSA Fishing Subcommittee

The purpose of this document is to provide CAIs with helpful hints on how to put on a “tradeshow, tabletop or booth” exhibit.

Goals

1. To Increase the number of Certified Angling Instructors and other leaders who are trained to teach fishing and host fishing programs.
2. To get Scouts, Scouters and parents involved in fishing.

Types of events. There are several events that you may be called upon to support and others that you may consider attending. These are listed below.

- National Level – May be called upon to support.
 - Annual Meeting
 - National and World Jamborees
 - BSA Semiannual Outdoor Program Seminar
 - NOAC
 - VentureFest
- Regional Level – May be called upon to support.
 - Powderhorn
 - Regional Order of the Arrow conclaves
 - BSA Semiannual Outdoor Program Seminar
 - Regional sportsman shows, including The Fly Fishing Show and Coastal Conservation Association Show
- Council Level – Consider supporting these events in your council.
 - University of Scouting
 - Cub Scout Leader Pow Wows and training sessions
 - Scouter Success Seminars

- Parent's Night at summer camp
 - Order of the Arrow Conclaves and Pow Wows
 - Merit Badge Academies
 - Council Fishing Tournaments and Fishing Derbies
- District Level – Consider supporting these events in your council.
 - District Roundtables
 - District-wide Fishing and Ice Fishing programs
 - Cuborees and Camporees

Planning your exhibit

- Contact your Council Training Committee, District Commissioner and/or Roundtable Commissioners. Note that some districts do not have Roundtable Commissioners.
- If it is a big event, have a drawing for a door prize. Maybe a local vendor will donate an item. Work with a local Angling Professional to see if they will donate a giveaway item.
- If your exhibit is at a University of Scouting, plan to teach a class on Fishing Basics for Youth, or other appropriate course for the audience.
- Depending on the size and length of the event, consider inviting additional CAIs to work with you, particularly if you will be teaching a course at the event.

Important: Before the event set up a practice display and invite comments from a friend/Scouter or two.

Things to bring

- If the venue does not provide a table, bring two folding tables - one for your trifold poster board(s) and one in front, where the exhibitor stands. 4-foot tables work well since booths are often limited to 8 feet.
- Solid black, dark-colored or fishing-themed tablecloth for your front table.
- Big Bobber Floating Cooler, fishing net, "large" fishing hook
- Spincast rod & reel and a cane pole
- Ice fishing tip-up
- A copy of your State's free Fishing Guide
- Trifold or "show board" with large pictures of smiling faces of Cubs & Scouts fishing
- BSA Fishing banner; fish posters

- Pens and note pads
- A notebook and pen so you can log in the names, phone numbers, e-mail addresses of people who are interested in your fishing program.
- Cut out fish, and have them hanging off the front of the tablecloth.
- One Backyard Bass hanging on a fishing pole. Starter sets can be purchased for \$19.95. Consider setting up the Backyard Bass with a 30" spincast rod such as a Zebco Dock Demon so you can pitch cast indoors.
- Your Scouting business cards - important so that Scouters can contact you to set up a fishing program for their kids.
- Multiple copies of information brochures with "bullet points" about BSA Fishing, your Council fishing program and becoming a CAI or BSA Angling Educator. Include the links to key websites and a list of upcoming CAI Courses.

Graphic and Photo Dropbox.

Create a digital dropbox of useful slides and fishing photos.

Exhibitor Talking Points

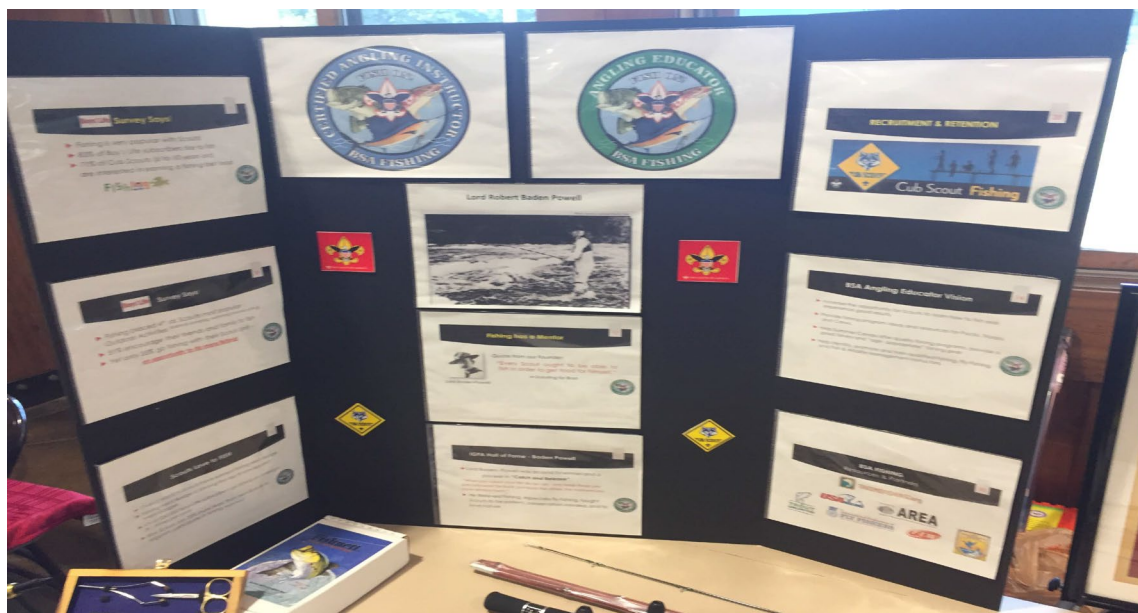
- "I can teach your scouts and parents to fish."
- "We can do it in an hour."
- "We can get together for a 4-hour fishing trip at a local pond."
- "Advantages of becoming a Certified Angling Instructor"
- "Advantages of becoming an Angling Educator"
- "Advantages of trained leaders and a good fishing program"
 - Recruitment and Retention,
 - Learning lifelong skills,
 - Being outdoors, and
 - Quality time with your kids!

Advance Publicity

- Council and District websites, newsletters, social media pages etc.
- Targeted emails to participants if allowed. If you choose to send an e-mail, keep it to 3 or 4 sentences. Include a cute or fun picture.

Remember
It's all about Curb Appeal
Keep it Simple!

Sample Displays





Graphics

BSA Fishing



Fishing Merit Badge, Fly-Fishing Merit Badge and Fish & Wildlife Merit Badge Logos

Fishing Poster

PANFISH OF NORTH AMERICA



Longear Sunfish

Pumpkinseed

Redbreast Sunfish



Warmouth

Spotted Sunfish

Bluegill



Flier

Black Crappie

Redear Sunfish



Sacramento Perch

White Crappie

Green Sunfish

