

Fly Fishing Show[®]

January 19-21, 2024

Show Hours:

Friday 10:00am-6:00pm, Saturday 9:00am-5:30pm, Sunday 9:00am-4:30pm



Gaylord Rockies Resort & Convention Center

6700 N Gaylord Rockies Blvd
Aurora, CO 80019

Phone: 720-452-6900

EXHIBITOR SERVICE KIT



January 19-21, 2024
Gaylord Rockies Resort & Convention Center
Aurora, CO

Dear Fly Fishing Show® Exhibitor,

Thank you for choosing to exhibit at the 2024 Fly Fishing Show® that is being held January 19-21, 2024 at the Gaylord Rockies Resort and Convention Center. We are pleased to provide you with our easy-to-use Exhibitor Service Kit. The kit is complete with information and services pertinent to make your show experience smooth and successful.

Exhibitor Staff Registration Procedures:

Exhibitors will be allotted badges based on the number of booth spaces purchased. If you go over your allotment of staff badges, you will need to purchase additional badges for \$12/person. Please see the Exhibitor Name Badge Form in this kit to see how you can register your workers.

Badge Pick-Up Counter

Exhibitor badges will be available for pick up Thursday during set up time and Friday morning starting at 7:00 am. Please go to Exhibitor Check-In when you arrive, located at the front of the show.

We ask that you please review all deadlines carefully as many of the services provided are time sensitive and offer pre-show discounts.

If you have any questions please don't hesitate to contact us directly at 814-443-3638.

Sincerely,
The Fly Fishing Show



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*You do not need to provide a booth number when ordering. The Fly Fishing Show® will coordinate booth numbers as they become available. Please use your exhibitor name.

*Decorator Attachment: (Exhibitor Service Manual)

LVE EXPO is our show decorator and provides services you may need during the show.

LVE EXPO

PLEASE DO NOT CONTACT THE FFS FOR ONLINE ORDERING ISSUES.

CONTACT LVE EXPO @ 888-989-EXPO.

Email: exhibitorservices@lvexpo.com



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Set-Up: Thursday, Jan. 18th - 10:00 am-10:00 pm
Friday, Jan. 19th - 7:00 am-9:30 am
Tear-Down: Sunday Jan. 21st 4:30 pm-11:30 pm

HOTELS

Gaylord Rockies Resort & Convention Center

6700 N Gaylord Rockies Blvd
Aurora, CO 80019
Phone: 720-452-6900

Single/double room rate - \$217 per night. Triple/quad occupancy - \$20 additional charge per person per night.
Children 12 years & under are free when occupying the same room as their parents.

[Click here for reservations](#) at the Gaylord Rockies Resort

****Cut-off date for these special rates is December 27, 2023.**

GAYLORD RESORT FEE

The prevailing resort fee, currently \$28.00 plus applicable taxes, will be added to the guest room rate. This fee will cover several in- room amenities which at the time of check-in will include:

Daily \$10 dry cleaning credit, Two bottles of purified water, A daily seasonal afternoon treat, Complimentary use of hotel bicycles, Daily class offerings at the fitness center, Complimentary use of the basketball & tennis courts, Complimentary access to on property water amenities, Local, toll-free, and domestic long-distance phone calls, Use of scheduled shuttle service from commuter rail stop and Complimentary high-speed internet access in all guest rooms.

Group shall be solely and fully responsible for informing its attendees of this charge and that it is separate and distinct from the room rate and from taxes. Group may not, in any printed materials regarding the meeting or in any other manner, lump this charge into any category such as tax or room rate. It shall be Group's sole responsibility to disclose clearly and conspicuously to all attendees, in advance of booking and making reservations for rooms supplied by Hotel, the Resort Fee and any and all taxes specified by Hotel herein and any and all additional hotel charges specified herein. Should any attendee object to paying for an automatic charge (such as the Resort Fee) because of inadequate notice of the charge, the charges to which such attendee objects shall be posted to the Group's master account. Applicable taxes and fees will be added to room rates. The total tax collection is presently 12.75%, which includes the Aurora Lodging tax (8%), Colorado State tax (2.9%), Adams County tax (0.75%), Cultural District tax (0.10%), RTD Commuter Rail tax (1.0%). An additional \$2.00 Aurora Destination Marketing Fee will apply daily.

PUBLIC IMPROVEMENTS FEE

Room rates will be subject to a non-commissionable public improvements fee or "PIF" (currently 2.5% of the room rate per room per night) in effect at the time of check in. The PIF funds public and private infrastructure and facilities improvements and amenities benefiting the Gaylord Rockies Resort and Convention Center. The PIF is not a government tax; it is a privately imposed fee and is subject to applicable state and local taxes. Group will clearly and conspicuously disclose the PIF to its attendees in writing. Group is solely and fully responsible for informing its attendees of this charge, and that it is separate and distinct from and in addition to the room rate and from taxes. Group will not combine this charge into any category such as taxes or room rate. Should any attendee object to paying the PIF because of inadequate notice of the fee, the amount of the PIF to which such attendee objects will be posted to Group's master account.

Parking

Discounted Self-Parking Rates

Up to 4 hours - \$5 per vehicle

4 to 8 hours - \$10 per vehicle

8+ hours - \$15 per vehicle

Discounted Self-Parking Rates exclusive for FFS guests (Note: This is a 3rd party operation that handles Denver Metro parking.)



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WIFI

Purchase wifi for your booth at our 2024 Denver show. Price includes Wi-Fi from February 18-21, 2024 (includes set up day). You will receive a password when you check in at the show.

Hotel guests DO NOT need to purchase wifi. It is included with your stay and will work in the exhibit center.

You will be given a code at exhibitor check in.

[CLICK HERE TO PURCHASE](#)

INDUSTRY BREAKFAST

We would like to invite our exhibitors to participate in an industry breakfast on Sunday morning by the pond. This will allow an hour to socialize, talk and/or do business with your fellow industry community.

Despite our best efforts we were unable to negotiate breakfast into our contract so we'd like to split it with you on Sunday morning!

For \$8 you'll receive a breakfast burrito and a hot cup of joe. (regular \$16)

Breakfast burritos are made with cage free eggs and we'll have 2 options including a meatless option.

*You do not need to purchase a ticket to attend the breakfast. The ticket is if you would like a discounted breakfast.

[CLICK HERE TO PURCHASE](#)

DRIVING DIRECTIONS:

Follow Peña Boulevard to Exit 5 for Tower Road. Turn left onto Tower Road. Turn left onto East 65th Avenue. Turn left on North Gaylord Rockies Boulevard. TOLL ROAD: Follow Peña Boulevard to exit 6A toward I70 South toward Colorado Springs. Keep left at the fork to continue onto E470 South. Take Exit 25 for 64th Avenue. Turn right onto 64th Avenue. Turn right on North Gaylord Rockies Boulevard.

Shipping with LVE

We highly suggest you use LVE (Decorator attachment) for all shipping of show supplies. If you must ship to the Gaylord, then use the Fedex info on pages 13 & 14 of this kit.



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Exhibitor Badges

All exhibitors and those working at their booth must have a badge. Small Business and Bamboo tables receive two badges per booth. Each single booth is allotted four badges—additional booths receive two additional badges each. Badges are to identify the persons who are actually working in the booth—they are not “freebies” for your customers and friends.

We cannot give out badges or passes while the show is in operation to anyone who has not been previously identified to us as a legitimate worker. **PLEASE PRINT LEGIBLY**

Booth Name: _____

WORKER: _____

WORKER: _____

WORKER: _____

WORKER: _____

Please send your worker names to any of the following: email to amy@flyfishingshow.com

Mail to: The Fly Fishing Show® 531 North Center Avenue; Suite 102, Somerset, PA 15501

Extra Exhibitor Badges

Need badges for additional workers beyond your booth allowance?

We can provide you with badges at **\$12.00 each**. They are non-refundable.

NUMBER OF EXTRA WORKER BADGES NEEDED: _____

PLEASE PROVIDE US WITH YOUR ADDITIONAL WORKER NAMES ABOVE.

Enclose check for \$12 per badge, payable to: **FLY FISHING SHOW®**

Name as it appears on credit card: _____

Signature: _____

Credit Card# Visa/MasterCard/Discover/AmEx: _____

EXP DATE: ____/____ Security Code: _____ Billing Zip Code: _____

Deadline for this form: December 29, 2023

Badge requests turned in after this date cannot be guaranteed



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DISCOUNTED SHOW PASSES

Do you need passes for special customers, friends and family? Show passes are NOT badges and are good for 1 day, 1 entrance only per ticket.

We can provide you with show passes at **\$12.00 each**. Passes are non-refundable.

NUMBER OF SHOW PASSES NEEDED: _____

Enclose check for \$12 per pass, payable to: **FLY FISHING SHOW®**

Email this form to amy@flyfishingshow.com

Name as it appears on Credit Card: _____

Credit Card# Visa/MasterCard/Discover/AmEx: _____

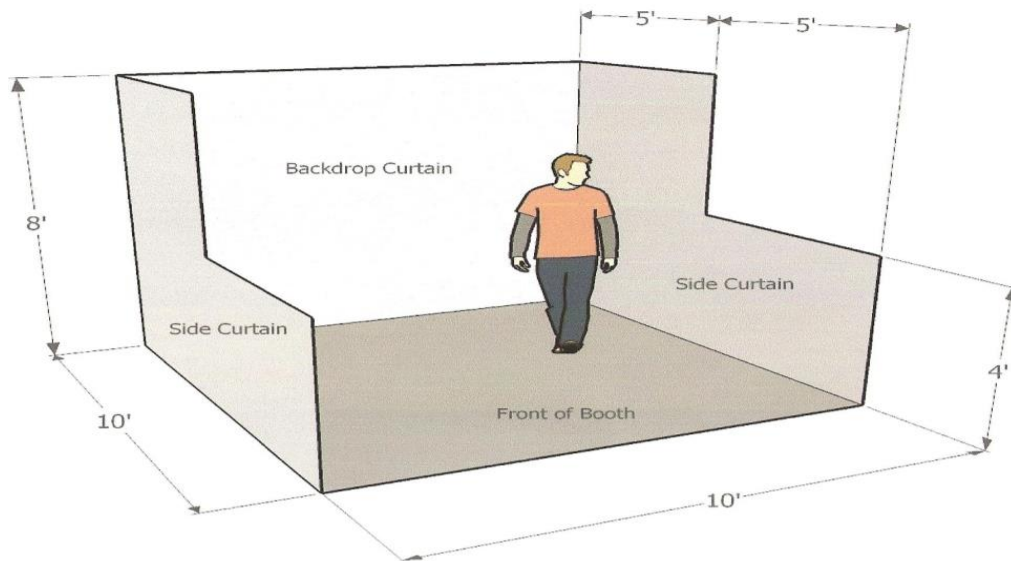
EXP DATE: ____/____ Security Code: _____ Billing Zip Code: _____

Signature: _____

How would you like to receive your tickets?

_____ MAIL TO: _____

_____ Pick-up at Will Call Name: _____



Each booth is a 10' x 10' space, with side curtains, curtain backdrop, and standard sign. Please observe the above guidelines to provide an unobstructed view and reasonable sightline from the aisle for each exhibitor.

Displays over 4' high must be confined to that area of the booth that is at least 5' from the front of the booth.



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2024 Fly Fishing Show® Regulations

These regulations are part of the contract

- Exhibitors may not share booth space without the express approval of the show director, nor may they sell, sub-let, or otherwise assign their space. The exhibitor whose name appears on this contract is the only entity allowed to exhibit in the booth assigned. Violation is cause for immediate dismissal from the show.
- Only those products/services listed on your contract are allowed in your booth and you may promote these only within the confines of your booth. You are not permitted to solicit in the aisles, put out literature in the lobby, or anywhere other than your booth. The director must approve any exceptions.
- Unless the show director gives his express approval the sides of your exhibit extending beyond 5' from the curtain backdrop may not exceed 48 inches in height and no part of your exhibit may exceed the height of the curtain backdrop.
- Exhibits must be ready and staffed 15 minutes before the show opens and be manned at all times.
- Show director will assign all spaces and reserve the right to reassign spaces.
- All exhibits must have their names and booth numbers boldly displayed. You may use the sign we provide or your own.
- Acceptance of this contract by the management is for the year **2024** only.
- Nothing edible or drinkable may be sold, dispensed, or given away without prior approval.
- All exhibits must be orderly and blend in with the catch and release fly-fishing themes of the show. No animal heads or other animal parts may be displayed except for small portions of animal fur for sale as fly tying materials. In case of any doubt, ask us first.
- All exhibitors must refrain from displaying a "flea market" look. Signs must be professional and sales should only be a portion of your booth, never an entire booth. Management has the right to have unprofessional signs removed. We recommend show specials not to exceed 30% of your display. **Booth tables must be covered and skirted** either by you or our show decorator. Please no bare undressed tables.
- Use of duct tape or any other adhesive that is not pre-approved will not be permitted on walls or linens. Any unapproved use may result in damage charges.
- Consumption of alcoholic beverages not purchased from a licensed vendor is not permitted and can result in the removal from the show.
- Balloons are not permitted.
- **Booths cannot be taken down prior to show closing without approval from management.**

**The show management will not be held liable to the exhibitor, to his employees to his agent, or to his guests, for any damage, loss, injury from fire, water, storm, adverse weather, electricity, smoke, theft, labor disputes, acts of other exhibitors, acts of the convention center, acts of any governmental agent, or any causes whatsoever beyond the control of The Fly Fishing Show.*



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Alternative Shipping:

We are pleased to announce that **Paul Hess of Happy Rock Enterprises** will once again be providing vendor transportation for The Fly Fishing Show® tour this year. Happy Rock Enterprises specializes in providing equipment and technical support for all types of events including running events, cycling events and benefit galas. His client list includes The New York Marathon, Race for The Cure (multiple locations), O'Mealia Special Events, and the Nestle Water Group, which includes Poland Spring and Deer Park.

Happy Rock looks forward to providing personalized service to each and every vendor in the program. Our goal is an efficient load-in and load-out for everyone.

Some of you may already know Paul as he spends his spare time fly-fishing. You may also recognize Paul as part of our Fly Fishing Show® staff.

Paul can be reached at 908-256-5282 and Paul@fishingrock.net



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Online Exhibitor Ordering

Welcome to the Gaylord Rockies Resort & Convention Center!

We are thrilled to be hosting your exposition.
We're happy to provide access to online ordering for all your booth needs,
including:

Electric / AV / Internet / Catering

To create an account or log in, please refer to the following link:

<https://gaylordrockies.boomerecommerce.com>

IMPORTANT INFORMATION REGARDING FOOD AND BEVERAGE

Please note that per our contract agreement and for liability reasons, the hotel is the exclusive provider for all food and beverage. Absolutely NO outside food and/or beverages may be served from your booth during this upcoming event (this includes, but is not limited to, logo bottled water or any type of pre-packaged food.) If you wish to serve these items, you must request permission via e-mail in advance, and a corkage fee will apply if your items are approved. These requests can be sent to gh.dengr.grexbits@gaylordhotels.com.

TAX EXEMPT EXHIBITORS

If your organization is Tax Exempt in the state of Colorado, please create your account first and then contact us at gh.dengr.grexbits@gaylordhotels.com. We'll need to receive a copy of your Colorado Tax Exempt Certificate before you can process your order.

HANGING SIGN, RIGGING AND TRUSS REQUESTS: <https://encoreglobal.com/rigging-portal>

Please contact an Exhibitor Services Representative at 720.829.8654 or
gh.dengr.grexbits@gaylordhotels.com for any questions or additional assistance.



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EXHIBITOR PLUS

Upgrade your on-line show listing profile:

Upgrade your profile on our interactive map to Exhibitor Plus. Exhibitor Plus allows your business to grab the attention of thousands of viewers visiting www.flyfishingshow.com daily. This gives you an opportunity to enhance your visibility at our show(s). Customers will be able to find out more about your business prior to the show, easily track you down and follow up with you after the event. Upgrades include, but are not limited to the following:

- have the ability to log in to their profile and update at any time
- add logos
- update who's in the booth
- include products and services, videos, and a picture gallery
- a business contact form and a QR code generator for sales
- a direct link for easy promotion and an embeddable profile to share on your website or social media.

[CLICK HERE TO UPGRADE](#)

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Gaylord Rockies Resort and Convention Center Package Shipping Instructions

PREPARING YOUR SHIPMENT

FedEx Office is committed to providing you with an outstanding experience during your stay. All guest and event packages being shipped to the hotel must follow the address label standards (illustrated below) to prevent package routing delays. Please schedule your shipment(s) to arrive 3-4 days prior to the event start date to avoid additional storage fees. Use the name of the recipient who will be on-site to receive and sign for the package(s). Please do not ship any items to the attention of the Hospitality Manager or Catering & Conference Manager, unless the items are specifically for their use (i.e., not for special events, rooming lists, signed documents); this includes any room drops or deliveries to any other area of Gaylord Rockies Resort and Convention Center.

Shipments are held for a limited number of days. If a package has not been picked up and no contact information is provided, the package will be returned to the sender, who will be responsible for all additional shipping fees. For more information on package retention, the Return to Sender process, or to schedule package deliveries, please contact the FedEx Office Business Center at **303.390.9121**. Package deliveries should only be scheduled after the recipient has checked into the hotel.

PACKAGE LABELING STANDARDS AND FEDEX OFFICE CONTACT

Hold For Guest: (Guest Name) (Guest Cell Number)
c/o FedEx Office at Gaylord Rockies Resort and Convention Center
6700 N. Gaylord Rockies Blvd
Aurora, CO, 80019
(Convention Conference / Group / Event Name)
Box ____ of ____

FedEx Office Business Center
Gaylord Rockies Resort and Convention Center
6700 N. Gaylord Rockies Blvd
Aurora, CO 80019
Phone: 303.390.9121
Fax: 303.375.7977
Email: usa5745@fedex.com

Operating Hours
Mon – Fri: 7:00am - 7:00pm
Saturday: 7:00am - 7:00pm
Sunday: 7:00am - 7:00pm

SHIPPING AND RECEIVING INSTRUCTIONS

Meeting and event planners, exhibitors and attendees are encouraged to contact FedEx Office in advance of shipping their items to Gaylord Rockies Resort and Convention Center with any specific questions. If you have any special needs such as refrigeration requirements, after hours delivery requests or changes to your meeting dates or rooms, please work directly with your Event Services Manager who will communicate these needs to FedEx Office in advance of your event.

PACKAGE DELIVERY WITHIN THE HOTEL

In most cases, FedEx Office will complete delivery or pickup of packages within the conference and meeting rooms, lobby area and guest suites of Gaylord Rockies Resort and Convention Center, but please check with a FedEx Office team member for specific delivery limitations that may exist. In cases where a drayage company or a meeting decorator is used, FedEx Office team members will work closely with those vendors for proper package routing and release items directly to those vendors if they are onsite when the shipments arrive. Any decorator or drayage parcels requiring overnight storage by FedEx Office will be assessed a handling fee. If your meeting/event is being handled by a drayage company or decorator, please ensure your shipments are being sent directly to the drayage company or decorator specific address. An additional fee of \$70.00 per hour will apply for services such as; breaking down pallets, building pallets, or excessive package handling/moving due to a customer's request. There is a minimum charge of 30 minutes and then 15 minutes increments thereafter for each FedEx Office team member required to perform these additional services. Please note that FedEx Office team members cannot lend out any moving equipment to a guest, which includes pallet jacks, dollies, and flatbed carts.

PACKAGE DELIVERY TO GUEST SUITES

In most cases, FedEx Office will complete delivery or pickup of packages to guest suites at Gaylord Rockies Resort and Convention Center, but please check with a FedEx Office team member for specific delivery limitations that may exist. FedEx Office is not authorized to leave packages unattended in guest rooms and/or meeting rooms. A guest with authorization to sign for the delivery and approve any charges for handling and delivery fees must be present in guest rooms and/or meeting rooms.

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Gaylord Rockies Resort and Convention Center Package Shipping Instructions

UPON YOUR ARRIVAL

Packages will be available for pickup inside the FedEx Office business center (receiving fees will apply). Pallets, crates, display cases and other heavier items may be scheduled for delivery by contacting our staff at the number located on the previous page (delivery fee will apply). Package deliveries should only be scheduled after the recipient has checked into the hotel. In order to maintain the proper chain of custody, FedEx Office requires the package recipient's signature before a package can be released from FedEx Office. Release signatures are captured at the time of package pickup or package delivery to the recipient.

UPON YOUR DEPARTURE

All outbound packages must have a completed carrier airbill affixed to each package. Packaging supplies (boxes, tapes, and etc.) are available for purchase within the FedEx Office business center. FedEx Office offers pack and ship services in the business center; while packaging supplies are also available for purchase. FedEx Express® shipping boxes and airbill forms are available and are complimentary. Outbound packages and freight to be picked up by a third party courier should be coordinated directly with those vendors and communication should be sent to FedEx Office indicating what and when those items will be picked up by those vendors. FedEx Office will arrange freight or third party courier transportation and/or pickup. Outbound handling fees will be applied to all packages and freight, regardless of carrier, in addition to shipping/transportation fees.

PACKAGE HANDLING AND STORAGE FEES

PACKAGE WEIGHT	PACKAGE PICKUP OR DROP OFF BY GUEST	PACKAGE PICKUP OR DELIVERY BY FEDEX OFFICE
Envelopes up to 1.0 lb.	\$2.00	\$5.00
0.0 – 1.0 lbs.	\$2.00	\$5.00
1.1 – 10.0 lbs.	\$10.00	\$15.00
10.1 – 20.0 lbs.	\$15.00	\$20.00
20.1 – 30.0 lbs.	\$20.00	\$30.00
30.1 – 40.0 lbs.	\$25.00	\$40.00
40.1 – 50.0 lbs.	\$25.00	\$50.00
50.1 – 60.0 lbs.	\$35.00	\$50.00
60.1 – 150.0 lbs.	\$35.00	\$70.00
Pallets & Crates*	\$150.00 or \$0.75/lb. > 200 lbs.	\$150.00 or \$0.75/lb. > 200 lbs.

PACKAGE WEIGHT	STORAGE FEE AFTER 5 DAYS
Envelopes up to 1.0 lb.	No Charge
0.0 – 10.0 lbs.	\$5.00
11.0 – 30.0 lbs.	\$10.00
31.0 – 60.0 lbs.	\$15.00
Over 60.0 lbs.	\$25.00
Pallets & Crates	\$50.00
Over 6.5' in Size	\$25.00

A one-time package storage fee will apply to each package received and stored for more than five (5) calendar days. Items measuring over 6.5 feet in size are considered oversized and will be assessed an additional oversized fee if stored for more than five (5) calendar days.

* For inbound/outbound pallets or crates, the receiving and delivery charges are consolidated into a single fee of \$150.00 or \$0.75/lb. > 200 lbs., which is applied to each pallet/crate handled.

ADDITIONAL SERVICES FEE
An additional fee of \$70.00 per hour will apply for services such as; breaking down pallets/crates, building pallets/crates, excessive package handling/moving due to a customer's request and the collection and disposal of pallets and other packaging materials. There is a minimum charge of 30 minutes and then 15 minutes increments thereafter for each FedEx Office team member required to perform these additional services.

TERMS AND CONDITIONS

Receiving, delivery and storage charges are payable at the time of delivery. Recipient may be required to present government-issued photo identification and sign for delivery. Shipper must comply with all applicable local, state and federal laws, including those governing packing, marking, labeling and shipping. OBTAIN FIRE, CASUALTY AND ALL OTHER INSURANCE ON PACKAGE CONTENTS PRIOR TO SHIPPING. Neither the Hotel nor FedEx Office and Print Services, Inc. provide such insurance. Neither the Hotel nor FedEx Office and Print Services, Inc. nor the employees, agents or contractors of either firm will be liable for any damages, whether direct or indirect damages, relating to or arising out of any loss or damage to any package or its contents, unless a package is lost after receipt at the Hotel, in which case such liability shall be limited to the lesser of \$100 or the liability of the carrier indicated above. By sending your package to the Hotel, you agree to be bound by any additional terms and conditions that the Hotel or FedEx Office and Print Services, Inc. may establish from time to time for receiving and delivering of packages.



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Colorado Tax Information

Colorado Department of Revenue
Jamie Nicolelli, Special Event Coordinator/Tax Compliance Agent

PO Box 140430

Lakewood, CO 80214

Desk - 303-866-5643

Email: dor_specialevents@state.co.us

Office Hours: Mon-Thurs 6 a.m. - 3:30 p.m. MST

Friday 6: a.m. - 10 a.m.

Special Event Sales Tax Web Site:

<https://tax.colorado.gov/special-event-sales-tax>

<https://tax.colorado.gov/sales-use-tax-forms>

Tax Rates by Address:

<https://colorado.ttr.services/>

[\(303\) 866-5643](tel:(303)866-5643)



COLORADO
Department of Revenue

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EXHIBITOR MEDIA KIT

Images sized for Facebook and Instagram for sharing with your community.

<https://flyfishingshow.com/exhibitor-media-kit/>



EXHIBIT HALL Local Standard Operating Procedure (LSOP)

Partnering Department:	EVENT OPERATIONS
Section:	EXHIBIT HALL
Created Date:	OCTOBER 2018
Standard	Vehicles on Exhibit Floor

Steps	Tips
<ul style="list-style-type: none"> ALL Vehicles being used for show purposes shall utilize proper floor covering (poly-tec, Masonite) for Move-in & Move-out Floor covering shall remain under ANY vehicle The maximum fuel level shall not exceed 1/4 of a tank not to exceed 5 gallons. The fuel tank shall be secured by lock or tape Battery in vehicle shall be disconnected Vehicles cannot be moved during show hours Any leaks shall be reported immediately GRCC reserves the right to ask ANY vehicle be removed from the show floor 	<ul style="list-style-type: none"> POV's and trucks dropping off material or trailers will be allowed to drive into Exhibit Hall, park, unload and exit from the exhibit hall. Vehicle is to remain OFF when not in use in the exhibit hall. NO Idling inside building at any time

Applicable Documents	Gaylord Fire Safety Regulations pg. 13
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