

# Fly Fishing Show®

## January 17-19, 2025

Show Hours:

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



### Royal Plaza Trade Center

181 Boston Post Road West

Marlborough, MA 01752

888-543-9500

## EXHIBITOR SERVICE KIT

---

Fly Fishing Show® 814-443-3638 Email: [info@flyfishingshow.com](mailto:info@flyfishingshow.com)

531 N. Center Ave. Ste. 102 Somerset, PA 15501



January 17-19, 2025  
Royal Plaza Trade Center  
Marlborough, MA

**Dear Fly Fishing Show® Exhibitor,**

Thank you for choosing to exhibit at the 2025 Fly Fishing Show®, held January 17-19, 2025 at the Royal Plaza Trade Center in Marlborough, MA.

This is our easy-to-use Exhibitor Service Kit. The kit is complete with information and services pertinent to making 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 exceed your allotment of badges for staff, you will need to purchase additional passes 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 are available for pick-up Thursday during set up time and Friday morning starting at 8:00 am. Please go to Exhibitor Check-in located near the front of the show when you arrive.

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 call directly at 814-443-3638.

Sincerely,  
The Fly Fishing Show



## Contents:

### Page#

4. Set-up/tear-down dates and times, host hotel, travel and tax information. Please note hotel cut-off date for discounted rate.
5. Exhibitor Badge Request (Please note deadline)
6. Discounted Show Passes
7. Diagram of Your Booth
8. Show Regulations
9. Alternative Shipping
10. Exhibitor Plus
11. Exhibitor Media Link

\*\*\* Please see the separate attachment from our show decorator, Capital Conventions, to order furnishings, electricity and WiFi for your booth.

Page 12 – Table order form

Page 15 – Carpet order form

Page 33 – Electric, wireless internet, phone, water and drainage order form (Order from Royal Plaza Trade Center)

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

\*\*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\*\*

January 17-19, 2025  
Royal Plaza Trade Center  
Marlborough, MA



**Set up: Thursday January 16<sup>th</sup> 10:00am-9:00pm**  
**Friday January 17<sup>th</sup> 8:00am-10:00am**  
**Tear Down: Sunday January 19<sup>th</sup> 4:30pm-10:00pm**

## **HOTEL**

Best Western Royal Plaza  
181 Boston Post Road West  
Marlborough, MA 01752  
1-800-780-7234

To make your reservations online please use link below or mention the Fly Fishing Show when calling for a special rate of \$129.00 for a single or double, \$139 for a triple and \$149 quad.

\*\*Cut-off date for these special rates is **December 16, 2024**. You will **NOT** be able to get the discounted rate after this date. [Click here for reservations](#) at Best Western Royal Plaza.

## **TRANSPORTATION**

Boston Logan International (BOS) serves the area.  
Ground transportation to Marlborough (40 miles from BOS):

**Knights Limo** offers shuttle service <https://www.knightslimo.com/airport-shuttle-service> or call 508-839-6252.

**MASSACHUSETTS** Sales Tax Rate is 6.25%

Commonwealth of Massachusetts, Department of Revenue Services, PO Box 7010,  
Boston, MA 02204 (617) 887-MDOR, Toll-free in Massachusetts 1-800-392-6089,  
[www.mass.gov/dor](http://www.mass.gov/dor)

***Are out-of-state vendors' responsibilities the same as in-state vendors' responsibilities?*** Yes. *Out-of-state vendors generally have the same responsibilities as Massachusetts's vendors.*

You will need to fill out form ST-1 Sales and Use Tax Registration. There is an online Application for Original Registration. You must have either your SS# or your EIN# to complete the process.



January 17-19, 2025  
Royal Plaza Trade Center  
Marlborough, MA

## 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](mailto: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: January 3, 2025**

**\*Badge requests turned in after this date cannot be guaranteed\***



January 17-19, 2025  
Royal Plaza Trade Center  
Marlborough, MA

## 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. They 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](mailto: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?

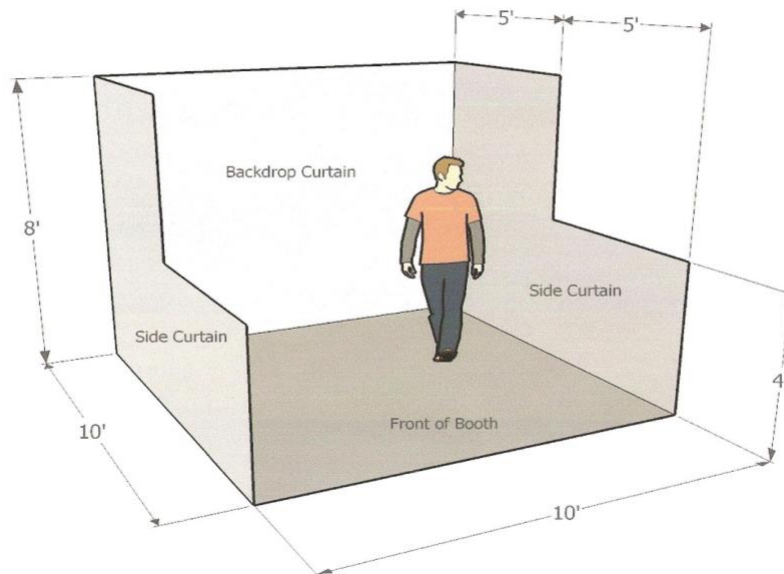
\_\_\_\_\_ MAIL TO: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Pick up at Will Call Name: \_\_\_\_\_



January 17-19, 2025  
Royal Plaza Trade Center  
Marlborough, MA



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.

## 2025 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 **2025** 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.***





January 17-19, 2025  
Royal Plaza Trade Center  
Marlborough, MA

## 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 or [Paul@fishingrock.net](mailto:Paul@fishingrock.net).**





January 17-19, 2025  
Royal Plaza Trade Center  
Marlborough, MA

## 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](http://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](#)

January 17-19, 2025  
Royal Plaza Trade Center  
Marlborough, MA



## **EXHIBITOR MEDIA KIT**

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

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