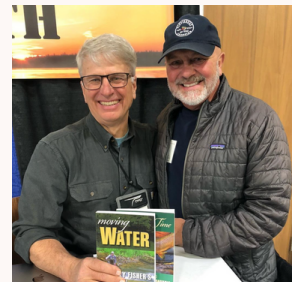




2025 Media Toolkit

The Fly Fishing Show has created a promotional toolkit to help exhibitors, partners, and sponsors generate excitement for and attendance to the 2025 Fly Fishing Shows.

Thank you for helping to make our events a success!



media kit questions: emily@flyfishingshow.com
general questions: info@flyfishingshow.com



TIPS

- Be sure to use **#flyfishingshow** and **#flyfishingshow2025**
- Follow and tag our social media
 - Facebook **@TheFlyFishingShow**
 - Instagram **@theflyfishingshow**
 - X **@flyfishingshow**

Join our Facebook event to post about your company/booth:

- Marlborough, MA
<https://www.facebook.com/events/301080376347916>
- Edison, NJ
<https://www.facebook.com/events/3592075784376058>
- Atlanta, GA
<https://www.facebook.com/events/1833304240451906>
- Bellevue/Seattle, WA
<https://www.facebook.com/events/1142279646903868>
- Denver, CO
<https://www.facebook.com/events/786387726371966>
- Pleasanton, CA
<https://www.facebook.com/events/498617959580059>
- Lancaster, PA
<https://www.facebook.com/events/1223972091877819>



SUGGESTED POST TEXT



6 weeks prior

Post 1: 🎣 Gear up for the biggest event in fly fishing! Join us at the 2025 Fly Fishing Show in [City Name] from [Date] to [Date]. Discover the latest gear, meet industry experts, and participate in hands-on workshops. Whether you're an experienced angler or a beginner, there's something for everyone. See you there!

#flyfishingshow #flyfishingshow2025 #flyfishingshowcommunity

Tweet 1: Excited for the Fly Fishing Show in [City Name]! Join us from [Date] to [Date] for the latest gear, expert tips, and more. #flyfishingshow #flyfishingshow2025 #flyfishingshowcommunity

3 weeks prior

Post 2: 🦿 Calling all fly fishing enthusiasts! Don't miss the Fly Fishing Show in [City Name]. Learn new techniques, get exclusive deals on gear, and connect with fellow anglers. Mark your calendars for [Date] to [Date] and be part of our fly fishing community!

#flyfishingshow #flyfishingshow2025 #flyfishingshowcommunity

Tweet 2: Mark your calendars! The Fly Fishing Show in [City Name] is happening [Date] to [Date]. Learn, explore, and connect with fellow anglers.

#flyfishingshow #flyfishingshow2025 #flyfishingshowcommunity

1 week prior

Post 3: 🎣 The Fly Fishing Show in [City Name] is the place to be from [Date] to [Date]. Participate in seminars from top anglers, demo the newest products; and network with industry pros. Get your tickets now!

#flyfishingshow #flyfishingshow2025 #flyfishingshowcommunity

Tweet 3: Don't miss the Fly Fishing Show in [City Name] from [Date] to [Date]. Seminars, gear demos, and more! #flyfishingshow #flyfishingshow2025 #flyfishingshowcommunity



SUGGESTED POST TEXT FOR DAY OF EVENT



Day of the Event

Post 4: 🐟 It's showtime! We're live at the Fly Fishing Show in [City Name]! Stop by our booth to see our newest products, grab some show-only deals, and meet our team. We're here all day to answer your questions and share our passion for fly fishing. Tag us in your photos using #flyfishingshow and let's make today unforgettable! #flyfishingshow2025 #flyfishingcommunity

Tweet 4: Today's the day! We're here at the Fly Fishing Show in [City Name]! Visit us at [Booth Number] for [your product or specialty], and more. Don't miss out—come say hi and share your day with us! #flyfishingshow! #flyfishingcommunity

These preempted social posts are designed to generate excitement and engagement for the Fly Fishing Consumer Trade Shows. Adjust the [City Name] and [Date] placeholders accordingly to fit specific events.



MEDIA FILES



[Click here for logo/state files](#)



[Click here for YouTube video - highlights](#)

As an exhibitor at the Fly Fishing Show, cross-promoting your brand with us on social media is a powerful way to increase your visibility and engage with our passionate community of anglers. If you'd like us to post your content directly on our page, simply send us images and captions, and we'll handle the rest. We prioritize content from exhibitors who have signed up for sponsorships or special programs like the Grand Door Prize or Exhibitor Plus. Once we've fulfilled our commitments to those participants, we'll fill in with our other customers—those who send us content will be next in line. Let's collaborate to amplify your brand!

Please send content to emily@flyfishingshow.com



2025 PRESS RELEASE SCHEDULE

MARLBOROUGH, JAN. 17, 18, 19

Dec. 30 Announcement

Jan. 6 Major story

Jan. 13 This weekend

EDISON, JAN. 24, 25, 26

Jan. 6 Announcement

Jan. 13 Major story

Jan. 20 This weekend

ATLANTA, JAN. 31, FEB. 1, 2

Jan. 13 Announcement

Jan. 20 Major story

Jan. 27 This weekend

SEATTLE/BELLEVUE, FEB. 15, 16

Jan. 27 Announcement

Feb. 3 Major story

Feb. 10 This weekend

DENVER, FEB. 21, 22, 23

Feb. 3 Announcement

Feb. 10 Major story

Feb. 17 This weekend

PLEASANTON, FEB. 28, MARCH 1, 2

Feb. 10 Announcement

Feb. 17 Major story

Feb. 24 This weekend

LANCASTER, MARCH 15, 16

Feb. 24 Announcement

March 3 Major story

March 10 This weekend



2025 CUSTOMER EMAIL NEWSLETTER SCHEDULE

Marlborough, MA Jan 17-19

12/3 6 weeks out
12/20 4 weeks out
1/3 2 weeks out
1/10 1 week out

Edison Jan 24-26

12/13 6 weeks out
12/28 4 weeks out
1/10 2 weeks out
1/17 1 week out

Atlanta Jan 31 Feb 1, 2

12/20 6 weeks out
1/3 4 weeks out
1/17 2 weeks out
1/24 1 week out

Bellevue/Seattle Feb 15-16

1/4 6 weeks out
1/15 4 weeks out
1/31 2 weeks out
2/8 1 week out

Denver Feb 21, 22, 23

1/7 6 weeks out
1/21 4 weeks out
2/8 2 weeks out
2/15 1 week out

Pleasanton Feb 28 Mar 1,2

1/6 6 weeks out
1/29 4 weeks out
2/11 2 weeks out
2/21 1 week out

Lancaster March 15, 16

1/31 6 weeks out
2/12 4 weeks out
3/1 2 weeks out
3/8 1 week out