

# Fly Fishing Show<sup>®</sup>

## February 21-23, 2025

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



February 21-23, 2025  
Gaylord Rockies Resort & Convention Center  
Aurora, CO

**Dear Fly Fishing Show® Exhibitor,**

Thank you for choosing to exhibit at the 2025 Fly Fishing Show® that is being held February 21-23, 2025 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



February 21-23, 2025  
Gaylord Rockies Resort & Convention Center  
Aurora, CO

## Contents:

### Page #

4. Set-up/tear-down dates and times. Host Hotel & Parking Information Please note hotel cut-off date for discounted rate.
5. Wifi Info, Industry Breakfast Link & Driving Directions
6. Exhibitor Badge Request (Please note deadline)
7. Discounted Show Passes
8. Diagram of Your Booth
9. Show Regulations
10. Alternative Shipping Information
11. Gaylord Rockies Resort Online Exhibitor Ordering (Electric, AV, Internet) & Encore Rigging. (Please use blue links at top of page.)
- \*PLEASE CONTACT THE GAYLORD & ENCORE WITH ORDERING QUESTIONS & ISSUES.
12. Show Decorator Quantum Exposition (Furnishings) Please use contact info on page 18 for any ordering issues.
13. Colorado Tax Information
14. Exhibitor Media Link
15. Vehicles On Exhibit Floor
16. Exhibitor Plus

\*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.



February 21-23, 2025  
Gaylord Rockies Resort & Convention Center  
Aurora, CO

**Set-Up:** Thursday, Feb. 20<sup>th</sup> - 10:00 am-10:00 pm  
Friday, Feb. 21<sup>st</sup> - 7:00 am-9:30 am  
**Tear-Down:** Sunday Feb. 23<sup>rd</sup> 4:30 pm-11:30 pm

**HOTELS**

**Gaylord Rockies Resort & Convention Center**

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

Room rates start at \$225 per night.

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

\*\*Cut-off date for these special rates is **January 29, 2025**.

**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.)



February 21-23, 2025

Gaylord Rockies Resort & Convention Center  
Aurora, CO

## **WIFI**

Gaylord hotel guests DO NOT need to purchase wifi. It (basic) is included with your stay and will work in the exhibit center. You will be given a code at exhibitor check in. Basic wifi is a limited bandwidth and may not handle some inventory control systems. You can purchase enhanced/dedicated wifi on page 11 of this kit.

## **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 \$10 you'll receive a breakfast burrito and a hot cup of joe. (regular \$20)

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.



February 21-23, 2025  
Gaylord Rockies Resort & Convention Center  
Aurora, CO

## 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: February 7, 2025**

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



February 21-23, 2025  
Gaylord Rockies Resort & Convention Center  
Aurora, CO

## 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](mailto:amy@flyfishingshow.com)

Name as it appears on Credit Card: \_\_\_\_\_

Credit Card# Visa/MasterCard/Discover/AmEx: \_\_\_\_\_

EXP DATE: \_\_\_\_/\_\_\_\_ Security Code: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

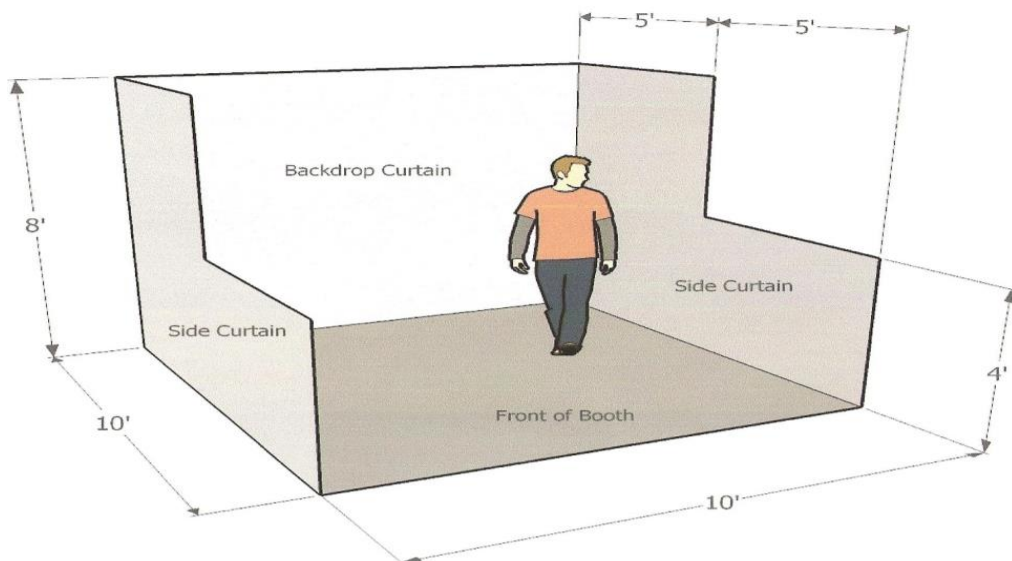
Signature: \_\_\_\_\_

How would you like to receive your tickets?

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

\_\_\_\_\_

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



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.





February 21-23, 2025  
Gaylord Rockies Resort & Convention Center  
Aurora, CO

## 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.*



February 21-23, 2025  
Gaylord Rockies Resort & Convention Center  
Aurora, CO

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



February 21-23, 2025

Gaylord Rockies Resort & Convention Center

Aurora, CO

<https://gaylordrockies.boomerecommerce.com/Pages/Security/Login.aspx?ReturnUrl=%2f>

<https://www.encoreglobal.com/rigging-request/>



## Online Exhibitor Ordering

Welcome to Gaylord Rockies Resort & Convention Center. It is a pleasure to be hosting your exposition. We provide access to online ordering for all your booth needs, including electric, AV, internet, and catering.

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

<https://gaylordrockies.boomerecommerce.com>

### Important Information Regarding Food & 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.grexhibits@gaylordhotels.com](mailto:gh.dengr.grexhibits@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.grexhibits@gaylordhotels.com](mailto:gh.dengr.grexhibits@gaylordhotels.com). We'll need to receive a copy of your Colorado Tax Exempt Certificate before you can process your order.

### Hanging Sign, Rigging & Truss Requests

Except for free-standing truss structures with single point of contact to the floor, Encore is the exclusive provider of all rigging at Gaylord Rockies. This includes crank-up towers, truss arches, flown truss and motors. Exhibitors and exhibitor appointed contractors may provide their own free standing truss structures with the condition that nothing is connecting the two structures; this includes items such as string lights. Gaylord Rockies and Encore reserve the right to determine if a structure is deemed as an overhead structure and must instead be provided by Encore. Should an exhibitor or an EAC choose to provide their own free standing truss structure, Encore will not be involved or liable for set-up, tear down, or equipment used. If an exhibitor or EAC requires a truss arch, structure, or flown truss and motors for their event, Encore will provide the labor to assemble, and a rigging advance must be submitted at

<https://www.encoreglobal.com/rigging-request/> For more information, please reach out to

[2134sales@encoreglobal.com](mailto:2134sales@encoreglobal.com)

Contact Exhibit Hall Team at 720-829-8654 or [gh.dengr.grexhibits@gaylordhotels.com](mailto:gh.dengr.grexhibits@gaylordhotels.com) with any questions.



Gaylord Rockies Resort & Convention Center  
6700 North Gaylord Rockies Boulevard, Aurora, Colorado 80019 | 720-452-6900

February 21-23, 2025  
Gaylord Rockies Resort & Convention Center  
Aurora, CO



Denver Fly Fishing  
Feb 21-23 2025  
Welcome Letter

Quantum Exposition is pleased to have been selected as your Official Service Contractor. To ensure that your show participation is successful please see the information below.

The exhibitor link contains information and order forms on the wide variety of services offered. Be sure to login promptly to take advantage of discount pricing. You may receive discounts of up to 30% on many decorating items and services on orders placed by the discount deadline dates. Please see the Event Home tab for deadline dates. Use this link to register <https://quantumexposition.boomerecommerce.com/home/59/EventHome>

It is our mission to provide you with a seamless planning process, and to be a reliable information resource that will result in a successful event. Our Customer Services department is available to assist you with all of your needs, including any questions you may have prior to, during, and post show. You may reach us at 855-256-7884 during the hours of 6:00 am - 6:00 pm (PST) Monday through Friday, or email us at [customerservice@quantumexposition.com](mailto:customerservice@quantumexposition.com) You can also visit our Exhibitor Services Desk at show site.

We look forward to assisting you!

Sincerely,  
Quantum Exposition Services



February 21-23, 2025  
Gaylord Rockies Resort & Convention Center  
Aurora, CO

## **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](mailto: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

February 21-23, 2025  
Gaylord Rockies Resort & Convention Center  
Aurora, CO



## 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"> <li>• ALL Vehicles being used for show purposes shall utilize proper floor covering (poly-tec, Masonite) for Move-in &amp; Move-out</li> <li>• Floor covering shall remain under ANY vehicle</li> <li>• The maximum fuel level shall not exceed 1/4 of a tank not to exceed 5 gallons.</li> <li>• The fuel tank shall be secured by lock or tape</li> <li>• Battery in vehicle shall be disconnected</li> <li>• Vehicles cannot be moved during show hours</li> <li>• Any leaks shall be reported immediately</li> <li>• GRCC reserves the right to ask ANY vehicle be removed from the show floor</li> </ul>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Vehicle is to remain OFF when not in use in the exhibit hall.</li> <li>• NO Idling inside building at any time</li> </ul>

Applicable Documents	Gaylord Fire Safety Regulations pg. 13
----------------------	--



February 21-23, 2025  
Gaylord Rockies Resort & Convention Center  
Aurora, CO

## 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](#)