



THE FLY FISHING Show[®]

THE FLY FISHING SHOW PRODUCES THE LARGEST AND MOST DIVERSE CONSUMER FLY FISHING EVENTS IN THE WORLD, WITH HUNDREDS OF EXHIBITORS ON THE SHOW FLOOR AND DOZENS OF FREE SEMINARS, DEMOS AND PROGRAMS. OUR SHOWS SERVE AS A DYNAMIC MARKETPLACE, FOSTERING CONNECTIONS, IGNITING INNOVATION, AND DRIVING THE GROWTH OF OUR INDUSTRY. BY JOINING US AS AN EXHIBITOR, YOU BECOME AN INTEGRAL PART OF THIS JOURNEY.



Ben Furimsky
CEO



OVERVIEW



14.8k



9k



9k

500+
Exhibitors

7
Nationwide
Locations

50,000+
Attendees

58,000+
Email
Subscribers



BENEFITS FOR EXHIBITORS

BRAND EXPOSURE

- TV, RADIO AND NEWS COVERAGE
- SOCIAL MEDIA
- DIRECT EMAILS
- BLOGS AND PODCASTS
- EDUCATIONAL SEMINARS
- CELEBRITY GUESTS
- SEMINARS PROMOTING DESTINATIONS AND PRODUCTS

SALES

- FACE TO FACE B2B SALES
- DIRECT, IN PERSON CONSUMER SALES
- PRE-QUALIFIED ATTENDEES
- DRIVE ONSITE AND POST-SHOW SALES

CONVENIENCE

- PRIME SHOW DATES FOR OFF-SEASON SALES, EXCLUSIVE PREVIEWS OF NEW PRODUCTS, AND GENERATING EXCITEMENT FOR THE UPCOMING SEASON.
- FRIENDLY EXPERIENCED STAFF
- EASY SET UP/TEAR DOWN
- CONVENIENT LOCATIONS
- EASY TRAVEL LOCATIONS

VALUE

- REDUCED HOTEL RATES
- DECORATOR DISCOUNTS
- INDUSTRY NETWORKING
- ACCESS TO PRESS
- SEVEN OF THE LARGEST FLY FISHING EVENTS IN THE WORLD

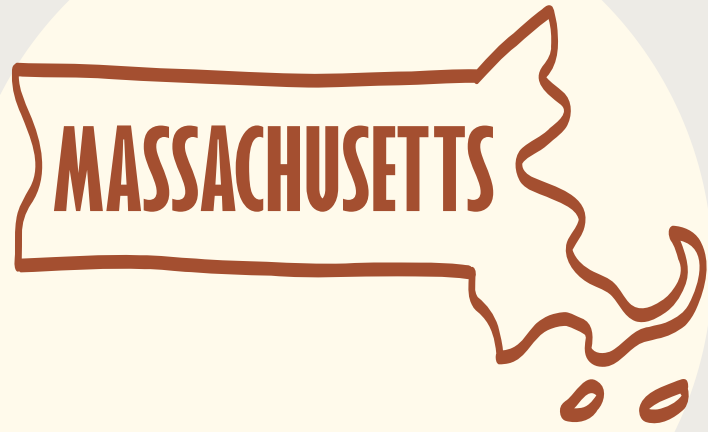
ADVERTISING AND PROMOTION



\$200,000-\$250,000 ANNUAL ADVERTISING BUDGET

- NATIONAL AND REGIONAL PRINT MEDIA CAMPAIGNS
- DIRECT MAILINGS (\$100,000 SPENT ANNUALLY)
- SOCIAL MEDIA AND DIGITAL ADS
- DIRECT EMAILING FROM FFS AND PARTNERS
- BILLBOARDS
- RADIO
- DIGITAL MEDIA SPONSORSHIPS
- TV, RADIO AND NEWS COVERAGE
- BLOGS AND PODCASTS

2025 EVENT LOGISTICS & ATTENDANCE



JANUARY 17-19
4,000



JANUARY 24-26
9,000



JAN 31 - FEB 2
4,750



FEBRUARY 15-16
2,250



FEBRUARY 21-23
12,000



FEB 28-MAR 2
4,500



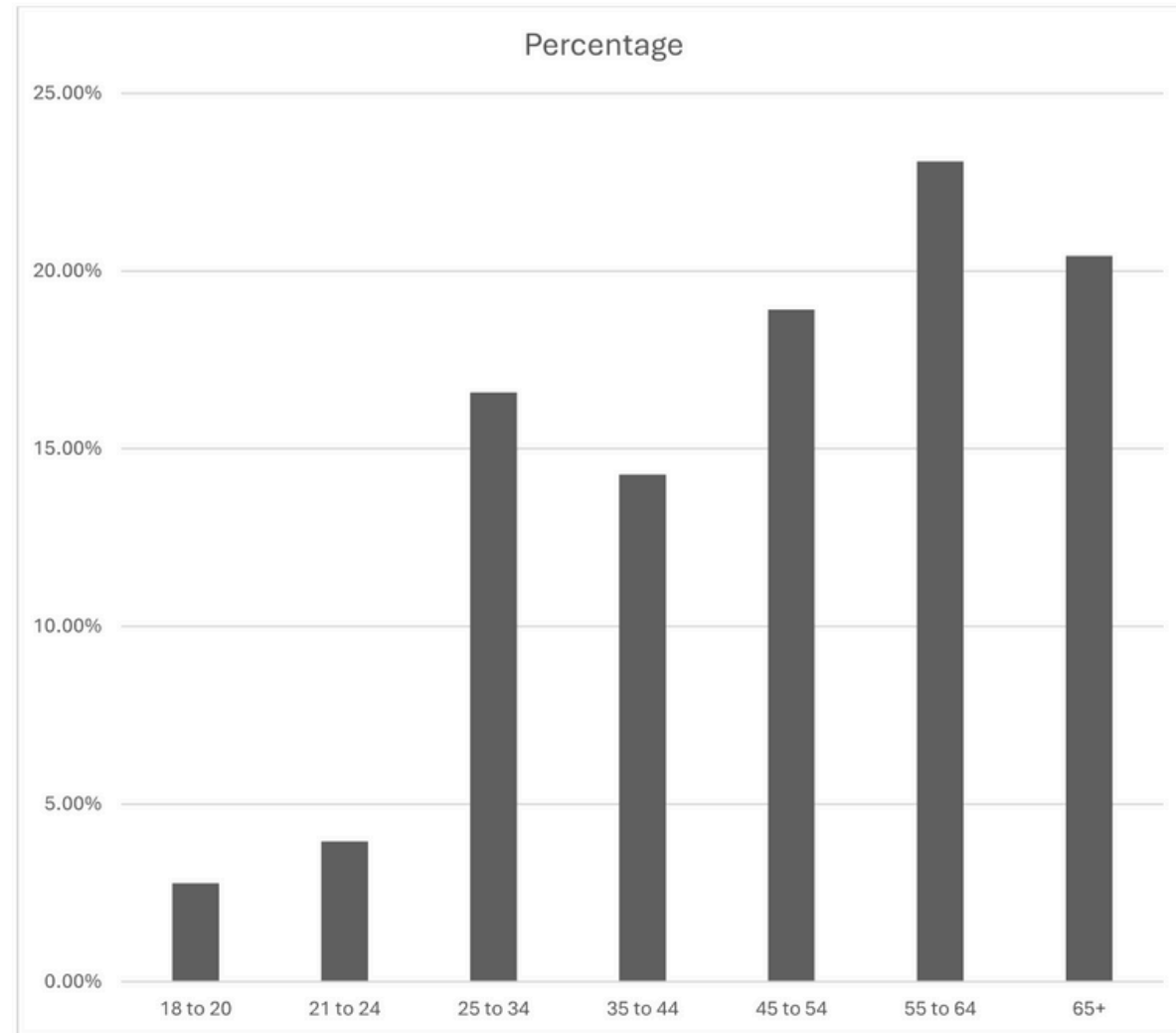
MARCH 15-16
4,500



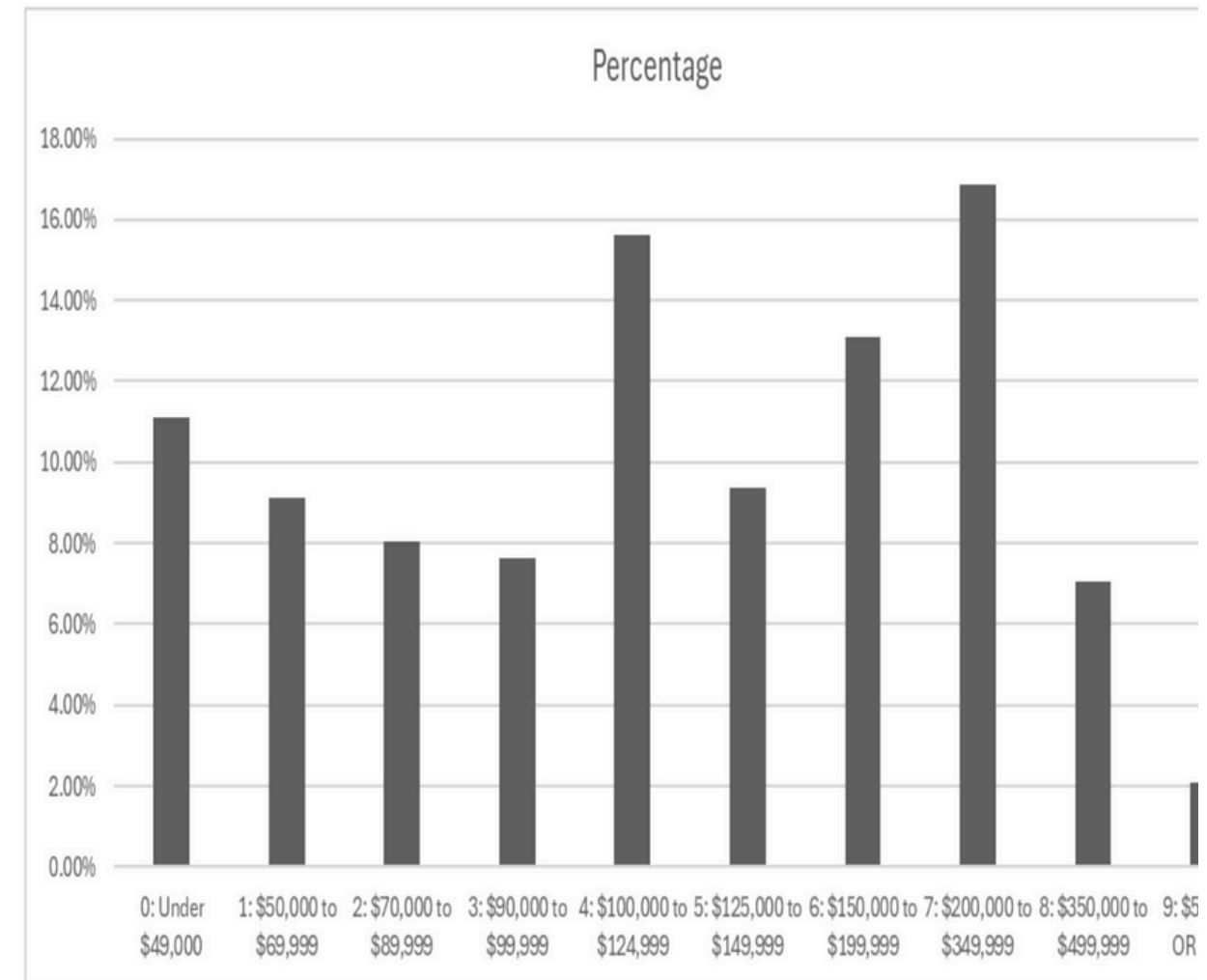


AUDIENCE

AGE



INCOME

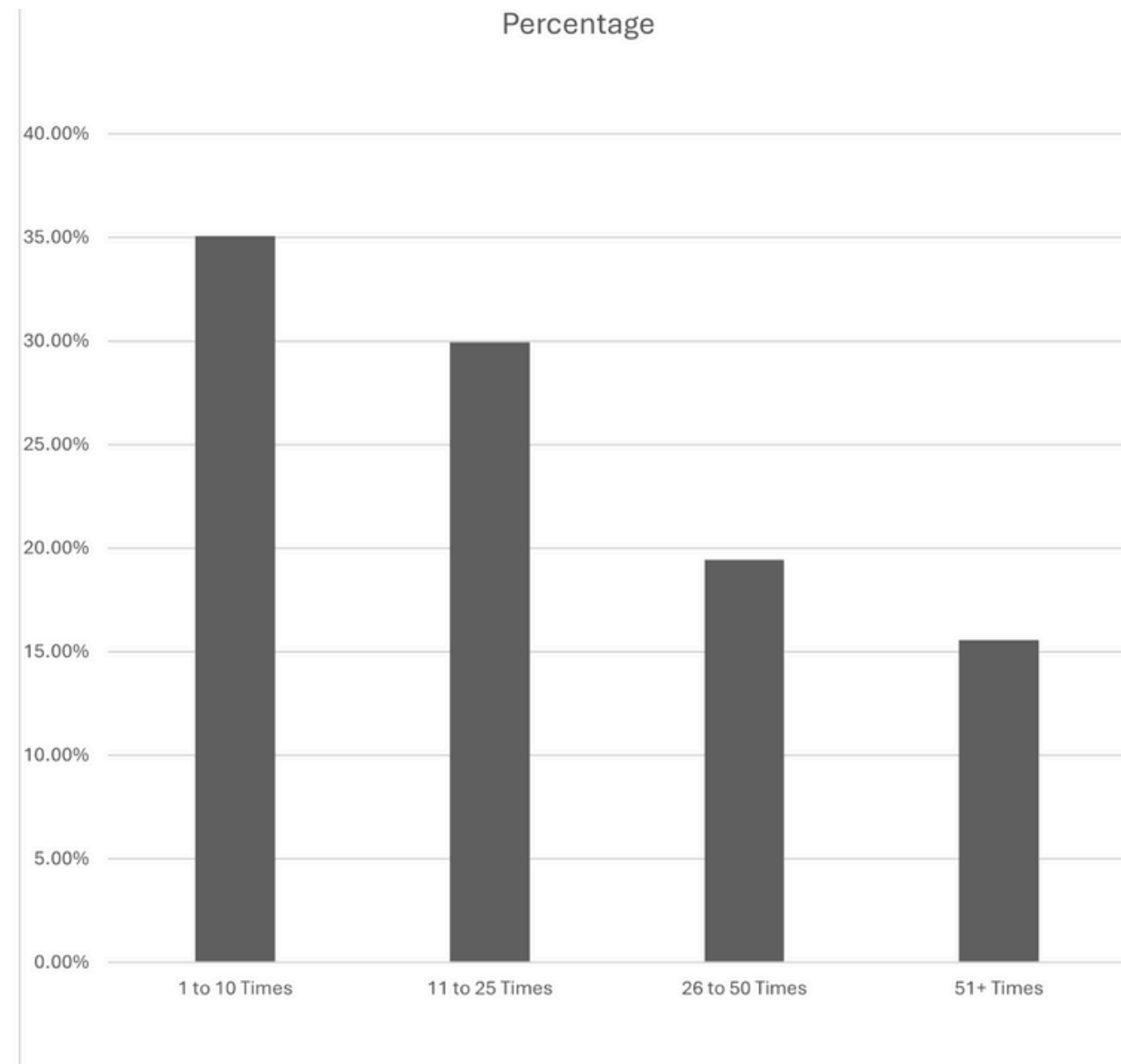


In 2024, we welcomed customers from all **50** states and **15** different countries.

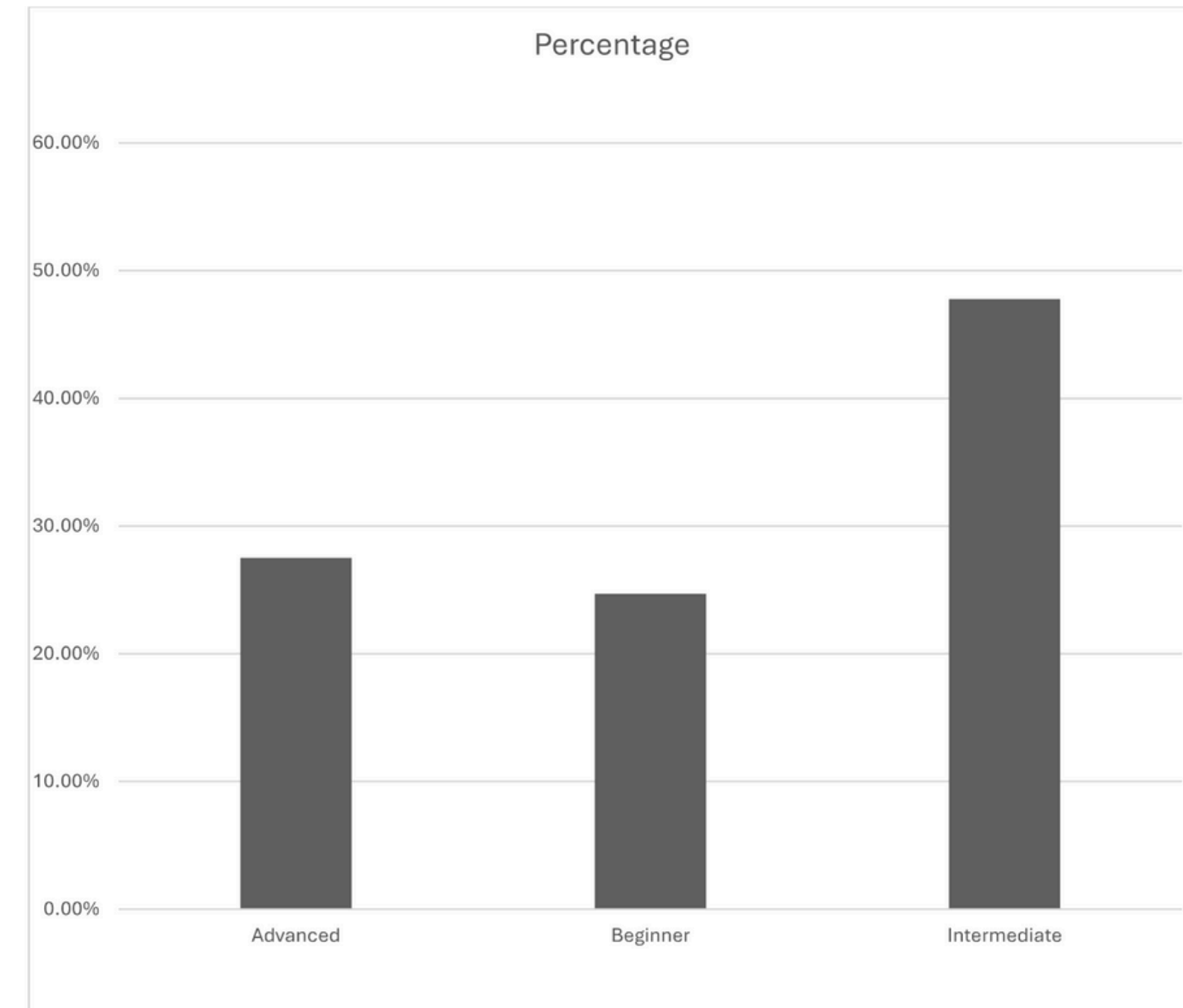


AUDIENCE

ANNUAL OUTINGS



YEARS FLY FISHING



STREAMLINED SHIPPING FOR EXHIBITORS

The Fly Fishing Show® is pleased to offer a more streamlined shipping solution for exhibitors participating in multiple shows. Paul Hess of Happy Rock Enterprises will once again provide vendor transportation services for the tour.

Happy Rock Enterprises, known for supporting major events like The New York Marathon and Race for The Cure, will ensure a smooth load-in and load-out for every exhibitor. Paul, a fly fisherman himself and part of our show staff, is dedicated to providing personalized service.

For transportation arrangements, contact Paul at 908-256-5282 or Paul@fishingrock.net.



HOW TO REACH US



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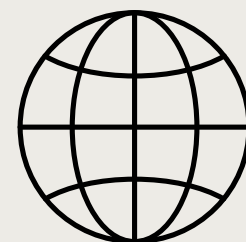
814-443-3638



For general questions info@flyfishingshow.com



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



www.flyfishingshow.com



THE FLY FISHING Show[®]

**MARLBOROUGH, MA:
JANUARY 17-19**

**EDISON, NJ:
JANUARY 24-26**

**ATLANTA, GA:
JANUARY 31-
FEBRUARY 2**

**BELLEVUE, WA:
FEBRUARY 15-16**

**DENVER, CO:
FEBRUARY 21-23**

**PLEASANTON, CA:
FEBRUARY 28-
MARCH 2**

**LANCASTER, PA:
MARCH 15-16**

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