

# Fly Fishing Show®

January 31 -February 2, 2025

Show Hours:

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



## Gas South Convention Center

(Formerly Infinite Energy Center)

6400 Sugarloaf Parkway

Duluth, GA 30097

770-813-7500

<https://www.gassouthdistrict.com/>

## NON-PROFIT SERVICE KIT

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

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



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**Dear Fly Fishing Show® Exhibitor,**

Thank you for choosing to exhibit at the 2025 Fly Fishing Show®, January 31 - February 2, 2025 at the Gas South Convention Center (Infinite Energy Center).

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.

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



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\*Decorator Attachment: (Exhibitor Service Manual)

Cherry Convention Services is our show decorator and provides services you may need during the show.

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

Please use this link for ordering electrical:

[https://www.gassouthdistrict.com/order\\_forms/detail/service-order-form](https://www.gassouthdistrict.com/order_forms/detail/service-order-form)



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**Set-up:**

**Thursday January 30th: 12:00noon – 11:00pm (NO Earlier than NOON)**  
**(If you are driving a vehicle inside the exhibit hall, this must be done**  
**12:00 Noon to 6:00 PM Thursday)**

**Friday January 31st: 7:00am - 10:00am**

**Tear-down:**

**Sunday February 2nd: 4:30pm-8:00pm**

**Flying:** Physical Address

**Hartsfield-Jackson Atlanta International Airport Address**

6000 North Terminal Parkway

Suite 4000

Atlanta, GA 30320

1-800-897-1910

Airport code: ATL

**Security:** You are responsible for your own property! There will be security at the facility during show hours and the facility will be locked and secured at night.

**Sales Tax:** Every person engaged in business in Georgia is required to register with the Department of Revenue and collect and remit the taxes due. Forms can be downloaded at <https://dor.georgia.gov/>

**Parking:**

[https://www.gassouthdistrict.com/plan-your-visit/parking\\_directions](https://www.gassouthdistrict.com/plan-your-visit/parking_directions)

## Host Hotels

**Embassy Suites Hotel**  
**2029 Satellite Road**  
**Duluth, GA 30097**  
**Phone: 770-622-6391/1-800-EMBASSY**

Rates are: \$197/night Single or Double

**Cut-off date is 1-8-25.** Mention the 2025 Fly Fishing Show® for group rate

[Click here for reservations](#) at Embassy Suites Hotel.

**\*\*\*EXHIBITOR DELIVERIES TO EMBASSY:** Arrangements for delivery of packages should be made through your sales contract. You must prepay all packages sent to the hotel. Packages for functions must be addressed to the attention of Sales and marked with the name and date of your arrival. Due to limited storage space, we request that shipment not arrive any earlier than two days prior to group's arrival.

## Alternative Hotels

**Holiday Inn**  
**Gwinnett Center**  
**6310 Sugarloaf Parkway**  
**Duluth, GA 30097**  
**770-476-2022/800-465-4329**

Rates: \$134.00 for Single or Double.

**Cut-off date is 12/30/24**

Please ask for Fly Fishing Show rates when calling for reservations. Code FFS

Online Booking Link: [Click here for reservations](#) at Holiday Inn

**The Westin Atlanta Gwinnett**  
**6450 Sugarloaf Parkway**  
**Duluth, Georgia 30097**

Rates: \$229.00 for Single or Double.

**Cut-off date is 12/29/24**

[Click here for reservations](#) at Westin

**You can also visit our Atlanta webpage for a direct booking link under the Directions and Lodging tab.**

<http://flyfishingshow.com/atlanta/>



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### **Fly Fishing Show® Volunteer Pass Policy**

In addition to your discounted space, the Fly Fishing Show® permits **5 hand stamps** per day for your volunteer helpers to enter the show. Once all of your **5** volunteers have been stamped, you are permitted to purchase extra price-reduced tickets for \$12 each per day for additional volunteers. If it is a three day show this means you have a total of **15** entrance hand stamps, but limited to **5** each day.

This policy has been working for everyone. Remember your booth is offered at a substantial discount and we often turn away exhibitors closer to the show date that want to rent your space, which is around \$1000 per booth. You are valuable to us and our sport for all your dedicated work and promotion. We need booth fees to pay for magazine ads, radio, TV, and brochures, but we also need you. Thanks for helping promote our sport and being an integral part of our show family.

Please remember that we provide your space, but you are responsible for the table and purchasing electric if you need it. Feel free to contact the office if you have any questions.

### **Show Requests**

Please refrain from retail sales. Raffles for volunteer funding are acceptable. If you are selling tickets for a raffle confine your sales to your space. Please, no hawking in the aisles and confronting customers must be done politely. Refrain from aggressive selling and you'll have better results. We don't want our customers to feel pitched. Your cooperation is appreciated. Even though we could sell your space, the work that your organization or club performs allows us to enjoy our sport. Without fishing water, there would be no Fly Fishing Show®.

Please do your best to promote the show in return for the booth. Let all your club members and friends know via newsletters, emails, websites and social media. Please e-mail or send us a copy of your newsletter where our show is mentioned. The better job everyone can do to promote the show, the better it helps us all have a successful show.

All other show rules and regulations for booth set up are located in our exhibitor kits, including equipment rental information.

Thank you,

The Fly Fishing Show®



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## Discounted Pre-Purchased Tickets

You may pre-purchase discounted tickets for your club or organization in blocks of 20 or more at a discounted rate of **\$12.00 each.**

**Please complete the form in its entirety.**

**Mail Tickets to:**

**Name:** \_\_\_\_\_

**Organization:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Number of tickets needed:** \_\_\_\_\_

**PAYMENT INFO:**

Enclose check payable to: **FLY FISHING SHOW®**

**Pay by Credit Card: Visa/MasterCard/Discover/American Express**

**Name on Card** \_\_\_\_\_

**#:** \_\_\_\_\_ **EXP DATE:** \_\_\_\_\_ / \_\_\_\_\_

**CSV** \_\_\_\_\_ **Billing Zip Code:** \_\_\_\_\_

**Signature** \_\_\_\_\_

**Please remit form to:**

**The Fly Fishing Show®, 531 N. Center Ave.; Suite 102, Somerset, PA 15501**

**Email: [amy@flyfishingshow.com](mailto:amy@flyfishingshow.com)**



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## 2025 Fly Fishing Show® Regulations

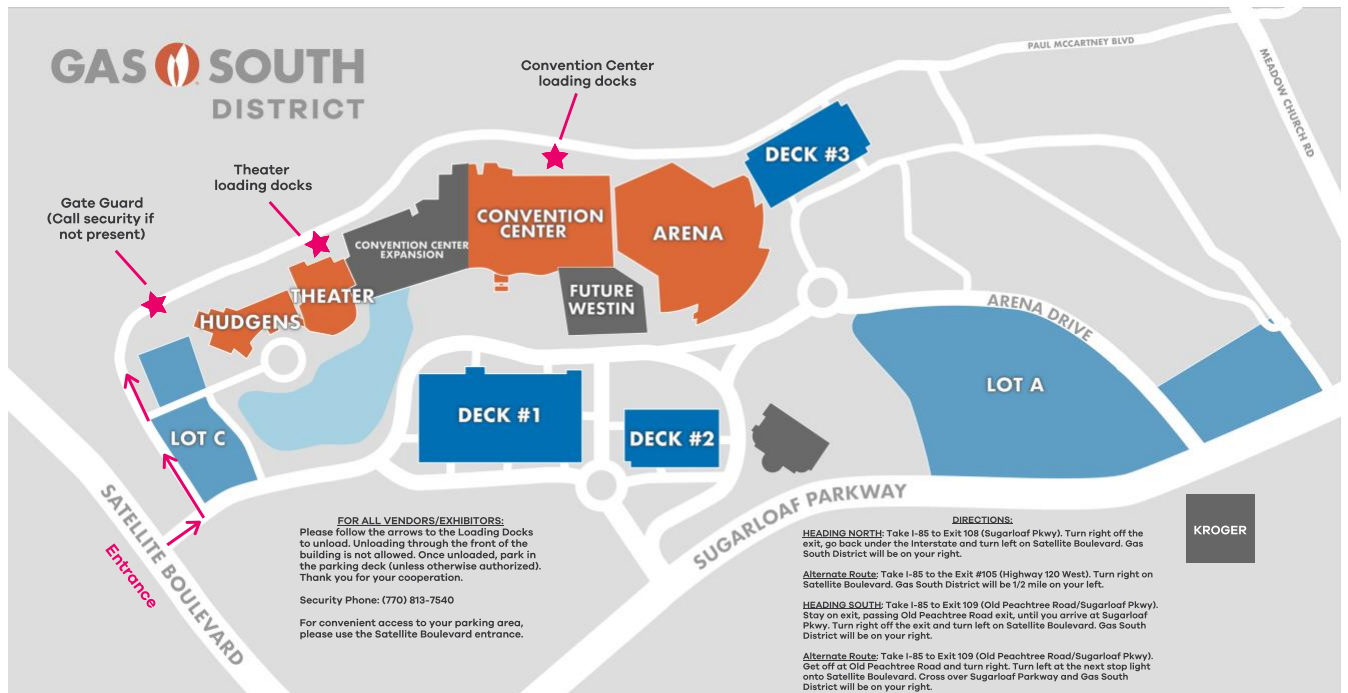
*These regulations are part of the contract*

- 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.*



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### Shipping & Receiving Procedures

Follow this procedure for all incoming and outgoing shipments to ensure the delivery and shipment of all Employees and Clients packages.

#### Incoming:

Packages shipped to Gas South District must have the proper address.

Gas South Convention Center  
Attn: Event Name/Contact Person  
6400 Sugarloaf Parkway  
Duluth, GA 30097

Packages are to be pick up from the Security/Shipping office. The log must be signed by the person on the delivery or someone with authorization to sign and pick-up delivery. Any shipment of 25 or more packages must be shrink-wrapped on a pallet. Advance shipments of packages are limited to 2 business days prior to your event.

#### Outgoing:

Packages to be sent from Gas South District must have the Outgoing Shipment form completely filled out and delivered to the Security/Shipping office along with the outgoing package(s). *The client is responsible for arranging pickup of their packages* by their shipping company whether public or private. All packages must have shipping labels or shipping information attached for their freight carrier.

#### Pick Up Location

Gas South Convention Center  
Security Office on Loading dock  
6400 Sugarloaf Pkwy  
Duluth, GA 30097

#### Shipping Company Phone Numbers

Fed Ex: 1-800-463-3339  
UPS: 1-800-742-5877  
Roadway: 1-800-249-9730  
DHL: 1-800-225-5345

### ATLANTA SALES TAX INFORMATION

#### **Are out-of-state sellers making sales at a convention or trade show in Georgia required to collect sales and use tax?**

Out-of-state sellers must collect tax on all sales of tangible personal property made at a convention or trade show in this state. Additionally, these sellers must collect the tax on all sales made as the result of orders taken at a convention or trade show attended in this state. O.C.G.A. § 48-8-2(8)(I)(iii). Tax should be remitted using the [Miscellaneous Sales Event form](#)

#### **Is sales and use tax registration required for out-of-state sellers making sales at a convention or trade show in Georgia?**

Sales and use tax registration is not required for out-of-state sellers engaged in convention and trade show activities in Georgia when

- convention and trade show activities are the seller's sole physical presence in Georgia;
- the seller – including any of the seller's representatives, agents, salespersons, canvassers, independent contractors, or solicitors – does not engage in convention and trade show activities in Georgia for more than 5 days during any 12 month period; and
- the seller did not derive more than \$100,000 of net income from convention and trade show activities in Georgia during the prior calendar year.

<https://dor.georgia.gov>



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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](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](#)



## 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.

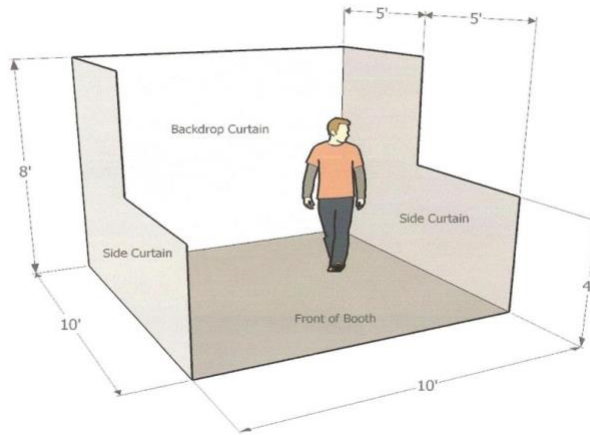
Happy Rock looks forward to providing personalized service to each and every vendor in the program. Our goal is an efficient load-in and load-out for everyone.

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)**



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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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## EXHIBITOR MEDIA KIT

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

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