THE Fly FISHING Show®

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MEDIA TOOLKIT 2026

THE FLY FISHING SHOW

Promote the 2026 Fly Fishing Shows with our exhibitor toolkit—designed to help you share the excitement and grow attendance. Thank you for being part of our success!

Join Our Local Show Communities

Stay connected all year with fellow exhibitors, attendees, and fly-fishing friends. Each Fly Fishing Show has its own Facebook Event where you can share updates, photos, and stories—and keep the energy going long after the weekend wraps up. Join the event for your city and be part of the conversation!

Marlborough, MA *Connect with New England anglers.*	**Join Event**
Edison, NJ *Network with Northeast fly tiers and pros.*	**Join Event**
Denver, CO *Meet the Rocky Mountain fly-fishing community.*	**Join Event**
Bellevue, WA *Share with Pacific Northwest fly fishers.*	**Join Event**
Pleasanton, CA Dive *into the West Coast fly-fishing scene.*	**Join Event**
Lancaster, PA Engage *with Mid-Atlantic enthusiasts*	**Join Event**

💡 Pro Tip for Exhibitors

- After joining, introduce yourself and your business!
- Share what products/services you'll be showcasing
- Post sneak peeks, demos, or product photos
- Invite followers to visit your booth during the show

2026 FLY FISHING SHOW — SOCIAL MEDIA POSTS & TWEETS

Want to help us spread the word? We've made it easy with ready-to-use social posts below. Ready to post? Below are pre-drafted captions for Facebook, Instagram, and Twitter — just replace the show city and dates where noted, hit post, and you're good to go!
Don't forget to tag @theflyfishingshow or invite us to collab on IG so we can share your post and keep the excitement flowing!

6 Weeks Out

Post #1 FB and IG:
The 2026 Fly Fishing Show is rolling into **[City Name], [Date–Date]**, and it's shaping up to be our biggest lineup yet.
From legendary casters and global guides to bamboo rod makers and gear that'll make your reel sing — it's not just a show, it's where the fly fishing world gathers to swap stories, test the impossible, and geek out over new tech.
Plan your weekend. Bring your crew. Leave inspired.
#flyfishingshow #flyfishingshow2026 #anglersunite

Post #1 Tweet/X:
Excited for the 2026 Fly Fishing Show in **[City Name]!** Join us **[Date–Date]** for new gear, pro demos, and good company on and off the water.
#flyfishingshow #flyfishingshow2026

3 Week Out

Post #2 FB and IG:
Some come for the gear.
Some come for the legends.
Everyone leaves with a story.
The Fly Fishing Show **[City Name], [Date–Date]**, and this year's mix of brands, artists, pros, and creators is unreal.
🎣 Learn a new cast, grab a limited-edition print, or finally ask your favorite guide that question you've been dying to ask.
Come for the trout dreams. Stay for the community that makes them real.
#flyfishingshow #flyfishingshow2026 #meetusatthepond

Post #2 Tweet/X:
Join us at the Fly Fishing Show in **[City Name] [Date–Date]** — where anglers meet, learn, and gear up for the season.
#flyfishingshow #flyfishingshow2026

2026 FLY FISHING SHOW — SOCIAL MEDIA POSTS & TWEETS

1 Week Out
Post #3 FB and IG:
The wait is almost over! The Fly Fishing Show – **[City Name] runs [Date–Date]**.
Hear from the biggest names in fly fishing, test the latest rods and lines, and join interactive casting demos and tying classes.
🎟️ Get your tickets online now and skip the line at the door!
#flyfishingshow #flyfishingshow2026 #flyfishingshowcommunity #flyfishinggear

Post #3 Tweet/X:
It's show week! Join us at the Fly Fishing Show **[City Name], [Date–Date],** for seminars, demos, and top-tier gear.
#flyfishingshow #flyfishingshow2026

💡 Social Media Tips:

- Use a carousel of photos to keep people swiping and spending more time on your post.
- Post Stories with countdown stickers to build excitement.
- Tag @theflyfishingshow and invite us to collaborate. This helps give us both exposure to new audiences.
- Use hashtags #flyfishingshow #flyfishingshow2026

MEDIA FILES

Click here for logo/state files/reels/stockphotos

Click here for YouTube video - highlights

As an exhibitor at The Fly Fishing Show, partnering with us on social media is a great way to boost your visibility and connect with our passionate community of anglers.
We give posting priority to exhibitors doing more events, participating in sponsorships or special programs like the Grand Door Prize or Exhibitor Plus. After those commitments are met, we'll feature additional exhibitors as space allows. Let's work together to amplify your brand and keep the excitement growing!

Please send content to emily@flyfishingshow.com or simply tag us @theflyfishingshow and we'll share!