Fly Fishing Show®

February 26-28, 2027

Show Hours:

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

Alameda County Fairgrounds

2005 Valley Avenue
Pleasanton, CA 94588
925-426-7600

www.alamedacountyfair.com

EXHIBITOR SERVICE KIT

February 26-28, 2027
Alameda County Fair
Pleasanton, CA

Dear Fly Fishing Show® Exhibitor,

Thank you for choosing to exhibit at the 2027 Fly Fishing Show®, February 26-28, 2027 at the Alameda County Fairgrounds.

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.

Exhibitor Staff Registration Procedures:
Exhibitors are allotted badges based on the number of booth spaces purchased. If you exceed your allotment of badges for staff or guests, you will need to purchase additional passes for $15/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 8:00am. Please go to Exhibitor Check-in, located near the front of the show when you arrive.

We ask that you please review all deadlines carefully as many of the services provided are time sensitive and offer discounts.

If you have any questions please call directly at 814-443-3638.

Sincerely,
The Fly Fishing Show

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Set-Up
Thursday, Feb. 25th - 9:00 am-9:00 pm
Friday, Feb. 26th - 8:00 am-10:00 am
Tear-Down:
Sunday, Feb. 28th - 4:30 pm-10:00 pm

- **No exhibitors permitted at Pleasanton facilities before 8:00am.**

Hotels:
Double Tree by Hilton Pleasanton at the Club, 7050 Johnson Dr., Pleasanton CA 94588.

Wednesday

Single/Double: $175.00 / Triple: $185.00 / Quad: $195.00

Thursday - Sunday

Single/Double: $149.00 / Triple: $159.00 / Quad: $169.00

Includes full American breakfast based on occupancy. Please update # of guests in rooms (by using the EDIT STAY button on the top banner to add # of guest and hit UPDATE Button. Children over 5 years old should be considered an adult so the rates will be updated automatically to include additional breakfasts. Children under 5 will eat free at the hotel with adult companion. This will help hotel staff to accurately forecast and prepare the volume of breakfast buffet and scheduling staff sufficiently.

Phone: 800-774-1500 **Use Code: Fly or FLY FISHING SHOW 2027** for discounted rate.
ONLINE BOOKING LINK:
Click here for reservations at the Double Tree by Hilton Pleasanton.
Cut-off date for special rate is 2/10/27

Double Tree will provide shuttle services for Fly Fishing Show guests who are staying with them during the show.
Shuttle services will Start on Wednesday February 24th through Sunday February 28th from 7:00AM to 7:00PM based on availability. Depending on the movie night schedule, they will provide shuttle service until 9:00PM for the movie night.
Shuttle service is running on an hourly basis and guests are required to sign up at the front office in advance on 1st come 1st served basis.

Flying
Oakland airport is 18 miles away; San Francisco is 35 miles away.

Sales Tax- All exhibitors who will make sales at the show need a California Seller's Permit. Please visit the California Department of Tax and Fee Administration website for your Business Tax and Fee needs. https://www.cdtfa.ca.gov

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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 TYPE or PRINT LEGIBLY**

Booth Name: _____

WORKER: _____

WORKER: _____

WORKER: _____

WORKER: _____

Please send your worker names to any of the following: email to 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 $15 each. They are non-refundable.

NUMBER OF EXTRA WORKER BADGES NEEDED: _____

PLEASE PROVIDE US WITH YOUR ADDITIONAL WORKER NAMES ABOVE.

Enclose check for $15 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 January 29, 2027
Badge requests turned in after this date cannot be guaranteed

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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 $15.00 each. Passes are non-refundable. Please click link below to order discounted exhibitor guest passes and receive your tickets via email or complete information below.

CLICK HERE FOR DISCOUNTED GUEST PASSES

NUMBER OF SHOW PASSES NEEDED: _____

Enclose check for $15 per pass, payable to: **FLY FISHING SHOW®**

Email this form to amy@flyfishingshow.com

Name as it appears on Credit Card: _____

Credit Card# Visa/MasterCard/Discover/AmEx: _____

EXP DATE: _____/_____ Security Code: _____ Billing Zip Code: _____

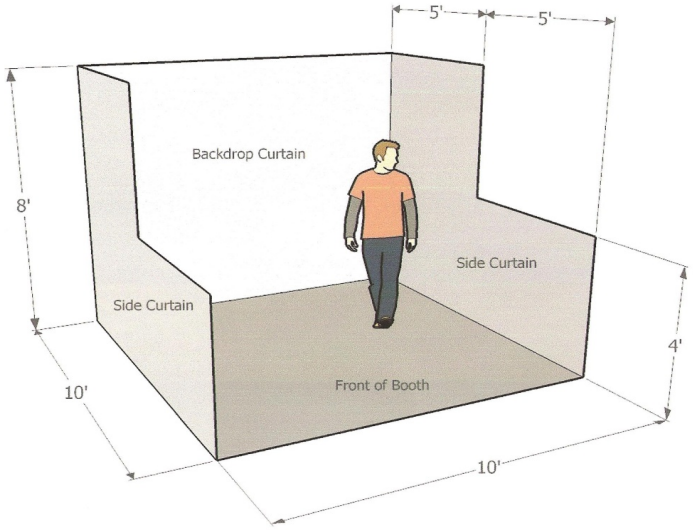
Signature: _____

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.

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2027 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 Booth back walls may not exceed eight feet in height, plus two feet for signs (Exhibitor must properly cover the backside of any such signs.)
- No partitions, frames or uprights over eight feet in height are allowed in exhibit space unless approved in writing by FFS Management.
- Exhibits must be ready and staffed 15 minutes before the show opens and be manned at all times until show closing.
- 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 **2027** 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, tacks or staples that are not pre-approved will not be permitted on walls or linens. Any unapproved use may result in damage charges. No damage of any nature may be done to any portion of the Exhibit Hall.
- 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. Any damage, theft or injury for early breakdown will be the responsibility of the exhibitor and will not be covered by event holder insurance. Additional fines of $250/30 minutes will be incurred.

The show management will not be held liable to the exhibitor, to his employee,s 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.

DOUBLETREE
BY HILTON™
PLEASANTON AT THE CLUB

February 26-28, 2027
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July 22, 2025

Dear Vendor and Exhibitor,

Thank you for choosing DoubleTree by Hilton Pleasanton as your overnight accommodation for Fly Fishing Show.

Effective as of August 1st, 2025, there will be a handling fee for the hotel to receive your material, and the fee will be charged to your hotel bill. No boxes will be accepted if recipients are not hotel registered guests.

For hotel registered guests, the first two boxes/packages received (not exceeding the dimension of 20”x20”x10”) will be complimentary, any additional boxes above two are subject to $10 per box and $150 per pallet shipment handling fee. Shipments should be scheduled for arrival no more than three (3) days prior to your arrival date.

Thank you for your continued support and consideration. Hope you have a successful time in Pleasanton and enjoy your stay with us.

Sincerely,

DoubleTree by Hilton Pleasanton

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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

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ALAMEDA COUNTY FAIRGROUNDS
PLEASANTON

February 12, 2019

Dear Guests:

Guest safety continues to be our number one priority at Alameda County Fairgrounds. During the 2018 Fair, we introduced new Department of Homeland Security-sanctioned measures as part of a comprehensive plan to ensure a safe and positive environment for guests at all times. We also developed an Emergency Action Plan (EAP) specifically for promoters to establish a standardized basis for response in the event of a crisis or emergency.

To further safeguard against any potential threats, events held at the Fairgrounds will also be required to comply with the following measures starting in 2019:

- Guest security searches may be required at gate entrances for some events and will include the use of metal detectors and/or hand-held wands, as well as the inspection of all bags (purses, tote bags, backpacks, diaper bags, insulated food bags, medical supplies, camera bags, binocular cases, empty plastic bottles, etc.)
- The list of prohibited items has been expanded and will be posted on alamedacountyfair.com.
    - Weapons of any kind including guns, knives, bats, clubs, or any item or sharp object that could be considered or used as a weapon
    - Illegal drugs, narcotics
    - Alcoholic beverages
    - Marijuana or cannabis products of any kind
    - Mace or Pepper Spray
    - Hard shell coolers, ice chests (made of plastic, metal, etc.)
    - Cans, glass, flasks, thermoses or any hard-sided containers
    - Tents

- Tables
- Large shade umbrellas (small umbrellas or parasols are fine)
- Cooking equipment of any kind
- Charcoal or flammable liquids
- Loose food or food contained in large, catering-style pans, trays, bowls, etc.
- Animals (registered service dogs only)
- Scooters, bicycles, skateboards, roller skates
- Drones
- Any item deemed by management to be dangerous, inappropriate or disruptive to other guests

- Permissible items per person include:
  - Pre-prepared or packaged food items (sandwiches, salads, etc., must be contained in a soft insulated or similar-type bag)
  - 1 soft-sided insulated bag or cooler (16"x16"x8" or smaller only)
  - 1 diaper bag
  - 1 folding chair
  - 1 blanket
  - Cigarette smoking is permitted in designated areas only (yellow smoking tents)

We believe these simple precautions will go a long way in preserving the integrity of the Fairgrounds for our guests, vendors and promoters. Please contact your event coordinator for specific security measures required at your event.

We thank you in advance for your cooperation and understanding and look forward to seeing you soon.

Sincerely,

Angel Moore
VP Business Development
amoore@alamedacountyfair.com

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Shipping to and from the exhibit center

Vendors can send shipments to the fairgrounds at maximum one (1) week prior to the first set-up day for your show. Anything that arrives earlier will be charged drayage fee. See link below under **Equipment & Service Orders.**

All deliveries must be clearly marked with the following info:
Fly Fishing Show, Company Name, On-site Contact person, Building A, Alameda County Fairgrounds, 4501 Pleasanton Ave. Pleasanton, CA 94566

Arrangements must be made in advance for after-show shipping. Please make sure crates and boxes are labeled properly. ACF cannot package or schedule pick-ups for vendors and they must contact the companies directly. Any orders not picked up after Monday will be charged drayage. All shipments must have a drayage form filled out and submitted to ACF.

Equipment & Service Orders - All the forms you need for ordering Equipment (furniture is under equipment) and Electric (Use Building A for the form), Forklift, Drayage and Internet can be found here: https://alamedacountyfair.com/event-services/

***All forms that are not electronic can be emailed to decorator@alamedacountyfair.com

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

Advanced Parking Passes – Please order parking passes in advance. This is a discounted rate at $13. Enter the Alameda County Fairgrounds off Valley Avenue in Pleasanton and enter Gate 8 or 12. The Fairgrounds only accepts debit or credit cards. To streamline entering the parking gates, pre-purchase parking and have your QR code ready to scan on your phone or printed.

*Please note that parking must be purchased per event day, per vehicle.

CLICK HERE FOR DISCOUNTED PARKING

Vendor Parking Link
*Please note that discounted vendor parking links will expire at 11:59pm Thursday day before event. Please purchase before the event day. Otherwise, exhibitors will be charged $15 at the gate. Vendors charged full price at the gate are not subject to a refund by ACF.

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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 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

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EXHIBITOR MEDIA KIT

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

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

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Outgoing Shipments from Vendor Shows

- The VENDOR must fill out a Drayage Handling Service Form with payment information.
    - Drayage will be charged if package is not picked up the day after the events end date.

- Verify weight of return drayage and calculate return charges.

- The VENDOR must contact the shipping company to schedule the pick-up.
    - Pick-up's must be scheduled between 8am – 4pm. Monday through Friday.

- The VENDOR is in charge of preparing, packaging, labeling and securing the shipment for pick up.

- Give Alameda County Fairgrounds completed form including shipping company and scheduled pick up date. Do not leave materials to be shipped without contacting Alameda County Fairgrounds directly.