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

NON-PROFIT SERVICE KIT

February 26-28, 2027
Alameda County Fairgrounds
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.

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

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

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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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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 $15 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.
CLICK HERE TO PURCHASE ADDITIONAL NP WORKER PASSES

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 is located in our exhibitor kits, including equipment rental information.

Thank you,

The Fly Fishing Show®

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

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 $15.00 each. Please click link below to order your discounted tickets and receive via email or complete information below.

CLICK HERE FOR DISCOUNTED TICKETS

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

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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 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.

DOUBLETREE
BY HILTON™
PLEASANTON AT THE CLUB

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

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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Alameda County Fairgrounds
Pleasanton, CA

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.

CLICL 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.

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

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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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.

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EXHIBITOR MEDIA KIT

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

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