Fly Fishing Show®

January 15-17, 2027

Show Hours:

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

Royal Plaza Trade Center

181 Boston Post Road West

Marlborough, MA 01752

888-543-9500

EXHIBITOR SERVICE KIT

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Royal Plaza Trade Center
Marlborough, MA

Dear Fly Fishing Show® Exhibitor,

Thank you for choosing to exhibit at the 2027 Fly Fishing Show®, held January 15-17, 2027 at the Royal Plaza Trade Center in Marlborough, MA.

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 will be allotted badges based on the number of booth spaces purchased. If you exceed your allotment of badges for staff, 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 are available for pick-up Thursday during set up time and Friday morning starting at 8:00 am. 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 pre-show discounts.

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

Sincerely,
The Fly Fishing Show

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4. Set-up/tear-down dates and times, host hotel, travel and tax information. Please note hotel cut-off date for discounted rate.
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*** Please see the separate attachment from our show decorator, Capital Conventions, to order furnishings, electricity and WiFi for your booth. Shipping information is also found here.

Page 12 – Table order form
Page 15 – Carpet order form
Page 27 – Electric, wireless internet, phone, water and drainage order form (Order from Royal Plaza Trade Center) The wireless TC wifi is open and complimentary to all with an access code. The Trade Center only charges for hardwired wifi lines.

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

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

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Set up: Thursday January 14th 10:00am-9:00pm (Service desk closes at 6:00pm)
Friday January 15th 8:00am-10:00am
Tear Down: Sunday January 17th 4:30pm-10:00pm

HOTEL

Best Western Royal Plaza
181 Boston Post Road West
Marlborough, MA 01752
1-800-780-7234

To make your reservations online please use link below or mention the Fly Fishing Show when calling for a special rate of $139.00 for a single or double, $149 for a triple and $159 quad.
Cut-off date for these special rates is December 14, 2026. You will **NOT be able to get the discounted rate after this date. Click here for reservations at Best Western Royal Plaza.

TRANSPORTATION

Boston Logan International (BOS) serves the area.
Ground transportation to Marlborough (40 miles from BOS):

Knights Limo offers shuttle service https://www.knightslimo.com/airport-shuttle-service or call 508-839-6252.

MASSACHUSETTS Sales Tax Rate is 6.25%
Commonwealth of Massachusetts, Department of Revenue Services, PO Box 7010, Boston, MA 02204 (617) 887-MDOR, Toll-free in Massachusetts 1-800-392-6089, www.mass.gov/dor
Are out-of-state vendors' responsibilities the same as in-state vendors' responsibilities? *Yes. Out-of-state vendors generally have the same responsibilities as Massachusetts's vendors.*
You will need to fill out form ST-1 Sales and Use Tax Registration. There is an online Application for Original Registration. You must have either your SS# or your EIN# to complete the process.

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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 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 $15.00 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 1, 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. They 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: _____

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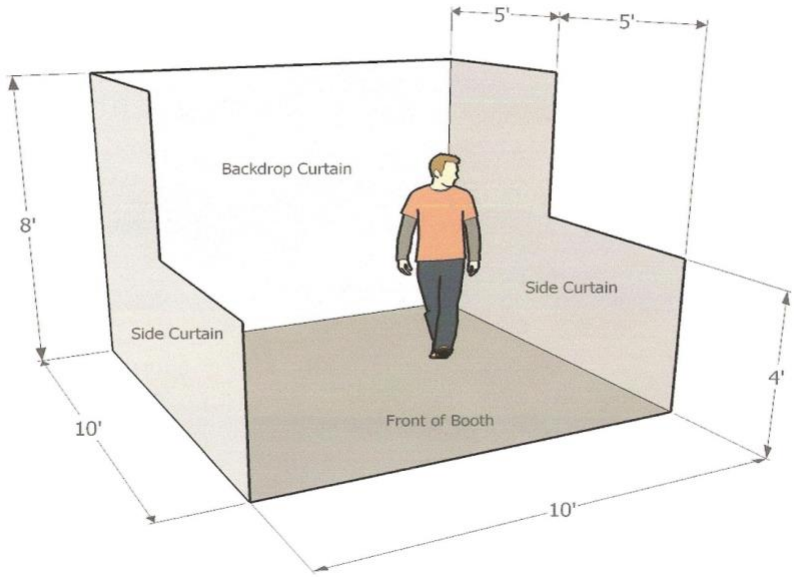

Each booth is a 10' x 10' space, with side curtains, curtain backdrop, and standard sign. Please observe the above guidelines to provide an unobstructed view and reasonable sightline from the aisle for each exhibitor.

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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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.

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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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/

VEHICLE AND ALCOHOL REGULATIONS

VEHICLES

A. All fuel tank openings shall be locked and sealed in an approved manner to prevent the escape of vapors. Fuel tanks shall be not more than three-quarters full nor less than one-eighth full.
B. At least one battery cable shall be removed from each set of batteries.
C. Fueling or defueling of vehicles shall be prohibited within the hall.
D. Vehicles shall not be moved during show hours.
E. Vehicles shall not be operated on any carpeted or tiled area of the exhibit hall at any time.

ALCOHOL

Coolers are not allowed in the exhibit hall. Coolers needed for the event must be inspected prior to entering by Royal Plaza Trade Center staff or security. Outside alcohol is strictly prohibited.