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

NON-PROFIT SERVICE KIT

January 15-17, 2027
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.

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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***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 form 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 18th 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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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 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 the show 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.

Find all other Show rules and regulations for booth set up 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 $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

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.

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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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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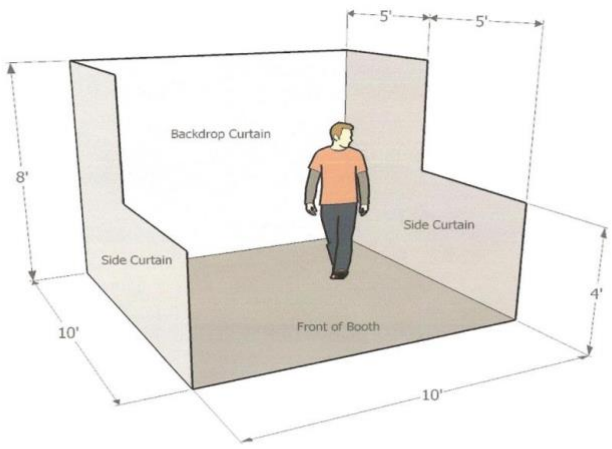

Each booth is a 10' x 10' space, with side curtains, curtain backdrop, and standard sign. Please observe the above guidelines to provide an unobstructed view and reasonable sightline from the aisle for each exhibitor.

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/

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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.