Fly Fishing Show®

January 22-24, 2027

Show Hours:

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

The New Jersey Convention & Exposition Center

97 Sunfield Avenue
Edison, NJ 08837
732.417.1400

www.njexpocenter.com

EXHIBITOR SERVICE KIT

January 22-24, 2027
The New Jersey Convention & Exposition Center
Edison, NJ

Dear Fly Fishing Show® Exhibitor,

Thank you for choosing to exhibit at the 2027 Fly Fishing Show®, held January 22-24, 2027 at the New Jersey Convention and Exposition Center.

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 Wednesday and Thursday during set-up time and Friday morning starting at 7am. 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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4. Set-up/tear-down dates and times, travel and tax information.
5. Host Hotels Please note hotel cut-off date for discounted rate.
6. Exhibitor Badge Request (Please note deadline)
7. Discounted Show Passes
8. Diagram of Your Booth
9. Show Regulations
10. General Expositions link to order furniture, carpet, freight service, etc. You do not need to provide General Expositions with a booth number. The Fly Fishing Show® will coordinate booth numbers with the decorator. (You may need to type the address into your web browser or use link at bottom of page.)
11. Alternative Shipping Information
12. New Jersey Convention & Exposition Center Rules and Vehicle Regulations
13. Exhibitor Plus
14. Exhibitor Media Link

*****Please use the following link to order services from the New Jersey Convention & Expo Center for booth cleaning, electrical, sound, lighting, video, rigging, internet & telephone service, etc.**
https://marketplace.njexpocenter.com
(All rigging orders need prior approval from show management.)

SET-UP

Wednesday, Jan. 20th 12:00pm- 8:00pm
Thursday, Jan. 21st 9:00am- 8:00pm
Friday, Jan. 22nd 7:00am- 9:00am
***We strongly recommend trucks and vehicles with trailers unload Wednesday afternoon while there is plenty of room to maneuver. The floor will be closed to all vehicles by 5:00pm Thursday.

TEAR DOWN

Sunday, Jan. 24th - 4:30-10:30pm
NO CARRYING OR CARTING OUT OF ANY PRODUCTS ALLOWED BEFORE 4:30PM FOR SECURITY CONTROL.

TRAVEL

Airports
The following airports serve the area and are within a 1.5 hour drive of the
The New Jersey Convention and Exposition Center:
Newark Liberty International Airport: 25 miles
Newark Liberty International Airport is the nearest airport. https://www.newarkairport.com
John F Kennedy International Airport: 43 miles
LaGuardia Airport: 49 miles

Ground Transportation
State Shuttle: Toll Free – 800-427-3207
ETS Airport Shuttle: Toll Free – 866-864-7433

Train
Metuchen Station is 4.5 miles from the exhibit center. Stations servicing this location include Penn Station, Newark Penn Station, and Trenton Transit Centers. Click here to make reservations through **Amtrak**. For additional ticket information, routes, schedules, and maps visit the **NJ Transit Website**.

Metuchen Taxi: 732-549-7777

SALES TAX

NEW JERSEY Sales Tax Rate is 6.625%
Phone calls are scheduled by appointment.
https://nj.gov/treasury/taxation/contact-office.shtml Whether you sell products from your own shop, at flea markets, craft shows, by mail or from your home, you are doing business in New Jersey and must comply with the State's tax laws. New Jersey law requires all vendors, even seasonal businesses, to register with the State for tax purposes at least 15 business days before starting business. To register, a ***Business Registration Application (Form NJ-REG)*** *must be filed. You will receive a* ***New Jersey Certificate of Authority (Form CA-1)*** *for sales tax if you have indicated on your application that you will collect sales tax or purchase materials for resale.*

WHERE TO STAY

Sheraton Edison Hotel Raritan Center
(732) 225-8300
125 Raritan Center Parkway, Edison, NJ 08837

Show rate is **$152/**night for a double bed or king standard
The **CUT-OFF for discount is 1/5/27**
ONLINE BOOKING LINK:
Click here for reservations at Sheraton Edison Hotel Raritan Center

Special breakfast rate of $22 for Fly Fishing Show attendees booked within the FFS group block. Hotel will provide vouchers.

Ask for the "**Fly Fishing Show – January 2027**" room block for discounted rate when calling.

You can also visit our New Jersey webpage for a direct booking link under the Directions and Lodging tab.
http://flyfishingshow.com/edison-nj/

ALL PARKING IS FREE AT OUR HOST HOTELS AND THE EXHIBIT CENTER

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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 bona fide 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 show passes 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 8, 2027
Badge requests turned in after this date cannot be guaranteed

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Edison, NJ

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 for $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?

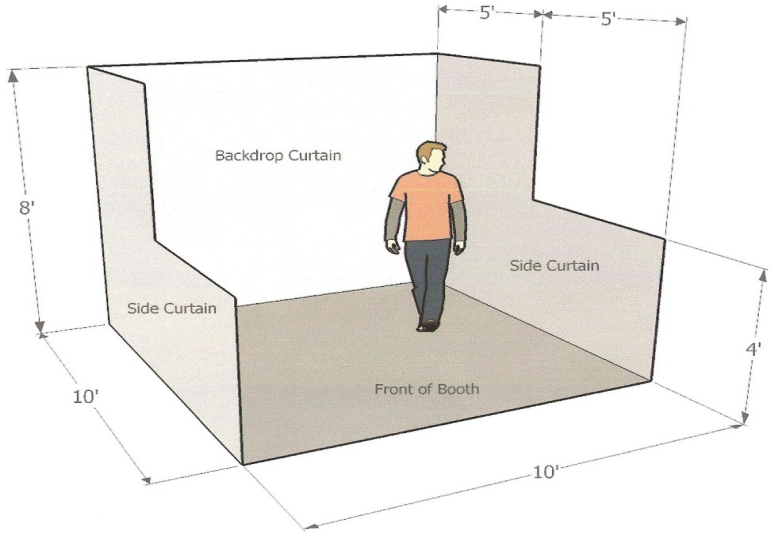
_____ MAIL TO: _____

_____

_____

_____ 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.

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.

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Exhibitor Instruction Letter
Advanced Discount Deadline Date: Wednesday, January 6, 2027

General Exposition Services
THE TRADE SHOW SERVICE CONTRACTORS

THE NEW JERSEY FLY FISHING SHOW
NEW JERSEY CONVENTION CENTER
JANUARY 22-24, 2027

Dear Exhibitor:

Welcome to the online exhibitor service kit for the upcoming **New Jersey Fly Fishing Show being held at the New Jersey Convention & Expo Center on January 22-24, 2027.**

This letter contains instructions on how to access the Online Exhibitor Kit. You may print it out for easier step by step viewing.

Online Exhibit Kit Instructions:

To access our ONLINE kit for the **New Jersey Fly Fishing Show** you have 2 options.

DIRECT LINK

https://www.generalexposition.com/online-servicekit.php (click to follow link)

MANUAL ENTRY

Please click the following link or copy and paste the link into your browser's window - www.generalexposition.com

Next, click on the Online Services button located in the upper right-hand corner of the Web page. This will take you to the log in page.

AT THE LOG IN PAGE - Enter the Exhibit Code: **NJFISH**

At the Sign In page, you will be prompted to sign in with an existing exhibitor account. If you do not have an account set up with General Exposition Services, you will be prompted to create one.

Now that you are signed in with the show, you can read through the important show information. Scroll down to the bottom of the screen to see the links for which services you wish to order, including carpet, furnishings, labor, etc.

For any additional custom forms you may need, please click on the appropriate links listed under "References".

As you place orders for your items, all furnishings and services will be placed in your shopping cart, and you will be prompted for payment information upon checkout.

We look forward to being of service to you. If you have any questions, please give us a call at 610-495-8866 option 1, mention the upcoming **New Jersey Fly Fishing Show,** and one of our Event Services Representatives will be happy to assist you.

https://www.generalexposition.com/online-servicekit.php

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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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NEW JERSEY CONVENTION & EXPOSITION CENTER RULES & REGULATIONS

In the interest of public safety, Licensor may modify any terms or conditions of the License Agreement or these Rules and Regulations and Licensee and all exhibitors shall comply with such modification.

1. Licensee shall comply with The Rules of the Fire Official provided by Licensor
   (An entire set of Rules are available upon request)
   - Exhibitors may use a 10X10 tent/canopy structure inside the NJ Expo Center
   - Electric will only be permitted under canopy/tents if one or more of the below:
     1) There is no material on the tent/canopy frame
     2) Structure is accompanied with Flame Retardance Certificate from the manufacture, to California Fire Code Compliance, National Fire Protection Code 701, or spray treated by a licensed company (i.e. Turning Star).
   - All tents/canopy using electric in them, must include a Fire Extinguisher
   - Any tent/canopy that is over 10X10 needs permission from the NJ Expo Center & a minimum of 72 hours before the show move in.
   - All Exit doors will have at least 10' clearance
   - All Floor plans must have the NJ Convention Center building columns visible
     - Each pole is 40' X 40' apart to the center of the pole; pols are 1'X1'
   - All aisles will be minimum of 10' wide or 12' with a column in the middle of the aisle.
   - All floor plans must be submitted to the expo 30 days before the move in date.
     - Any changes to the floor plan must be submitted to the expo as changes are created
     - Changes might not be approved within the 30-day deadline- based on Fire Inspector
     - All floor plans must have plans for lobby or conference center areas if they are being used
   - No open flames are permitted in NJ expo Center without written NJ Expo Center staff permission (including sternos)
     - Permission must be given 24 hours in advance of the move in of the show.
     - If permission is given a Fire Extinguisher must be present (1 Extinguisher per table)
   - All materials brought in to the building must be flameproof with certificates

   NJ Convention Center has an independent company that can spray most materials including canopies.

2. The Space shall not be used for sleeping or lodging purposes.

3. No cooking on site without Licensor's prior, express, written consent.
   - Vendors are responsible for filing all Health/Cooking Permits with Edison Township

4. All vehicles and/or material handling equipment supplied by or for Licensee for use in the Building shall be equipped with wheels which do not mark or mar the floor surface.

5. No vehicles or other equipment or displays which exceed the Hall floor load, shall be brought or placed On the Building Floor, wall and roof load limits shall not be exceeded.

6. Licensee and its exhibitors shall promptly and courteously comply with the directions of any Manager on Duty or security personnel employed or used by Licensor or local authorities.

7. No advertisements, signs, handbills, or other visual media devices shall be placed outside of or attached to the exterior of the Building without Licensor's prior, express, written consent. In particular, no handbill or the like shall be placed on the windshields of any cars, wherever located within Raritan Center, before, during or after any Event. In addition to flyers, charitable solicitation is prohibited. No posters are to be taped/glued to any walls.

8. Adhesive badges are prohibited. All identification badges shall be of a nature that they do not adhere to floor, wall or other surfaces of the Hall and surrounding areas. Tagging is not permitted.

9. Licensee shall arrange and pay for any emergency and/or medical services and attendants necessary or desirable for the Event.

10. Admission of the public to the Event shall only be allowed through designated entrance and corridors

11. Animals shall not be allowed in the Hall except with Licensor's prior, express, written consent., or service animals

12. Licensee, their attendees or exhibitors shall not obstruct or interfere with other tenants, occupants and users of and/or visitors to the building wherein the Hall is located.

13. Gambling is prohibited

*****Vehicles must have battery disconnected, gas cap taped shut & only a quarter tank of fuel.**

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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/