Fly Fishing Show®

January 9 & 10, 2027

Show Hours:

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

The Classic Center

300 N Thomas Street
Athens, GA 30601
706-208-0900

https://www.classiccenter.com/

EXHIBITOR SERVICE KIT

January 9 & 10, 2027
The Classic Center
Athens, GA

Dear Fly Fishing Show® Exhibitor,

Thank you for choosing to exhibit at the 2027 Fly Fishing Show®, January 9 & 10, 2027 at the Classic 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, you will need to purchase additional badges 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 7:00am. 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 pre-show discounts.

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

Sincerely,
The Fly Fishing Show

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

Set-up:
Friday January 8th: 11:00am – 11:00pm
Saturday January 9th: 7:00am - 9:00am

Tear-down:
Sunday January 9th: 4:30pm-11:00pm

Flying: Physical Address:

Hartsfield-Jackson Atlanta International Airport Address
6000 North Terminal Parkway
Suite 4000
Atlanta, GA 30320
1-800-897-1910
Airport code: ATL

Athens-Ben Epps Airport
1010 Ben Epps Dr, Athens, GA 30605
Phone: 706-613-3420

Sales Tax: Every person engaged in business in Georgia is required to register with the Department of Revenue and collect and remit the taxes due. Forms can be downloaded at https://dor.georgia.gov/

Host Hotel

Hyatt Place Athens/Downtown
412 North Thomas Street
Athens, GA 30601
Phone: 706-425-1800

Rates are: $185/night Single or Double
Cut-off date is 12-8-26. Group Code G-J268
Free Breakfast

Click Here for Reservations at Hyatt Place.

Alternative Hotel:

Holiday Inn Express Athens-University Area
513 West Broad Street
Athens, Georgia 30601
Phone: 888-465-4329

Rates are: $164/night Single or Double
Request the special Fly Fishing Show rate when calling.
The cut off is Tuesday, December 8, 2026

Click Here for Reservations at Holiday Inn.

You can also visit our Georgia webpage for a direct booking link under the Directions and Lodging tab.
http://flyfishingshow.com/atlanta/

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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: December 26, 2026
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 your discounted exhibitor guest passes and receive 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: _____

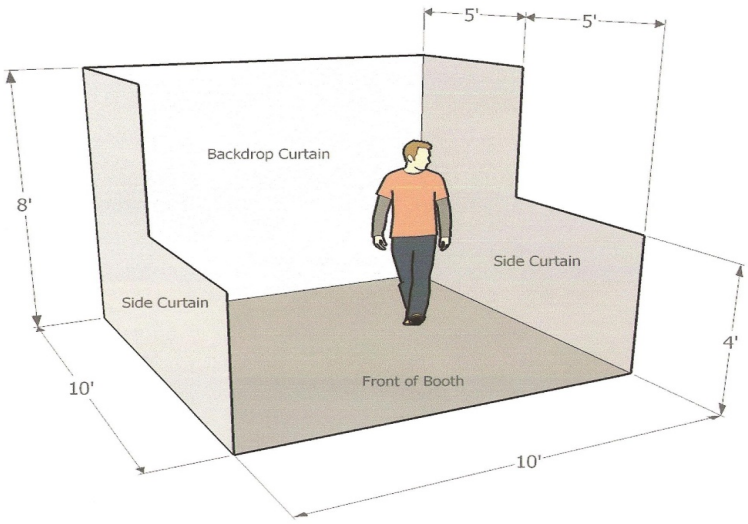
Signature: _____

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 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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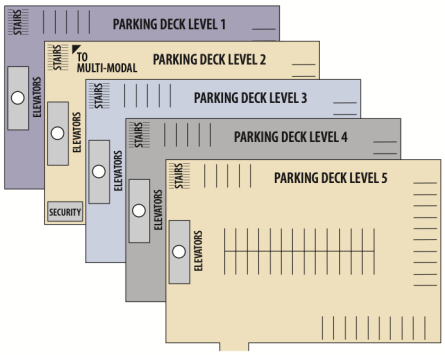
THE CLASSIC CENTER Facility Map



Site Map Legend

- Information Center
- Restrooms
- Vending
- Automated External Defibrillators (AED)
- Infant Care Room Presented by ST. MARY'S

300 North Thomas Street Building - Upper Level
Theatre Lobby
Ticket Office & Administration
Parking Deck Level 5
Loading Dock 1

300 North Thomas Street Building - Lower Level
Theatre-Orchestra Level
Parking Deck Level 2
Loading Dock 2 & 4
Multi-Modal Transit Center

130 Foundry Building Lower Level
Parking Deck Level 1
Loading Dock 3

Akins Ford Arena

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USE THIS LINK TO REGISTER

Horizon Expo Solutions is pleased to have been selected as your Official Service Contractor. To ensure that your show participation is successful please see the information below.

The exhibitor link contains information and order forms on the wide variety of services offered. Be sure to login promptly to take advantage of discount pricing. You may receive discounts of up to 30% on many decorating items and services on orders placed by the discount deadline dates. Please see the Event Home tab for deadline dates. Use this link to register https://horizonexposolutions.boomerecommerce.com/home/33/EventHome

It is our mission to provide you with a seamless planning process, and to be a reliable information resource that will result in a successful event. Our Customer Services department is available to assist you with all of your needs, including any questions you may have prior to, during, and post show. You may reach us at 501-652-0730 during the hours of 6:00 am - 6:00 pm (PST) Monday through Friday, or email customerservice@horizonexposolutions.com You can also visit our Exhibitor Services Desk at show site.

We look forward to assisting you!

Sincerely,

Horizon Expo Solutions

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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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GEORGIA SALES TAX INFORMATION

Are out-of-state sellers making sales at a convention or trade show in Georgia required to collect sales and use tax?

Out-of-state sellers must collect tax on all sales of tangible personal property made at a convention or trade show in this state. Additionally, these sellers must collect the tax on all sales made as the result of orders taken at a convention or trade show attended in this state. O.C.G.A. § 48-8-2(8)(I)(iii). Tax should be remitted using the Miscellaneous Sales Event form

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Is sales and use tax registration required for out-of-state sellers making sales at a convention or trade show in Georgia?

Sales and use tax registration is not required for out-of-state sellers engaged in convention and trade show activities in Georgia when

- convention and trade show activities are the seller's sole physical presence in Georgia;
- the seller – including any of the seller's representatives, agents, salespersons, canvassers, independent contractors, or solicitors – does not engage in convention and trade show activities in Georgia for more than 5 days during any 12 month period; and
- the seller did not derive more than $100,000 of net income from convention and trade show activities in Georgia during the prior calendar year.

https://dor.georgia.gov

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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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To order electricity or Dedicated Wifi, please contact our Event Services Coordinator Mackenzie Laws. She will be the point of contact for vendor orders. Her email is EventServices@ClassicCenter.com or you can call 706-357-4464

* The Fly Fishing Show is providing a basic open wifi network. Wi-Fi networks are 200Mb bandwidth, open authentication with WPA2 encryption. Dedicated or high bandwidth networks are available for purchase in below link.

CLICK HERE TO REVIEW EXHIBITOR RULES & REGULATIONS

*No covered structures such as tents, roofs, or overhead coverings are allowed on any display in a building equipped with fire sprinklers without prior approval of the Fire Marshall.