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/

NON-PROFIT 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.

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

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

Contents:

Page #

4. Set-up/Tear-down Dates and Times, Travel & Tax Information.
5. Host Hotels. Please note hotel cut-off date for discounted rate
6. Volunteer Pass Policy
7. Discounted Ticket Order Form
8. Show Regulation
9. Classic Center Map
10. Show Decorator Horizon Expo Solutions (Furnishings & Shipping) (Please use blue link at top of page.) Please use contact info on page 10 for any ordering issues.
11. Atlanta Sales Tax Information
12. Exhibitor Plus
13. Alternative Shipping Information
14. Diagram of Your Booth
15. Exhibitor Media Link
16. Classic Center General Information: Utilities, Tech (wifi), Catering, Staffing & Parking Information

*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/

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

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

Thank you,

The Fly Fishing Show®

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

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

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

2027 Fly Fishing Show® Regulations

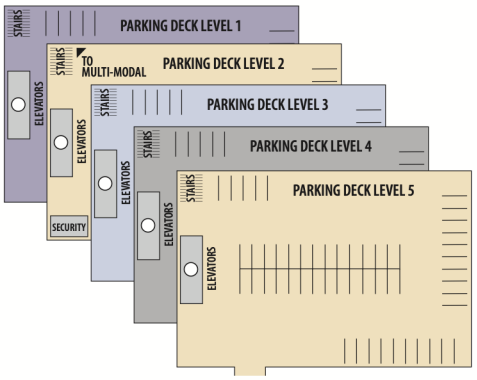
These regulations are part of the contract

- 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.

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

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

USE THIS LINK TO REGISTER

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

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

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

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

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

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:

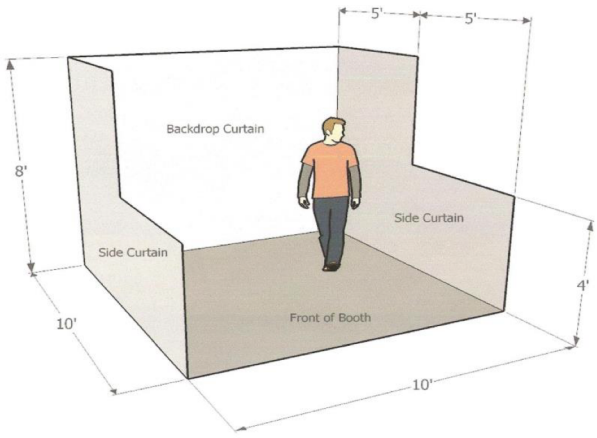
We are pleased to announce that **Paul Hess of Happy Rock Enterprises** will once again be providing vendor transportation for The Fly Fishing Show® tour this year. Happy Rock Enterprises specializes in providing equipment and technical support for all types of events including running events, cycling 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

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



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.

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

EXHIBITOR MEDIA KIT

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

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

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

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.