



Reel Business Opportunities

SEPTEMBER 10-12, 2009

COLORADO CONVENTION CENTER • DENVER, COLORADO

FlyFishing Retailer brings together a community of enthusiasts for three days of sharing business intelligence, discovering the latest in business technology, discussing best practices among industry peers, and solidifying key relationships in person all in one place, at one time.

EXHIBITING BENEFITS

- **Demonstrate** new products to buyers and key media professionals
- **Compete** in the outdoor marketplace
- **Advance** the sales process
 - Write Orders
 - Dial in pre-seasons
 - Reinforce commitments
 - Solidify partnerships
- **Create** new and consistent alliances
- **Contribute** insight and help shape the marketplace
- **Learn** about advances in technology and products
- **Network** with senior level decision makers
- **Accomplish** valuable business in 3 days
- **Experience** growth by exhibiting at the show
- **Celebrate** the community of the outdoor industry
- **Establish** the right trajectory for your brand for 2010
- **Promote** advances in technology, safety and innovation



SPECIAL EVENTS:

- 1st Night Industry Party
- AFFTA Industry Breakfast
- AFFTA Summit VII
- AFFTA Fly Shop University / Business Seminars
- AFFTA Industry Roundtable
- AFFTA Exhibitor Booth Awards
- New Product Showcase
- 2 World-Class Casting Ponds
- Spey Casting Pond
- Ka-ching/Gear of the Year Awards



AFFTA EXHIBITOR BOOTH AWARDS



AFFTA and FlyFishing Retailer will produce and underwrite a contest for Best Booth Display and Presentation at the show this September. Designed to stimulate creativity, merchandising prowess and show buzz, there will be two categories based on booth size, and two sets of prizes awarded at the completion of the show. Exhibitors submit your exhibit space contract to automatically enter your company in the 2009 AFFTA Exhibitor Booth Awards.

DISCOVER REEL BUSINESS OPPORTUNITIES WITH FLYFISHING RETAILER!

- Lead Generation
- Order Writing
- Product Presentations
- Pipeline Development
- Branding Awareness
- PR & Publicity Opportunities



FLYFISHING RETAILER 2009 SEPTEMBER DATES

THURSDAY, SEPTEMBER 10 9:00 a.m. – 6:00 p.m.

FRIDAY, SEPTEMBER 11 9:00 a.m. – 6:00 p.m.

SATURDAY, SEPTEMBER 12 9:00 a.m. – 4:00 p.m.

Join us this September at FlyFishing Retailer 2009 – Send in your contract today! Visit www.flyfishingretailer.com for more details.

2009 Sponsorship Opportunities

SPONSORSHIPS ARE TRAFFIC BUILDERS

INCREASE YOUR BRAND'S EXPOSURE AND VISIBILITY AT FLYFISHING RETAILER WITH PROMOTIONAL OPPORTUNITIES — Sponsorships are the best way to reinforce your brand to buyers before, during and after the show.

A multitude of creative sponsorships are available. Take a look at the options or come up with one of your own. We're happy to create a custom opportunity for you.

RESIDUAL VALUE SPONSORSHIPS

Providing a sponsorship item that retail attendees can take home after the show is beneficial on many levels. These sponsorships have established themselves as collector's items – they have value during the show and long after – a powerful branding tool.

Coffee Mugs

What is almost as important as having a successful tradeshow? Caffeine. You know you're going to need it and so will all the retailers. Providing a keepsake thermal mug has proven to be a sought after promotional item at FlyFishing Retailer. Your exposure will continue long after the show is over.

Official Expo T-Shirt

Every retail attendee wants an Annual Collectors T-Shirt. Distribute your company logo and brand to all industry retailers who attend FlyFishing Retailer. Your logo and brand will be recognized on these shirts, long after the show is over.

Show Hats

Fly fishing retailers are also fly fishing enthusiasts. What better way to market your brand to a core audience? Have your logo and marketing message on the Show Hat they will take with them on their fishing trips throughout the year!



Official Show Keepsake Exclusive Items

Retailers love to receive keepsakes from the show. What better way to market your brand to a core audience? They will need a quality bag to carry everything around the show floor, a T-Shirt to wear all year long, a Pen to write orders at your booth. FlyFishing Retailers are also outdoor recreation enthusiasts. Have your logo and marketing message on Sports Bottles, Socks and Apparel they will take with them on their adventures throughout the year! Providing Official Show keepsakes is one of the best methods of having your brand be in the hands of retailers during the show and after.

Show T-Shirt Exclusive

Show Hat Exclusive

Show Sports Bottle Exclusive

Show Bag Exclusive

Show Sock Exclusive

Show Pen Exclusive

Staff Apparel Exclusive

Swag Table Product

BRAND BUILDING SPONSORSHIPS

Want all attendees staring at your brand message? Placement of your sponsorship branding effort is critical. The following sponsorships assist in creating a branding boost — strengthening the recognition of your brand to all attendees.

Bannerboards

Lead buyers to your booth with Bannerboards! Your Bannerboard will be hung on the inside railing bordering the Casting Ponds on the Expo Floor. Bannerboard locations are assigned on a first-come, first-served basis, so reserve your Bannerboard today!

Underwater Banners

The Casting Ponds are centrally located on the Expo Floor and are definitely where the fly casting action is. Have your message be the focus in the center of the pond and lead buyers back to your booth.

Product Display Cases

Create an immediate impression with your latest products featured in high traffic areas. The cases come with lighting so you can be as creative as you want with the display. Limited quantities available to insure your product stands out to all retail attendees.

Hanging Aisle Banners

Hanging Aisle Banners located at the main cross aisles are eye catchers for all retail buyers cruising the floor, giving your brand high visibility throughout the show.

Badge Mailing Sheet Insert – Limited to 3 inserts

Have the undivided attention of retailers before they leave for the show. Promote a show special, or invite retailers to your booth with a Badge Mailing Insert. This is a cost-effective way to reach the key retailers in the industry leading up to the show with your branded message. You can grab their interest before they arrive at the show.

Badge Holder Inserts

Insert your company's business card or custom collateral piece inside each attendee's badge holder. Promote a show special, new product, special program and an incentive to visit your booth.

Badge Lanyards

This opportunity puts your company name and logo around the neck of every retail attendee. Lanyards are a creative way to be seen continuously throughout the show.



(Brand Building Sponsorships continued on the next page)

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2009 Sponsorship Opportunities

BRAND BUILDING SPONSORSHIPS

Badge Advertising

Registered attendees receive their badge in the mail with important show information prior to the show. Be the exclusive sponsor and advertise your new products, show specials and booth location on the most important piece of show collateral that they will bring with them to the show.

Attendee Pre-show Badge Exclusive

All On-site Badge Exclusive



Main Hall Entryway Carpet Inlay

Want retail buyers to see your brand and booth location as they enter the Main Hall? They will if you purchase the Entryway Carpet, which will be placed at the entryway to the Main Hall. Carpet will be printed with your logo and booth number.

Spey Café Table Tent Cards

The tables around the Spey Café will feature your exclusive tent cards promoting your brand, logo, message and new products.

SERVICE SPONSORSHIPS

Concession / Beer Cups

Cups will be handed out at all concession stands throughout the Expo. Your brand will be carried by all attendees as they walk the show, providing a mobile message visible to thousands each day.

Retail Education & Business Seminars

Bring your own topic to the forefront at the show, as a service to the industry, and your business. Utilize our marketing reach to drive a qualified and captive audience to your event.

Spey Café Table Tent Cards

The tables around the Spey Café will feature your exclusive tent cards promoting your brand, logo, message and new products.



Floorplan Stations

Retailers use the Floorplan Stations to pick up a floorplan and to get a quick glance of where they are and where their next appointment is. Grabbing a retailer's attention is tricky, so getting them to stare at your brand on every strategically placed station is brilliant!

Hotel Room Key Cards

Whose company name, brand, logo, booth number and message will be in every single pocket of all show attendees? Yours! Every show attendee looks at their Hotel Key Card numerous times a day, every day. Big results can come from small packages.

Press Room / Media Center Exclusive

Present your brand as the center of the outdoor industry leading up to, during and after the show as presenting sponsor of the FlyFishing Retailer Press Room / Media Center. Be a part of the broadcasts, interviews and events that will be happening throughout the show. Draw attention to an audience that can increase your exposure exponentially – the media! Host media representatives covering events in the Press Room where exhibitors distribute product information and news. Your logo, banners, booth promotion and media kits will be prominently displayed in the Press Room.



Floor Graphic / Carpet Logos

Your brand, booth number and company logo will be on the walkways of the show floor, reinforcing your presence not just in your booth, but throughout the show. Call your Account Executive for multi-logo pricing.

Online Registration Sponsor Exclusive

Promote your brand front and center to the retailers that register to attend at flyfishingretailer.com, or choose to target exhibiting companies as they register. Your banner ad will be prominently featured on each page of the online registration system and on PDF registration forms for download.

Opening Night Industry Party

Calling all party people! FlyFishing Retailer attendees carefully balance their work and party schedules. Be the party hero and buy retailers a beer. Enjoy beer, food and great music after the first day of the show with colleagues and friends. Have your logo be included in all FlyFishing Retailer marketing communications. Additional party sponsorships are available.



Cyber Café

'Where can I access the internet?' is a question you will hear often at a trade show, as buyers need to continue to conduct business from the Expo floor. Sponsoring the Cyber Café provides numerous branding opportunities with screen savers, mouse pads, banners, paper, pens and more all carrying your logo and message.

2009 Sponsorship Opportunities

SPONSORSHIPS	PRICE
ATTENDEE PRE-SHOW BADGE EXCLUSIVE	\$1,000
BADGE ADVERTISING	\$1,000
BADGE HOLDER INSERTS	\$500
BADGE LANYARDS.....	\$1,500
BADGE MAILING INSERT	\$1,000
BANNERBOARD	\$1,000
BATHROOM SPONSOR EXCLUSIVE	\$2,500
COFFEE MUGS	\$1,500
CONCESSION / BEER CUPS	\$2,000
CUSTOM DISPLAY AREA	\$1,250
CYBER CAFÉ	\$1,500
eNEWSLETTER	\$1,000
FLOOR GRAPHIC / CARPET LOGOS	\$500
FLOORPLAN STATIONS	\$1,500
HANGING AISLE BANNERS EXCLUSIVE	\$2,000
HOTEL ROOM KEY CARDS.....	\$1,500
MAIN HALL CARPET INLAY	\$2,500
MANNEQUIN DISPLAY	\$500
METERBOARD	\$1,500
OFFICIAL EXPO T-SHIRT.....	\$1,500
ONLINE REGISTRATION SPONSOR EXCLUSIVE	\$2,500
OPENING NIGHT INDUSTRY PARTY EXCLUSIVE	\$7,500
OPENING NIGHT INDUSTRY PARTY CO-SPONSOR.....	\$2,500
PRESS ROOM / MEDIA CENTER.....	\$2,000
PRODUCT DISPLAY CASE	\$1,000
RETAIL EDUCATION & BUSINESS SEMINARS	\$1,000

SPONSORSHIPS	PRICE
SHOW BAG.....	\$2,500
SHOW HAT EXCLUSIVE.....	\$1,500
SHOW PEN EXCLUSIVE	\$1,500
SHOW SOCK	\$1,500
SHOW SPORTS BOTTLE	\$1,500
SPEY CAFÉ TENT CARDS	\$1,000
STAFF APPAREL EXCLUSIVE	\$1,500
SWAG GIVEAWAY	\$500
UNDERWATER BANNERS	\$2,500
VEHICLE PLACEMENT	\$6,000

TOTALREACH™ OPPORTUNITIES

TOTALREACH™ BASE	\$1,000
TOTALREACH™ MARKET LEADER.....	\$3,100
TOTALREACH™ NEW EXHIBITOR PROGRAM	\$600
TOTALREACH™ PLUS	\$2,250

WEBSITE OPPORTUNITIES



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