

# *Kelly Creek Flycasters*

PO Box 2131, Lewiston, Idaho 83501

January, 2012

## **Re: Sponsor/Exhibitor Packet for North Idaho Fly Fishing Expo, March 23-24, 2012**

---

Dear Potential Sponsor or Exhibitor,

Attached please find a copy of our 2012 North Idaho Fly Fishing Expo package for Sponsors and Exhibitors. We are pleased to invite you to participate in this event at any level you choose.

Kelly Creek Flycasters is a Federation of Fly Fishers affiliated club located in Lewiston, Idaho, and we conduct our Expo annually in the Lewiston-Clarkston valley. This year we have selected the Red Lion Lewiston as the venue for our Expo. The Red Lion offers excellent conference facilities, meeting rooms, parking, vendor support and ample outdoor areas for our practical training classes.

Our annual Expo is Fly Fishing oriented and, as such, we would request that Exhibitors and Sponsors maintain a level of 80% fly fishing oriented gear in their booths and the outdoor display area. We will have space available outside the Exhibit Hall to display drift boats, canoes, kayaks, flotation devices and other large items. Our attendees are always interested in fly rods, fly reels, vests, waders, boots, rain gear, fly tying, flies, hooks, guide services, flotation devices, clothing and sundry fly fishing related items. This is an excellent opportunity to attract new clients and make new friends.

Our Expo is scheduled for March 23-23, 2012. It promises to be full of activities, seminars, exhibitions and fun. As a Sponsor or Exhibitor you are invited to schedule a presentation on any fly fishing topic; please contact me directly if you wish to present and I will assist you with timing and location for your presentation.

And, don't forget, we are always in need of donations for our evening banquet/auction event. If you wish to donate an item, please contact me directly to work out delivery/pick up details.

Please direct all inquiries and correspondence to:

Charlene Douglas  
NIFFE Chair  
361 Syringa Drive  
Orofino, ID 83544  
1-208-476-5708 or 1-208-476-7405  
[Charlene.douglas@desire2learn.com](mailto:Charlene.douglas@desire2learn.com)

We look forward to your participation in the 2012 North Idaho Fly Fishing Expo! Thank you for your consideration!

*Kelly Creek Flycasters is a 501(c)(3) nonprofit organization. Your contribution is tax-deductible to the extent allowed by law.*

***Exhibitor/Sponsor Package  
For the Kelly Creek Flycasters'  
North Idaho Fly Fishing Expo (NIFFE)  
Featuring Internationally Known Fly  
Fishing Expert, Artist and Fly Tier  
Sir Charles Jardine***

**March 23-24, 2012**

**Lewiston, Idaho**

**[www.kellycreekyflycasters.org](http://www.kellycreekyflycasters.org)**

**Exhibit Hall Schedule**

**Exhibitor Move-In      Friday, 9:00am to noon**

**Show Hours              Friday, 1:00 to 5:00**

**Saturday, 9:00 to 4:00**

**FREE Friday evening Reception, Warrior Ballroom, 6:00 to 8:00**

**Exhibitor Move-out    Saturday, 4:00 to 6:00**

**Saturday evening Banquet/Auction, Warrior Ballroom, 5:30**

***Kelly Creek Flycasters is a 501(c)(3) nonprofit organization. Your contribution is tax-deductible to the extent allowed by law.***

## WE INVITE YOU.....

...to join us at this premier event, North Idaho Fly Fishing Expo. Share your expertise and promote your latest products, technologies, services and resources to the fly fishing community. This is a great opportunity to network with experts and professionals new to the field about the ever-changing needs of this sport.

## Exhibiting and Sponsorship Opportunities

### ❖ Exhibit Hall Booth Package

**Standard                    \$100**

Booth package includes:

- ❖ 8'x8' booth space
- ❖ Table, two chairs and wastebasket
- ❖ Exhibitor ID sign
- ❖ Carpeted exhibit hall
- ❖ Expo program materials
- ❖ Alpha listing/URL link on Kelly Creek Flycasters website
- ❖ 50-word description in the Expo Program
- ❖ Electricity
- ❖ Wireless
- ❖ Admission to Friday's "Thank You" reception

**Take-One Table                    \$25**

If you are unable to attend the Expo but still want a presence at the event, space will be provided to display promotional materials. Arrangements must be made with Expo staff. Extra materials will not be returned.

### **Bartering (does not include "Take One" Table)**

*Available to all vendors and sponsors – in lieu of cash payment for sponsorships and vendor booths, bartering will be allowed. The bartered amount must be double the price of the vendor booth or sponsorship level. The bartered amount will be based on **RETAIL** value. For example, the bartered value required for a vendor booth is \$200 retail value; the bartered value required for a silver sponsorship is \$500 retail value; and so on.*

### ❖ Sponsorship Packages

## ❖ **Platinum Sponsor Package**

**\$1000**

Sponsorship includes:

- ❖ 8'x16' booth space
- ❖ Table, two chairs and wastebasket
- ❖ Exhibitor ID sign
- ❖ Carpeted exhibit hall
- ❖ Expo program materials
- ❖ Alpha listing/Logo link and 200 word description on Kelly Creek Flycasters website
- ❖ Half page ad in Expo Program
- ❖ Electricity
- ❖ Wireless
- ❖ Sponsorship signage at conference, in all printed materials, and in all radio ads
- ❖ Couples gold package banquet ticket (2 dinner tickets, 3 gold tickets, 10 raffle tickets) (valued at \$75)
- ❖ Platinum sponsorship signage at booth
- ❖ Admission to Friday's "Thank You" reception
- ❖ KCF Corporate sponsorship (business card advertisement in monthly KCF newsletter)

## ❖ **Gold Sponsor Package**

**\$500**

Sponsorship includes:

- ❖ 8'x12' booth space
- ❖ Table, two chairs and wastebasket
- ❖ Exhibitor ID sign
- ❖ Carpeted exhibit hall
- ❖ Expo program materials
- ❖ Alpha listing/Logo link and 100 word description on Kelly Creek Flycasters website
- ❖ One-third page ad in Expo Program
- ❖ Electricity
- ❖ Wireless
- ❖ Sponsorship signage at conference and in printed material
- ❖ Couples banquet tickets (2 adults) (valued at \$55)
- ❖ Gold sponsorship signage at booth
- ❖ Admission to Friday's "Thank You" reception
- ❖ KCF Corporate sponsorship (business card advertisement in monthly KCF newsletter)

## ❖ **Silver Sponsor Package**

**\$250**

Sponsorship includes:

- ❖ 8'x10' booth space
- ❖ Table, two chairs and wastebasket
- ❖ Exhibitor ID sign
- ❖ Carpeted exhibit hall
- ❖ Expo program materials
- ❖ Alpha listing/Logo link and 50 word description on Kelly Creek Flycasters website
- ❖ Quarter page ad in Expo Program
- ❖ Electricity
- ❖ Wireless
- ❖ Sponsorship signage at conference and in printed material
- ❖ Silver sponsorship signage at booth
- ❖ Admission to Friday's "Thank You" reception

### **Booth Confirmation**

Confirmation of booth application will be sent upon receipt of completed application, contract and full payment. Booth space will be assigned in early March at the discretion of the conference staff on a first-come, first-served basis with priority going to Sponsors and applications received prior to March 1, 2012.

### **Booth Cancellation**

All booth cancellations are subject to a \$25 service charge prior to March 16, 2012. After that date all exhibit booth fees are nonrefundable and exhibitors will forfeit all fees.

### **Insurance**

Exhibitors are advised to carry appropriate insurance to cover display materials against damage and loss, and public liability insurance against injury to the person and property of others.

Exhibit shall abide by and observe all federal, state and local laws, codes, ordinances, rules and regulations, and all rules of the Red Lion Hotel and Convention Center.

### **Hold Harmless**

Exhibitors agree to hold harmless the Red Lion Hotel and Convention Center and Kelly Creek Flycasters and all their officers, employees, and agents from any and all liability, including claims, demands, losses, costs, damages, and expenses of every kind and description, or damages to persons or property arising out of or in connection with or occurring during the course of this agreement, where such liability is founded upon and grows out of the acts or omissions of employees, officers, or agents of exhibitor.

### **Tax Forms for Non-Idaho Businesses**

Sales tax forms for non-Idaho business will be distributed prior to the Expo. Please follow the instructions and submit to the State of Idaho Secretary of State after the event.

## **Unloading/Loading/Display of Larger Items**

There is a small parking lot and two wide double doors that open into the vendor area for unloading and loading of products. No dismantling of your booth is allowed before the end of the Expo. There will be a roped off area outside the building for display of larger items such as drift boats, canoes, kayaks, etc.

## **Parking**

The Red Lion Lewiston features complimentary onsite parking. The Red Lion Lewiston is not held responsible for any damage(s) as a result of theft, town and/or vandalism.

## **Expo Presentations**

As a Sponsor or Exhibitor, you are invited to schedule a presentation on your products, services or any relevant fly fishing topic. There is a space on the Application Form for you to indicate your interest in presenting.

## **Fly Fishing Focus**

This Expo is fly fishing oriented and as such, it is requested that Sponsors and Exhibitors maintain a level of 80% fly fishing oriented gear in their booths and the outdoor display area.

## **Donations for Auction**

Don't forget, we are always in need of donations for our evening banquet/auction event. If you wish to donate an item, please contact Charlene Douglas, Expo Chair, directly to work out delivery/pick up details.

## **Red Lion Hotel and Convention Center**

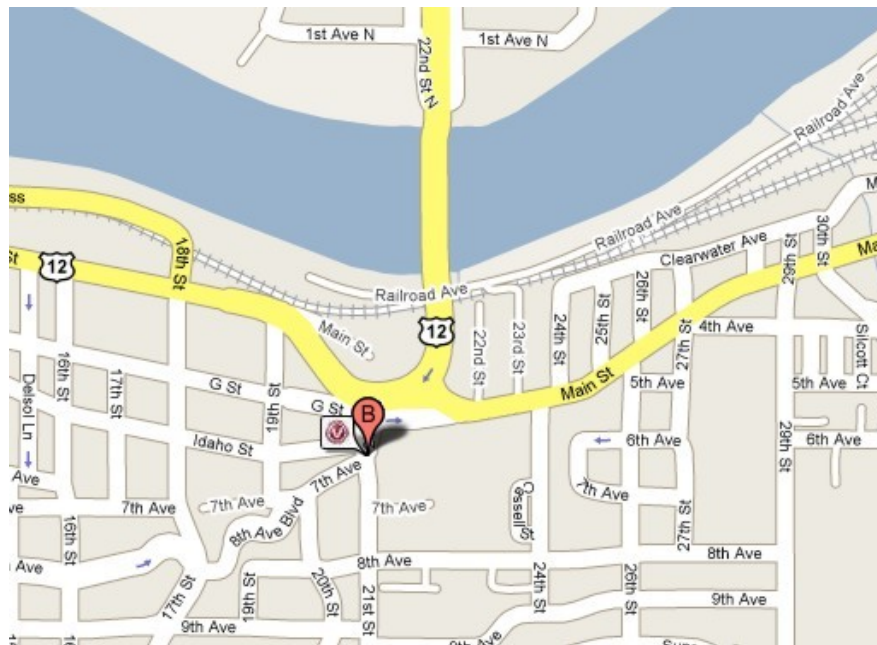
<http://www.redlionlewiston.com/>

[Click here for driving directions.](#)

**NOTE: The Expo has negotiated a special room rate for our out of town guests of \$91.00 per night for single/double occupancy (includes breakfast).**

Moscow, 28  
Pullman, 30  
Seattle, 318  
Portland, 335  
Spokane, 110  
Coeur d'Alene, 116  
Boise, 273  
Missoula, 218

**Driving Distance From:**



# Application Form and Booth Rental Contract

North Idaho Fly Fishing Expo

March 23-24, 2012

Lewiston, Idaho

**Please Print Clearly**

Primary Contact \_\_\_\_\_ Title \_\_\_\_\_

Exhibit Hall Booth Contact \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Principal Product/Service \_\_\_\_\_

Website \_\_\_\_\_

Booths:

- Standard Vendor Booth Package \$100 \_\_\_\_\_
- Take-One Table \$25 \_\_\_\_\_

Sponsorships:

- Platinum Sponsor Package \$1000 \_\_\_\_\_
- Gold Sponsor Package \$500 \_\_\_\_\_
- Silver Sponsor Package \$250 \_\_\_\_\_

**TOTAL** \_\_\_\_\_

Are you going to be doing any **bartering**? YES NO

**Details of Bartering:**

---

---

---

**Expo Presentation:**

\_\_\_\_\_ I would like to conduct a presentation on my products, services and/or a relevant fly fishing topic at the Expo. My topic is:

---

---

**Expo Donation:**

\_\_\_\_\_ I would like to make a donation to the North Idaho Fly Fishing Expo's evening banquet/auction event. My donation is:

---

---

**Method of Payment:**

Check: \_\_\_\_ (made payable to Kelly Creek Flycasters or KCF)

Purchase Order: \_\_\_\_\_

Cash: \_\_\_\_\_

NOTE: All booth cancellations are subject to a \$25 service charge prior to March 16, 2012. After that date all exhibit booth fees are nonrefundable and exhibitors will forfeit all fees.

Send full payment with completed contract/application to:

Charlene Douglas, Expo Coordinator

361 Syringa Drive

Orofino, ID 83544

**Phone** – 208.476.7405

**Fax** – 208.476.5708

**Email** – [Charlene.douglas@desire2learn.com](mailto:Charlene.douglas@desire2learn.com)

The exhibitor agrees to abide by all terms, conditions, rules and regulations set forth in the North Idaho Fly Fishing Exhibitor Package.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

**To secure booth space,  
sign up now! Limited  
number available!!**