



**THE GAME
FAIR[®]**

**GET INTO FISHING
AT THE GAME FAIRS
WITH THE ATA**



AN EXCITING INDUSTRY OPPORTUNITY

The Fishing Village at The Game Fair is co-located within the event in its own dedicated area in a beautiful estate lakeside setting.

Traders and stakeholders can expect a dedicated marketing campaign, money-back-participation scheme by contributing to the marketing effort, a commercial trading environment, data capture and research, the opportunity to showcase products using your consultants plus involvement in kids' / have-a-go activities – a joined up industry approach to growing participation.

Visitors can expect dynamic content including demonstrations across all disciplines, celebrities, talks, ambassadors and consultants, education and tuition as well as a great, fun day out.



THE EXPERIENCE

- All disciplines covered – Coarse/carp, fly/game, predator/lure and sea
- A full range of activities to engage visitors at all levels of ability
- Have-a-go coarse fishing on the lake with the Canal & River Trust
- Fly casting tuition with AAPGA instructors
- Investment in celebrities / talent, fun and serious competitions, kids' and ladies' activities giving everyone their first taste of fishing or encouraging them back.
- Fly tying, lure casting and rig demos
- Food and drink concessions on site
- Dedicated entrance to the show

PROPOSAL



ATA MEMBER BENEFITS

Here's what the Fishing Village will offer ATA members



- Dedicated booths, which command a 15% discount for ATA members.
 - Option A:** 3mx3m covered unit £500. (Normal price £600.)
 - Option B:** 3mx15m stand inc back of house for parking/camping £1,500. (Normal price £1,700)
- £5 paid to exhibitors for each ticket sold on their booking code or the option for exhibitors to gift the £5 to a relevant charity. (Sell 100 tickets = a free £500 stand).
- Kids Go Free promotion – converting kids' tickets into vouchers to be spent with ATA members (or their nominated retailer) at the show.
- Free parking and camping
- Opportunities to recommend / partner with a retailer, who will also pay the special ATA price for a full unit(s)
- A stunning lakeside setting within demonstrations on a dedicated pontoon + space to demonstrate your latest products within the show area
- Showcase and demonstrate your products using your consultants then sell tackle through your nominated retailer
- Discounted tickets for Environment Agency rod licence holders
- Association / angling charity stands
- 'The Landing Stage' fishing theatre. Book signings, talks / up close demos from your consultants, films, Q&A panels, Meet & Greets and more
- The British Fly Casting Club Game Fair competition running through all three shows (Scotland, Ragley and Wales)
- Extensive advertising in Bauer's angling titles and media coverage through other fishing platforms and magazines.
- Social media promotion via The Game Fair's wide-ranging channels and website along with key ambassadors / influencers.
- Regional and national media press releases
- Opportunity to participate in the Fishing Village at the GWCT Scottish and Welsh Game Fairs at the same special rate.





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