

GET INTO FISHING AT BLENHEIM PALACE



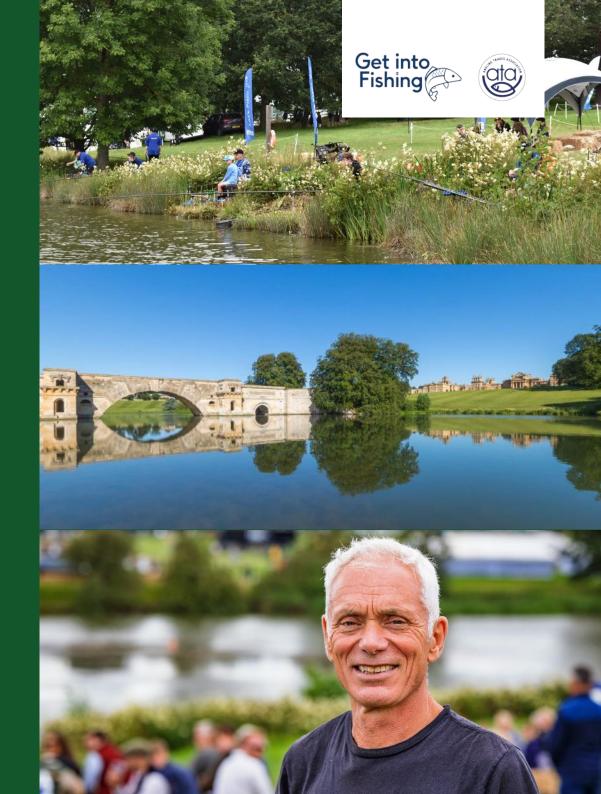
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ANGLING'S OWN OUTDOOR SHOW

After the success of last summer's Get Into Fishing event at The Game Fair, the Angling Trades Association is again partnering with the show organisers to deliver a unique concept, spanning trade and retail stands, demonstrations, introductions to fishing, talks, education, conservation, activities, celebrities and fun.

Set beside a picturesque river in the grounds of the stunning Blenheim Palace, the Get Into Fishing show will provide a great commercial trading environment welcoming anglers of all disciplines along with a number of key touchpoints to get newcomers into the sport.





MARKETING

With an extensive marketing campaign to existing anglers and running alongside The Game Fair – Europe's largest outdoor countryside festival, delivering in excess of 120,000 visitors – the event will provide a myriad of opportunities to introduce a huge audience to the sport and your brands.



ATA members will enjoy a range of benefits including generous discounted rates on stands, a cashback scheme to further reduce (or negate) your stand costs, dedicated marketing plan and an impressive location designed to maximise your attendance.





WHAT TO EXPECT

- 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 river with the Canal & River Trust
- Fly casting tuition with experienced instructors
- Celebrities / talent, fun and serious competitions, kids' and ladies' activities to ensure a vibrant and exciting atmosphere.
- \cdot Fly tying, lure casting and rig demos
- $\boldsymbol{\cdot}$ Food and drink concessions on site
- \cdot Inspiring and highly visible location
- \cdot Situated close to one of the two entrances









ATA MEMBER BENEFITS

- A 10% discount on dedicated stands, available in various sizes, for example 3x3m covered unit £603+VAT inc electric (13 amp Single Phase Socket Outlet 1kw) (was £670 +VAT), or 3x15m £1,602+ VAT (was £1,780+VAT) including back of house for parking/camping
- £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 with additional revenue going to the ATA. (Sell 120 tickets = a free £600 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
- Recommend / partner with a retailer, who will also pay the special ATA price for a full unit(s)
- A stunning riverside setting with demonstrations on a dedicated river area + space to demonstrate your latest products

- Showcase your products using your consultants then sell tackle through your nominated retailer
- Discounted tickets for Environment Agency rod licence holders
- \cdot Association / angling charity stands
- 'The Landing Stage' fishing theatre. Book signings, talks / up close demos from your consultants/ambassadors, films, Q&A panels, Meet & Greets and more
- \cdot The British Fly Casting Club Game Fair competition
- Extensive advertising in the angling media + coverage through other fishing platforms
- Social media promotion via The Game Fair's wide-ranging channels and website along with key ambassadors / influencers
- \cdot Regional and national media press releases
- Opportunity to participate in the Fishing Village at the GWCT Scottish Game Fair at the same special rate



