

Get into
Fishing 



GET INTO FISHING AT BLENHEIM PALACE



**THE GAME
FAIR[®]** 26-28 JULY 2024
BLENHEIM
PALACE

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.
- Fly tying, lure casting and rig demos
- Food and drink concessions on site
- Inspiring and highly visible location
- Situated close to one of the two entrances





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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
- 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
- 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
- Regional and national media press releases
- Opportunity to participate in the Fishing Village at the GWCT Scottish Game Fair at the same special rate



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