



*Presents*

*“Come Hell or High Water”*

*The Kick Off of the 2010 Fishing Season*

*April 16, 17*

**Exhibitor Information**

# *“Come Hell or High Water”*

## Event Introduction

### **Venue Description:**

West Branch Angler & Resort is the perfect location for this style of event. West Branch Angler Resort’s upscale log cabin accommodations are nestled in a sprawling 300-acre park like setting along a 2-mile private section of the West Branch of the Delaware River. Known as the Gateway to the Catskills, the surrounding mountain scenery and grounds are marvelous. The venue hosts newly renovated 3000 sq. ft. fly shop, 26 log cabins, River Run Restaurant & Convention Center, Trout Skellar Pub, stocked pond, sporting clays and 5 stand shooting ranges, and much much more.

### **Event Description:**

“Hell or High Water” is a two day annual event to be event hosted at West Branch Angler. The idea behind the event is to bring together the fly fishing industry and the general public to kick off the fishing season. What makes this event special is that unlike traditional trade show formats is this event will take place on the banks of one of the premier fly fishing rivers in the United States. This gives the consumers and manufacturers a chance to display/demo products in field conditions. What better way to demo the roll castability of a fly rod then to have a rigged nymph setup for the customer to try in moving water? How can a consumer really know if they like fishing from a pontoon boat unless they have one to float down the river? This type of flexibility is what makes this event so special.

The other side of the event is getting new anglers into the sport and getting experienced anglers excited about the season. Each season “Hell or High Water” will offer free fly fishing lessons to children 18 and younger. We hope to expand this into fly tying and entomology classes to get the next generation of anglers started. During the show guest speakers will be talking about there favorite fly recipe or how to catch Atlantic salmon on a fly rod. All of these event will be free to the public.

West Branch Angler will be working with Fly Fishing Film Tour to put on there Fly Fishing Film Festival and event that we hope will bring in anglers of all ages. We are very excited about this event and look forward to working with Mayfly Media on this.

# Event Map

## Event Location Key

- ① Personal Water Craft Demo Track
- ② Main Casting Pond
- ③ 5 Stand Shooting Range
- ④ River Run Restaurant and Convention Center
- ⑤ West Branch Angler Fly Shop
- ⑥ Manufacturer's Booths
- ⑦ Product Demo Area & Casting Contest
- ⑧ Pavillion
- ⑨ Spey & Switch Rod Demo Area



## Hell or High Water Sponsors Here

This map will be published on our website and highlight the large scale of the event. Use this map to refer to as you plan your event's location.

# Exhibitor Area's

## **Area 1:**

Personal Watercraft Demo Track: Attendees will sign up to test drive a pontoon boat of their choice and will then be shuttled up to the hale eddy bridge. The boats will be shuttled on a large utility trailer and then picked up at the landing area.

## **Area 2:**

Main Casting Pond: This is a little of a walk/drive from the main resort area but it is nice for scheduling casting seminars. The Acre pond also has plenty of groomed flat grass for on and off water casting lessons.

## **Area 3:**

5 Stand Shooting Range: This will be where the shooting competition takes place on Saturday April 17th, sponsorship is still open for this event.

## **Area 4:**

River Run Restaurant & Convention Center: The restaurant will be a focus area of the event we have 2 1800 sqft rooms that will host seminars and will be the location for the film festival. If you are interested in using one of these rooms for a seminar or book signing please let us know which days requested times and your a/v requirements.

Trout Skellar Bar: Each after noon we will have a live DJ and drink specials at the bar. Sponsorship is closed for each night.

## **Area 5:**

West Branch Angler Fly Shop: The fly shop will be open for business during the event. There will be limited room available on the front porch (weather permitting) which new for 2010 has a full roof overhead. Space is limited on a first come first serve basis.

## **Area 6:**

Manufacture Booths: This is a nice way to setup for the show because you can setup the booth in the cabin that your staying in.

1 Bedroom Cabin Booth: There is plenty of room in the cabins to display merchandise and a nice touch is to have manufacture banners flying on the porch. The plan is to put all manufacture reps in a row to keep the traffic linear. We are offering these cabins at a reduced rate and will be \$110.00 a night price. (max 3p).

2 Bedroom Cabin Booth: The 2 bedroom cabins are a nice way to have product seminars in a casual atmosphere. These cabins have plenty of room to setup seating for a seminar style product presentation. \$189.95 a night. (max 4p).

# Exhibitor Area Continued

## **Area 7:**

Product Demo Area & Casting Contest: This is a large grass area perfect for dry casting rods and doing general casting demonstrations. If you would like to give a casting or other style presentation in this area please let us know date and requested time. Cortland Fly Lines will be sponsoring the casting contest.

## **Area 8:**

Pavilion: This area will be the burger bar where we will cook and serve hotdogs and hamburgers. Rod manufacturers may also setup rod racks here for people to demo.

## **Area 9:**

Spey and Switch Rod Demo Area: This is the perfect area to show off your spey skills or to host a spey or switch rod demonstration. If you are interested in hosting a demonstration please forward date and time frame you would like.

# Exhibitor Registration

If you are interested in exhibiting at the event please express interest as soon as possible. The first round of online advertising is set for 2/15 to get your presence promoted I would need to hear back ASAP. Registration is easy just send an e-mail to me at [sam@westbranchresort.com](mailto:sam@westbranchresort.com) include in the e-mail what your looking to accomplish, who will be involved and when. Also let me know if you are interested in any promotions or if you need a cabin. Also if you have any ideas that aren't highlighted here run them buy me and we can look at adding them to the event.

# Sponsorship Oppoutunities

There are a few spots left if your company is interested please let us know.

## **Contacts**

Sam Batschelet

West Branch Angler

Office:607-467-5525

Cell:607-245-9343

Email:[sam@westbranchresort.com](mailto:sam@westbranchresort.com)