



SUBJECT: FLY FAIR 2022, MAY 14 AND 15, 2022

Dear fly fishing friends,

As previously announced by e-mail, Thé Ørgänizatiøn has been very busy for quite a while with the organization of the next Fly Fair which is planned for Saturday May 14 and Sunday May 15, 2022.

We leave the disappointment of not going ahead with the 2020 edition behind us. We assume that the pandemic will not throw a spanner in the works again and that in 2022 we will be able to experience a beautiful fly fishing festein again, as usual.

Thanks to the participants we were able to welcome 1,500 paying visitors in 2018 and our aim is to receive at least 1,750 visitors in 2022.

Never change a winning team. The general set up of the Fly Fair event will be mostly unchanged. For the venue we have opted for "Forelvisvijvers de Berenkuil", Berencamperweg 11, in Putten the Netherlands. This beautiful venue can be reached easily by car (A28 motorway exit 9).

Just like last time a pagoda village will arise around the central open meeting place with seating arrangements and bars. Visitors will be entertained by live music, and by talking about old times with their friends. At the Fly Fair every flyfisher will find whatever his life style requires. Fly casting and fly dressing material, for every kind of fish be it alver or salmon, and all the hooks and clothes one may dream of from size 36 upwards. There will be plenty of opportunities to be informed about the available industrial and technological fly fishing gadgets and to admire the amazing craftsmanship of the semi-professional fly tiers specially invited to show their handiwork. And if you are bored with your current holiday destinations, you will be able to explore new possibilities ranging from Putten to Patagonia. Hence our motto: The World of Flyfishing. The Fly Fair 2022 offers participants a great opportunity to get in touch with current and future fly fishing customers.

On the evening before the fair, friday the 13th, it is possible to join the Eve of the Fly Fair, a special evening for the participants and organization in Restaurant De Berenkuil. And Saturday the 14th will be concluded with an extensive BBQ.

We are pleased to invite you to participate in the Fly Fair 2022 en we hope to realize a big event for and by flyfishers. The fair will consist of a complete village of pagodas (25 m² each) and a large light canvas hall for the fly tiers. Even if the terrain is extensive, we have to warn you in advance that the number of pagodas will be limited. In case you wish to participate, we therefore recommend you to return the enclosed reservation forms as soon as possible.

Enclosed with this letter you will find:

- a reservation form for stands and furniture at the Fly Fair 2022 and optional reservation for the Eve of the Fly Fair and optional reservation of a banner for optimal publicity
- general information and conditions for participation Fly Fair 2022
- a plan of the Fly Fair terrain showing the location of the stands
- a plan of the surrounding area
- the possibility to reserve a banner to increase your recognisability
- the possibility to promote on the mapleaflet that each visitor receives

You can express your preference for a certain pagoda (or combination of pagodas) on the reservation form for stands. If you would like to share a pagoda, please indicate with whom. We will try to meet your request, but we cannot guarantee it will be met.

If you need extra outdoor space for the presentation of boats and other large flyfishing equipment, feel free to contact us.

A lot of attention is paid to the Fly Fair 2022 in our magazine "de Nederlandse Vliegvisser". This magazine is sent to more than 4,000 members and is recognized as one of the most outstanding flyfishing magazines in Europe. And as a special offer, participating firms will be offered free advertising space in the spring edition. In addition, booth keepers will be put in the spotlight in various digital means of communication such De Digitale Vliegvisser, newsletters, websites and Facebook pages.

For questions and/or remarks, Jan Huisman, the Fly Fair secretary, can be reached via e-mail (huisman.jan@ziggo.nl) or telephone (+31 6 51224468).

With kind regards,

Thé Ørgänizatiøn



- * Location: Forelvijvers de Berenkuij, Berencamperweg 11, 3882 SP Putten
- * Business hours: Saturday May 14, 2022, from 10.00 till 18.00 hours.
Sunday May 15, 2022, from 10.00 till 17.00 hours.
- * Build/dismantle: Stands can be built up from 10:00 till 17:00 on Friday May 13. After 17:00, all vehicles must be removed from the terrain. Later provisioning is only possible after consultation with the organization. All pagodas will be provided with wood floor covering and electricity sockets. In order to prevent overburdening of the power supply, the use of coffee machines and other heavy power consumers will be strictly prohibited.

Dismantling of stands can only start after 17:00 hours on Sunday May 15. No vehicles are allowed on the venue before 17:00 hours. The area will be closed at 22:00 on Sunday.
- * Insurance: Participating stand holders are to take care of insurance of their goods themselves. Although the festival terrain will be guarded by a security service at all times, the organization cannot be held responsible for any loss or damage.
- * Sales: Participating stand holders are required to maintain retail prices as set by their suppliers. The use of wholesale prices for direct sales to the public is strictly prohibited. Stand holders who violate this rule will be excluded from participation in future Fly Fairs.
- * Cites We would to draw your attention to the fact that the Netherlands is a member country of Cites, the Convention on International Trade in Endangered Species of wild Flora and Fauna. Participants of the Fly Fair are expected to respect this Convention and also the Flora and Fauna act of the Netherlands. The possession and trade in all products related to live and/or dead animals and plants protected by these laws is strictly forbidden. More information on Cites can be found on the website: www.cites.org.
- * Admission: Participating stand holders will receive three passe-partout terrain passes or two when sharing a pagoda.
- * Organization: Members of the fair's organization will be easily recognizable as such and are available to answer all your questions. The fair's secretary's office will be located centrally on the terrain.



RESERVATION FORM FOR BOOKING STANDS AT THE FLY FAIR 2022

YES, we would like to participate as stand holder at the Fly Fair 2022, to be held in the weekend of May 14 and 15, 2022 at the Berenkuil, Putten.

Name
Address
Postal code City

Telephone

E-mail

Contact person

We would like to book:

- x pagoda (at € 650,- per stand all in)
 x half pagoda* (at € 390,- per stand all in)

We have a preference for pagoda number(s):

** If you wish you can put forward a colleague with whom you would like to share your pagoda. But the Fly Fair organization cannot guarantee your preference.*

We like to share our half pagoda with

- We would like to be informed about the option to rent an outdoor stand or extra outdoor space.
- We would like to book the following furniture:
..... x tables at € 15,- each
..... x chairs at € 5,- each
- I would like to receive information about the extra promotional possibilities (dranghekbanner and visitor's note). See also the enclosed examples of the banner
- We would like to join the Eve of the Fly Fair, on Friday May 8, at restaurant De Berenkuil in Putten.
We will be present with x persons
(the costs will be € 35 p.p., drinks not included, to be paid at the entrance of the restaurant to the treasurer)

All pagodas will be provided with wood floor covering and electricity sockets. In order to prevent overburdening of the power supply, the use of coffee machines and other heavy power consumers will be strictly prohibited.

After receipt of our declaration, as confirmation of your reservation, the total amount due will have to be transferred to the Fly Fair bank account:

RABO account number NL73RABO0127478760 (BIC RABONL2U) addressed to Vereniging Nederlandse Vliegvisserij at Leuth.

Reservation forms and payments have to be in our possession before 1st of February 2022.

Your reservation will only be valid after your payment has been received. If your payment is received after the due date, the organization Fly Fair 2022 may decide to cancel your reservation.

- I have read and agree with the general conditions for participation Fly Fair 2022.

Date, Name and company name, Signature

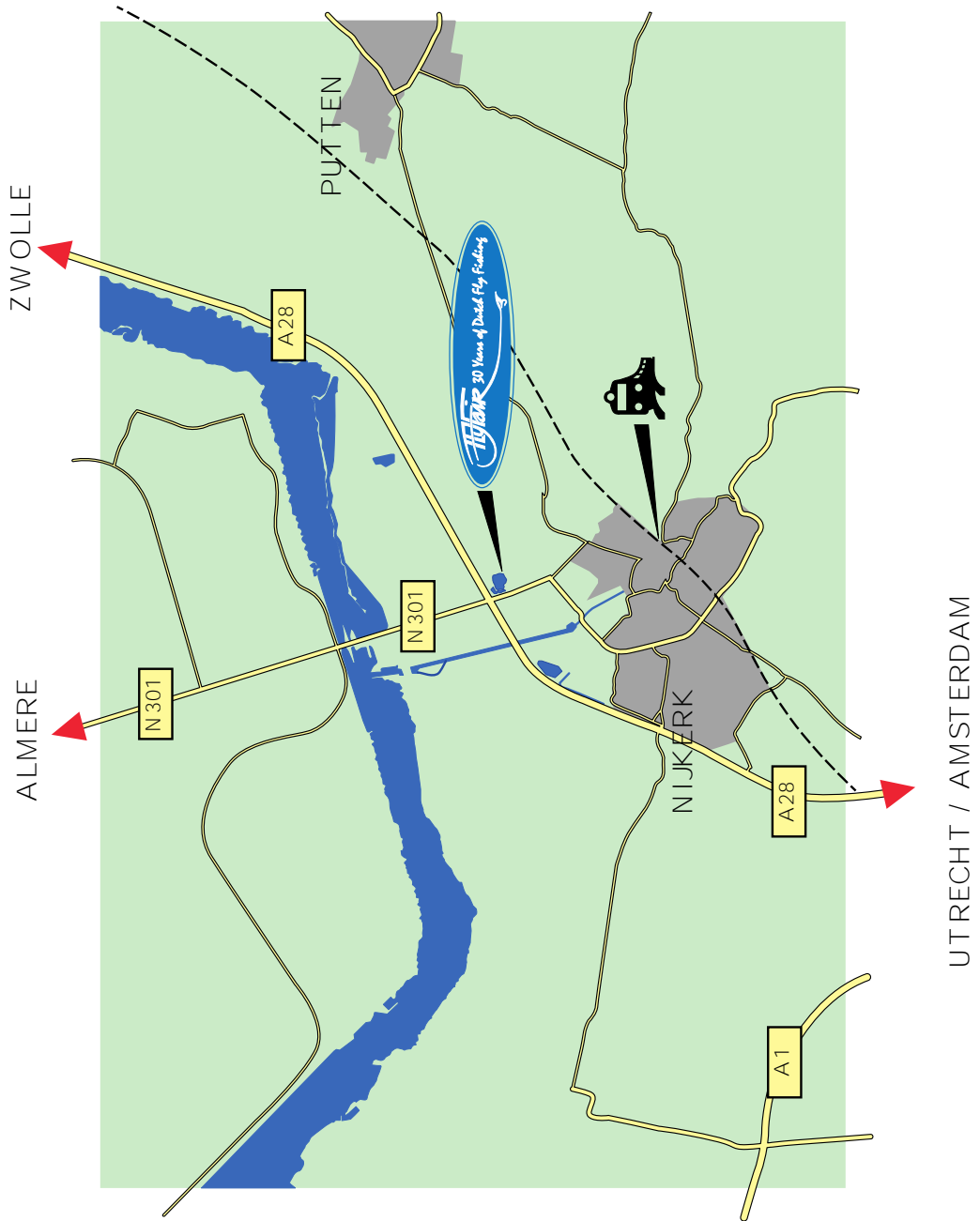
Please, return this completed form to:

Stichting Fly Fair
Mr. J. Huisman
Foarset 14
8561 GN Balk
Nederland

You can also mail the form to:

huisman.jan@ziggo.nl







Crush barrier banner First example



Crush barrier banner Second example

