



2026 SHOW SCHEDULE

BULK LOAD IN	Monday	February 16	9:00am – 1:00pm (SCHEDULED ONLY)
BULK LOAD IN	Tuesday	February 17	9:00am – 2:00pm (SCHEDULED ONLY)
Standard Load In	Wednesday	February 18	9:00am – 7:00pm
Standard Load In	Thursday	February 19	7:00am – 10:00am (VENDORS WILL BE PERMITTED INTO THE BUILDING AT 7:00AM)
Show Hours	Thursday	February 19	11:00am – 6:00pm
	Friday	February 20	11:00am – 7:00pm (VENDORS WILL BE PERMITTED INTO THE BUILDING AT 10:00AM)
	Saturday	February 21	9:00am – 6:00pm (VENDORS WILL BE PERMITTED INTO THE BUILDING AT 8:00AM)
	Sunday	February 22	9:00am – 3:00pm (VENDORS WILL BE PERMITTED INTO THE BUILDING AT 8:00AM)
Breakdown	Sunday Monday	February 22 February 23	3:00pm – 9:00pm 9:00am – 12:00pm

Load In

- Please refer to the 2026 Show Schedule above for load in days and times. Standard load-in will take place Wednesday, February 18 from 9 a.m.–7 p.m., and Thursday, February 19 from 7 a.m.–11 a.m. We would ask that all exhibitors' booths be set up and ready to go by **11 a.m.** on Thursday.
- Upon arrival, please drive down 2nd Street from Rainbow Boulevard and check in with the Dockmaster, who will direct you to the designated load-in area. Vehicles are not permitted on the floor for drop-off during standard load-in. Any requests for floor access must be made in advance by contacting Melissa at (716) 278-2105.
- Once directed to the load-in area, please use the available carts to transport all items to your booth. Due to the limited number of carts, we ask that you return them promptly once you have finished unloading your products.
- Once your vehicle is unloaded, please immediately move it to the designated free parking area in Lot P1. This lot is located just outside the handicapped entrance for convenient access to additional inventory. Trailers may also be parked in Lot P1 along Second Street for easy access. Upon entering the lot, please pull a parking ticket and bring it inside the Event Center for validation to receive free parking.
- Please stop by the Registration Desk to pick up your vendor packet. This packet will include your name badges and all pertinent information needed for the Greater Niagara Fishing Expo.
- Please refer to the Complimentary Exhibitor Lounge sheet included in your packet for details on the beverages and snacks available throughout the show. A name badge is required to access complimentary snacks in the Business Center. Beverages and snacks will also be available in the Event Center during setup.
- Join us for the Vendor Dinner on Thursday, February 19, from 6:00–8:00 p.m. in the Cataract Room. Each vendor will receive two (2) passes for single tables and four (4) passes for larger booths. Food and bar service will be provided.

LOADOUT

- The show concludes at 3:00 p.m. on Sunday, at which time breakdown and pack-up may begin.
- Once you have finished packing your booth, please notify the Event Manager on the show floor. They will issue a ticket granting access to the back loading area. You may then bring your vehicle around and present this ticket to the Dockmaster, who will allow you access to the loading area.
- The entire back parking lot will be closed to all vehicles during the show, except during designated load-in and load-out times.
- On Sunday, no vendor vehicles will be permitted on the Event Center floor for load-out until authorization has been granted by the Event Manager.

Lock in pricing and booth location for the 2027 Greater Niagara Fishing Show, February 25–28.

Visit the Learning Center on Sunday, February 22, from 8:00 a.m. to 3:00 p.m. to sign your Letter of Intent. Our team will follow up after the event to have you complete a Vendor Survey and submit your initial deposit. Thank you for your participation!