

The 47th annual Midwest Fly Fishing Expo, sponsored and run by the Michigan Fly Fishing Club, will be held on **March 6<sup>th</sup> and 7<sup>th</sup>, 2026** at the Oakland Expo Center. The Michigan Fly Fishing Club would like to extend an invitation to attend the Expo as an exhibitor.

**Please note the NEW location for the Expo for the 2026 show.** We lost our previous location due to building construction and renovation, and we've been working diligently to find a facility that suits the needs of you, the vendors, as well as our attendees. After many long hours, false starts, and failed locations, we believe we've found the spot with plenty of vendor space, lots of free parking for attendees, and other nice amenities to which many have become accustomed.

**In addition to the new location for 2026, we've also changed the days and hours of the Expo.** After feedback from a large number of our exhibitors, we've listened and are changing the Expo to a Friday and Saturday show, instead of Saturday and Sunday. We will have setup hours on Thursday afternoon from 1pm to 8pm and Friday morning from 8am until 12pm and will open the Expo to the public on Friday afternoon at 1pm and stay open until 9pm. The Expo will be open to the public on Saturday from 9am until 6pm. Teardown of the Expo for vendors be from 6pm until 9pm on Saturday.

For 2026, the cost of the standard 10'x10' booth space will remain unchanged at \$500, and the cost of a corner booth will also be unchanged at \$600 for the weekend. As always, a booth includes an 8' skirted table, two chairs, access to electricity if desired and open Wi-Fi provided by the Expo Center.

The floor plan / booth layout for the Oakland Expo Center site is attached. Since this is a brand new layout, each booth space will be handled as requests are received. Please indicate on your "Booth Space Application" your 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> choices for booth locations. If you have any questions, please feel free to reach out and contact Joe Sprys at 734-474-8029 to discuss your concerns.

### **Non-Profit Exhibitors:**

The Midwest Fly Fishing Expo will be continuing with its policy regarding non-profit exhibitors. We are going to reserve a limited number of booths for non-profits. These booths will be offered at \$250/booth (no corners). Please use the standard "Booth Space Application" and note that you are applying for a non-profit space and your application will be processed accordingly.

**Returning exhibitors, your contract and payment are due no later than January 15, 2026. PLEASE NOTE this date!!** We would encourage you to return your payment and contract as soon as possible to ensure you can reserve your first choice of booth space.

**If you cannot make the show in 2026, we would appreciate knowing that as well.**

The basic requirements for vendor booths have stayed the same – the side walls of your booth may not extend more than 4 feet from the back of the booth. We do understand that some vendors want longer walls to accommodate a particular exhibit. As many exhibitors have booths that do not use side walls at all, it has become a problem to mix booths that use longer side walls and those that don't. The vendors without side walls were concerned about visibility to their customers when placed among the deeper booths. Once again in 2026, we are going to do the following:

- If your booth walls exceed the four-foot limit as per the contract, you must obtain written permission from the MFFC for the walls. If you have not done this and register at the Expo with walls that exceed the contract's limits you will be required to remove the side walls. PLEASE, let us know before you arrive so we can accommodate your request.
- Booths that have side walls that exceed the contract limit will be grouped together on the show floor. This will result in booths that have longer walls being placed next to other booths with longer walls.

As the aisles have become more congested each year, it is **imperative** that you maintain the 10' front to rear and side to side dimensions of your booth. We will have the aisles clearly marked and ask that vendors cooperate in staying within their booth space for the weekend.

If you have any questions about layout location please contact me at the email included or by phone.

**We are still negotiating a host hotel for the Expo. Because of the lengthy process to secure an Expo location, the hotel accommodation info will follow shortly.**

Please feel free to contact Joe Sprys if you have any questions, comments or concerns. Either by email at: [FlyFishMichigan@gmail.com](mailto:FlyFishMichigan@gmail.com), or phone at: 734-474-8029.

We look forward to seeing you in March!