



The 45th annual Midwest Fly Fishing Expo, sponsored and run by the Michigan Fly Fishing Club, will be held on **March 9th and 10th, 2024** at the Macomb Community College Sports and Expo Center. The Michigan Fly Fishing Club would once again like to extend you an invitation to attend the Expo as an exhibitor.

The 2023 Expo had nearly 2,600 attendees during the two-day show. While that is strong attendance as we still continue to recover from several difficult pandemic years, and we were happy with the attendance, we were not satisfied and want to do everything we can to bring more customers through the gate for you! I know many of you had good retail weekends at the show as well, and we are working to help that trend continue for all of our vendors. There are many fly fishing shows in which you can participate - we are honored that you choose to spend the weekend at our show.

For 2024, 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 College. A dedicated internet drop can be added for an additional cost of \$125 and additional tables can be added at \$25 each.

We've finalized some of our headliners for 2024 as well. I am pleased to announce that we will have a full slate of presenters for the show, including: Alice Owsley, Phil Rowley, and Michael Mauri. Additional headliners are being added and should be finalized over the next few weeks. We will surround them with a great lineup of other presenters to round out two full days of fly fishing presentations aimed at bringing people into the Expo and into your booth!

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). Applications for these are attached with this letter. Selection of non-profit exhibitors will be up to the discretion of the Expo Committee. If you are a non-profit and not selected, you can still purchase a booth at regular cost. There will be a limit to two (2) booths maximum at the lower cost. Decisions on these booths will be made by **January 1st**.

Note: additional costs for tables and internet drops will remain at the standard price.

The Macomb Community College Sports and Expo Center, which is located in Warren, Michigan, has:

- Over 61,000 square feet of unobstructed space on one floor, which allows us to have 12' aisles and 40'x100' casting space on two ponds. A diagram of the 2023 Expo layout is included in this package.
- Over 2200 free parking spaces - no paid parking for exhibitors or customers.
- A forklift and driver are available for unloading large containers, such as crated display booths.

Returning exhibitors, your contract and payment are due no later than December 31, 2023 to hold 2024 booth spaces. PLEASE NOTE this date!! We would encourage you to return your payment and contract early to ensure that your space is available for 2024. We cannot guarantee the same booth space as the previous year if your payment is not received by the deadline. Please send along a copy of your business card with your contract/application.

If you cannot make the show in 2024, please let me know as soon as possible. We have vendors who want more space as well as new vendors that would like to join the show. For this reason, the December 31, 2023 response deadline is necessary. If we don't know your intentions by then, we may not be able to guarantee your chosen spot.

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 2024, 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's 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.

We've included a copy of the final layout for the 2023 Expo for your reference. If you have a desire to change locations, are a new vendor in need of space, an existing vendor needing additional booth space, or have any questions about layout location, please contact me at the email included. Each year we have vendors that want to change location, reduce their number of booths, etc. If you have a desire to move, please indicate that you'd like to change, and where you'd like to be for 2024. I can let you know what's available and see what we can do to place you where you'd like to be located for the weekend.

As has been tradition, the Michigan Fly Fishing Club will be hosting a hospitality event- at the **Vintage House** in Fraser, Michigan on Friday and Saturday evenings after the Expo closes for the day. All exhibitors are welcome to attend. The address for the **Vintage House**, which will have dinner and beverages, is: **31816 Utica Road, Fraser, Michigan 48026.**

