



Midwest Fly Fishing Expo

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The 32nd Annual Midwest Fly Fishing Expo, sponsored and run by the Michigan Fly Fishing Club, will be held on March 13th and 14th, 2010 at the Macomb Community College Sports and Expo Center. Our headliners this year include; Dave Hughes, Bob Jacklin, and Joe Humphreys, to name a few. The Michigan Fly Fishing Club would once again like to extend you an invitation to attend the Expo as an exhibitor.

The 2009 Expo had over 3500 attendees during the two-day show. The 400+ members of the Michigan Fly Fishing Club want to thank the 2009 exhibitors for making the Expo a great success this year, and we look forward to working with you in 2010.

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 a 40'x100' casting pond. A diagram of the 2009 Expo layout is included in this package. This layout may change slightly as we have discussions with the venue management and supporting exhibitors.
- Over 2200 free parking spaces - no paid parking for exhibitors or customers.
- No union issues regarding the setup and teardown of your booths.
- A forklift available for unloading large containers, like crated display booths.

Our booth configuration and cost has, once again, not changed from last year. Standard 10'x10' booths are \$400 and corner booths are \$450. Each booth comes with a skirted table, two chairs and electricity. If you are planning to use the standard table or additional tables please be certain to indicate this on your contract. **Your contract and payment are due no later than January 1, 2010.** We cannot guarantee the same booth space as the previous year if your payment is not received by the deadline.

The basic requirements for vendor booths have stayed the same – the side walls of your booth may not extend more that 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 2010, we are going to do the following:

- If your booth walls will 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 booth 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.

I've included a copy of the final layout for the 2009 Expo for your reference. If you have a desire to change locations, are a new vendor in need of space, are an existing vendor needing additional booth space, or have any questions about layout location, please contact me. As you can see from the layout, we did have all of the booths occupied for the 2009 Expo. However, 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 2010, 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.

We are currently finalizing details on the host hotel for the Expo as well as the MFFC hospitality events hosted for the vendors. As the details on room blocks, location of the hotel, etc. are finalized, I will pass those along to you. I anticipate that information will be available in the next two to three weeks. More information on hotels, restaurants, and other local attractions will also be provided to the vendors as arrangements are finalized.

As has been tradition, the Michigan Fly Fishing Club will be hosting a hospitality room at the host hotel on Friday and Saturday evenings after the Expo closes for the day. All exhibitors are welcome to attend, as are Michigan Fly Fishing Club members who volunteer their time to setup and run the Expo.

Please feel free to contact me if you have any questions, comments or concerns.

Tight lines and dry hats!



Joe Sprys
Chairman
Midwest Fly Fishing Exposition