



## *2022 Midwest Fly Fishing Expo*

**Michigan Fly Fishing Club**  
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The 43<sup>RD</sup> Annual Midwest Fly Fishing Expo, sponsored and run by the Michigan Fly Fishing Club, will be held on **March 12<sup>th</sup> and 13<sup>th</sup>, 2022** 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.

While COVID has been exceptionally hard on the country/world for the last 18 months, interest in fly fishing has actually expanded as a number of people took up the sport as an escape from lockdowns and hardships. We believe this interest will manifest itself into a great turn out next year.

As you may know, the Midwest Fly Fishing Expo has never been a business. All profits are directed back to the sport which we all love. For the Michigan Fly Fishing Club and the fly fishing community, the show has for more than 40 years been a celebration of the coming of a new season and all the excitement that it brings. We look forward to seeing familiar friends and new participants in the show.

We are still finalizing our headliners for 2022. At this time I am pleased to announce that we will have a full slate of presenters for the show, including **Jason Randall, Ed Engle, Devin Olsen, and Whitney Gould**. Other headliners may be added over the next few months. We will surround them with a great lineup of others to round out two full days of presentations targeted to bring people into the Expo and into your booth!

For 2022, the cost of the standard 10'x10' booth space will be \$500 and the cost of a corner booth will be at \$600 for the weekend. As always, a booth includes an 8' skirted table, two chairs, access to electricity if desired and open Wifi provided by the College. A dedicated internet drop can be added for an additional cost of \$75.

### **Returning Vendors:**

Please fill out your contract and return with payment to reserve your booth

### **New Exhibitors (those who did not participate in the 2019 Expo)**

Please fill out the New Exhibitor Application Form. You will be contacted with a contract when selected.

### **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 on **December 1<sup>st</sup>**.

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 2019 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 1, 2021 to hold 2019 booths. PLEASE NOTE this date!!** With our "sold out" vendor area last year, we would encourage you to return your payment and contract early to ensure that your space is available for 2022. 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 2022, please let me know as soon as possible.** We have vendors who want more space as well as new interested vendors that would like to join the show. For this reason, the December 1, 2021 deadline must be met. If we don't know your intentions by then, you may lose your 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 2022, 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.

We've included a copy of the final layout for the 2019 Expo for your reference. **Please Notice: The floorplan for 2022 has changed. A new plan is included with the announcement. Please indicate in your contract your preferred locations and we will work to get you as close as possible.** If you have any questions, feel free to contact me at the Expo email and I will get back to you.

#### **COVID.**

At this time, it is very difficult to predict the situation the state will be in come March 2022. We at the Midwest Fly Fishing Expo will follow whatever regulations will be in place at the time of the show.

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 ( see our website for

details). All exhibitors are welcome to attend, as are Michigan Fly Fishing Club members who volunteer their time to setup and run the Expo.

**We are happy to announce that the host hotel will remain the same for the 2020 Expo. The room rate will also remain the same.**

**Holiday Inn Express  
30300 Gratiot  
Roseville, MI 48066**

**2022 negotiated Rate \$89 + 13%  
1-586- 204-1000**

**Event Name: Michigan Fly Fishing Club**

Please feel free to contact Craig Summers if you have any questions comments or concerns. We look forward to seeing you in March!

**Craig Summers and David Mayes – Exposition Chairmen**

Encl:           2022 Vendor Contract  
                  2022 Non-Profit Application Form  
                  2019 Final Floor Layout  
                  2022 Floor Layout



Revised: 11/1/2022