

THE 2012 MICH – OHIO SPORTFISHING EXPO®
February 11th and 12th 2012
Monroe County Fairgrounds – MBT Expo Center, Monroe, Michigan
Presented by; The Huron Valley Sportfishing Club

Hello again to all of our friends and neighbors in the fishing and outdoor related industries. We hope that the past summer has been happy, healthy and profitable for all of you.

Fall has arrived and The Huron Valley Sportfishing Club has started the serious work of planning the 2012 show. We will again be at the MBT Expo Center at the Monroe County Fairgrounds February 11th and 12th 2012 and we're looking forward to a bigger and better show this year, of course with the help of all of our valued vendors and exhibitors. We had a very good show last year although attendance was down slightly compared to the previous year. Responses from the vendors, charter captains, newspaper reporters and the sportfishing community in the area also indicated that many were impressed with the show and would help to spread the word to attend the next year's show. Based on responses from our vendors and the surveys at the end of the show, we also had a crowd interested in purchasing tackle and equipment as most of the vendors responded that they did well and 94% said that they would be back to join us for the 2012 show. If you were there with us last winter, we want to sincerely express our appreciation and thanks, and if you weren't able to join us last year, you missed out on a good show and we hope that you'll give the new and improved 2012 show some serious consideration, and come to Monroe to join us in February 2012.

With this vote of confidence, and the support of our membership, we have started to make our plan for the 2012 show. The upcoming year dates of Feb. 11th and 12th, 2012 are set and Feb 9th and 10th, 2013 have been reserved. We have also taken the lessons from previous shows as a learning experience, and will be incorporating many improvements suggested by members, our vendors and exhibitors. The MBT Expo Center has improved the parking with additional paving and shuttle service in the parking areas. We will again have a vendor lounge area apart from the show floor with free coffee, several more exhibitor demonstrations, an expanded free fishing simulator and lure building area for the kids, and more entry giveaways with paid admissions. As usual, we will also again provide set-up and tear down assistance for all of the exhibitors and improved name badges for all vendors. Wi-Fi Internet Access is also available in the hall for vendors that request the service (info on contract).

We will be maintaining the level of advertising we had for the 2011 show, adding newspaper ads, web page ads in addition to a much larger internet presence. This will be in addition to our large flyer distribution as we have done in the past and distribution at several shows prior to our date, several mailings to our friends, and other clubs around both states and vendors posting of show posters. We feel very strongly that all of these efforts will ensure a much larger admission turnout, and will contribute to our joint success. To that end, we have contracted a website designer and promotional consultant, DotCom Web Productions, to completely redesign our club and show web site. The new site will include a face book presence, multiple pages with club info, photo gallery of the show and outings, sponsorship opportunities and a special complete section developed specifically for the Mich-Ohio Sportfishing Expo including speaker biographies and scheduling and much more, including website links for attending vendors and sponsors. That site should be active in the next few weeks and we're confident that it will greatly improve our promotional capabilities. We'll contact you again soon with details when the new site is up and running.

This year, when you complete and send your vendor contract, please include a company description, product, service or display information paragraph to describe or highlight your company, including your website so that it can be added to expanded vendor listings, and your website will be linked to the official show site. Please also include the names of the people who will be working the show to allow for name badges to be done in advance. A second mailing will be sent in a few weeks with further web site details as soon as the new site becomes active, and you'll be able to review it for new advertising and sponsorship opportunities.

The costs for the 2012 show remain the same as 2009, making this the lowest cost for any comparable sized exhibition in our area. We again will offer multiple booth discounts, and a special reduced rate offer to vendors for turning in signed contracts with payment in full prior to 12/31/11. There will also be an opportunity for sponsorship of flyers and programs, with the sponsor info and booth location shown on the flyers and program as well as the show web site. That info will also be available soon on the new web site. The cost details are shown below.

2012 Show Fees USD			
	Qty	Prior to 12/31/2011	From 12/31/2011 on.....
Table	1	\$7	\$7
Chair	1	\$1	\$1
Booth	1-3 booths	\$150 per booth	\$175 per booth
Booth	4 -6 booths	\$125 per booth	\$150 per booth
Booth	7-12 booths	\$100 per booth	\$125 per booth
Boat Space	<= 400 sq ft	\$1.50 per sq ft	\$1.75 per sq ft
Boat Space	>400 to 800 sq ft	\$1.25 per sq ft	\$1.50 per sq ft
Boat Space	>800 to 1200 sq ft	\$1.00 per sq ft	\$1.25 per sq ft

The schedule remains nearly the same as the 2011 show, with set up from 2 p.m. to 7p.m. Friday the day before opening, with many club members available to assist with your move in and also with the tear down and move out Sunday evening. We will be contacting you after booth assignments are made to allow for some order in the chaos, but be assured that you will have plenty of help. The show hours will be reduced slightly Saturday from 9 a.m. to 6 p.m. and remain the same for Sunday, from 9 a.m. to 5 p.m., with tear down starting after 5 p.m.

Hopefully, this covers most of what will be new and improved for the 2012 Mich- Ohio Sportfishing Expo ® show and we're looking forward to hearing from you soon with your positive responses. Based on last year's performance, we expect to fill the hall well in advance of the show dates, and we'd like to hear from you ASAP to include the participating vendors on our website and in some of our advertising. We'll also be able to do some better planning with the hall layout which should benefit all of us.

A copy of the vendor contract, show rules and layout is included with this letter. Copies can also be downloaded from the Mich-Ohiosportfishingexpo.com website. Please review all of the detailed information, fill out the contract completely and return it to the address shown below. Please make all checks payable to the Mich-Ohio Sportfishing Expo and you will receive a confirming response via e-mail. Please also feel free to contact us if you have any questions or need any further assistance. The contact list is also shown below. We look forward to hearing from you soon, and to have you join us in February 2012. Thanks in advance for your consideration and assistance in making the 2012 Mich-Ohio Sportfishing Expo ® a great show.

Sincerely,

HVSC Show Committee

Bob Bilski, Exhibitor Coordinator

Huron Valley Sportfishing Club

Make checks payable to: Mich-Ohio Sportfishing Expo and mail to:

Mich-Ohio Sport Fishing Expo

Att: Bob Bilski

5516 Carleton-Rockwood Rd.

S. Rockwood, Mi. 48179

Committee	Contact	Daytime Phone	Evening/Cell Phone	E-Mail
Website & e-media promotions	Dennis Kovacs		734-309-6220	Denko67@hotmail.com
Exhibitors	Bob Bilski		734-309-6260	bbilski1@comcast.net
Speakers	Tom O'Harris		734-218-3188	oharrist@yahoo.com
Setup & Booth Assignments	Steve Gardiner		734-586-2438	gardiner@tdi.net
Tickets	Ray Koslakiewicz		313-570-7388	landing1@comcast.net
Sponsorship	Andy Tephenthart			

You may also go to our webpage www.mich-ohio.com for copies of the contract, floor plan, directions, speaker list & schedule and more info and updates!