



**FEBRUARY 15<sup>TH</sup>-16<sup>TH</sup>-17<sup>TH</sup> 2024**

**Michiana Event Center**  
455 E Farver Street  
Shipshewana, Indiana



# A WORD FROM THE COORDINATOR

Hello, I hope everyone is doing great. I would like to welcome you to the 2024 FAE Midwest Sportsmen Classic. We look forward to another year of exciting booths and entertainment. I will share a bit of history about our show. This show started in 2013 at the original location of the Michiana Event Center in Howe, Indiana. In 2018 the Michiana Event Center moved to its new location in Shipshewana, giving the Midwest Outdoor Show more room for expansion. In 2021 we (Tagout Technique) partnered with The MEC and rebranded the show to The Midwest Sportsmen Classic. We have since worked together to make this the best show possible. We are in the heart of a very prosperous area and a large percentage of attendees to our show have the financial freedom to spend money on their outdoor hobbies.

We believe that every great outdoor show is built on the success of it's vendors, along with a variety of experienced speakers and exciting activities. We strive to make this a very enjoyable and profitable show for every vendor involved.

Last year's vendor benefits included a vendor lunch and a Kamado Grill Giveaway. To show our appreciation, we are adding more in this year's show. On Thursday, at 11:00 a.m., all the vendors are invited to join us for the Vendor Banquet inside the Coliseum. While you enjoy your lunch, Gene Borkholder will have a motivational speech labeled, "Connection". This seminar will be geared towards helping you have a successful show and to help you with your business. We plan to have pizza for the vendors on Thursday night and Haystack on Friday night. You will need to sign up for these dinners so we have an idea how much food to prepare. These meals will be sponsored, so plan to participate and enjoy the food after a day in the booth.

We are excited to have FAE as our Title Sponsor this year. They have been excellent to work with and are a big reason that this show is looking better than ever. We are ramping up our marketing plan for this fall and early into 2024 to reach as many people as we can to keep our attendance numbers climbing. We are also excited to have The Legends Round Table at this year's show along with the TimberWorks Lumberjack Show. We also have a great lineup of high-profile seminar speakers to help draw more attendees to our show.

I hope that each and every vendor has a successful show and we hope to build lasting relationships with all our vendors. Please feel free to voice your ideas if you have any suggestions on how to make this a better show. Thanks again and we hope to see you all in February!

God Bless, Derek Borkholder.

Michiana Event Center  
455 E Farver Street  
Shipshewana, IN 46565

The 2023 official attendance was 9100

## EVENT CONTACT INFO

Derek Borkholder - Show Coordinator

Ph: 574.248.0322

Email: [Coordinator.midwestclassic@gmail.com](mailto:Coordinator.midwestclassic@gmail.com)

Karen Flanhardt - General Info

Ph: 260.768.3306

Email: [karen.flanhardt@michianaevents.com](mailto:karen.flanhardt@michianaevents.com)

# THE MICHIANA EVENT CENTER



**250,000 ft.<sup>2</sup> All under one roof, situated on 26 acres.**



**TRADE SHOW**  
**220' x 400'**



**THE COLISEUM**  
**220' x 250'**

# BECOME A VENDOR

FOLLOW THESE STEPS

**STEP 1. FILL OUT VENDOR APPLICATION FORM**

**STEP 2. SUBMIT YOUR VENDOR APP BY JANUARY 15TH**

**PLEASE NOTE:**

**YOU MUST SUBMIT YOUR VENDOR APP BEFORE YOUR BOOTH SPOT IS LOCKED IN ON THE LAYOUT. SPONSORS HAVE FIRST CHOICE, THEN FIRST COME FIRST SERVE THEREAFTER.**

## VENDOR DEADLINES

**VENDOR APP SUBMISSION - JANUARY 15TH**

**SUBMIT YOUR AS FOR SHOW PROGRAM - JANUARY 15TH**

**SIGN UP FOR THE COMPLIMENTARY VENDOR MEALS - JANUARY 29TH**

**THURSDAY 11:00 A.M LUNCH**

**THURSDAY 8:00 P.M PIZZA SUPPER**

**FRIDAY 8:00 P.M HAYSTACK SUPPER**

**(NAME BADGE NEEDED FOR VENDOR MEALS)**

**SUBMIT NAMES FOR VENDOR MEALS - JANUARY 29TH**

**10X10 BOOTH GETS 2 NAME BADGES**

**10X20 OR BIGGER GETS 4 NAME BADGES**

**GOLD SPONSORS GETS 5 NAME BADGES**

**PLATINUM SPONSORS GETS 6 NAME BADGES**

**(ADDITIONAL NAME BADGES ARE \$25)**

# THE MICHIANA EVENT CENTER *presents...*

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**FEBRUARY 15 - 17, 2024**

## Vendors Set up / Show Dates and Hours

*Vendors Set up / Show Dates and Hours*  
 Set Up dates Feb 13th 1 p.m. - 6 p.m.; Feb 14th 8 a.m. - 6 p.m.; Feb 15th 7 a.m. - 9 a.m.  
 Show dates Feb 15th 1 p.m. - 8 p.m.; Feb 16th 11 a.m. - 9 p.m.; Feb 17th 8 a.m. - 4 p.m.  
 Complimentary Vendor Lunch Thursday at 11 a.m.;  
 Complimentary Vendor Dinner Thursday at 8:00 p.m.  
 Complimentary Vendor Dinner Friday at 9 p.m.  
 More Details will be in your vendor package in January.

**SEND PAYMENT TO** **THE MICHIANA EVENT CENTER**  
 455 E Farver Street  
 Shipshewana, IN 46565

**SALES & QUESTIONS:** Call (260) 768-3306 or Email [karen.flanhardt@michianaevents.com](mailto:karen.flanhardt@michianaevents.com)  
**INFORMATION:** Call (574) 248-0322 or Email: [Coordinator.midwestclassic@gmail.com](mailto:Coordinator.midwestclassic@gmail.com)

## VENDOR INFORMATION

FILL OUT COMPLETELY

COMPANY NAME \_\_\_\_\_ CONTACT NAME \_\_\_\_\_  
 EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_  
 ADDRESS \_\_\_\_\_ FAX \_\_\_\_\_  
 CITY, STATE, ZIP \_\_\_\_\_  
 SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

CHECK ALL THAT APPLY

## BOOTH INFORMATION & RENTALS

BOOTH TOTALS

- 10 X 10 BOOTH .....\$525
- 1 - TABLE INCLUDED.....(CHECK IF NEEDED)
- 10 X 20.....\$825
- 20 X 20.....\$1725
- ADDITIONAL TABLES.....\$10 EA.
- ADDITIONAL CHAIRS .....\$2 EA.
- ELECTRIC .....\$20 EA.

*Office Use Only*  
 Booth # \_\_\_\_\_

|                                |                 |
|--------------------------------|-----------------|
| BOOTH .....                    | \$ .....        |
| SPONSORSHIP .....              | \$ .....        |
| TABLE TOTAL .....              | \$ .....        |
| CHAIRS TOTAL .....             | \$ .....        |
| ELECTRIC .....                 | \$ .....        |
| 8' TABLE SKIRT - \$10.....     | \$ .....        |
| <b>TOTAL BALANCE DUE</b> ..... | <b>\$ .....</b> |

## TERMS:

Exhibit space contracted is subject to cancellation unless full payment is received by the deadline. To avoid relocation or cancellation, issue full payment by 30 days prior to show move-in. 100% payment due if reserving space after deadline. **NOTE:** Upon acceptance in writing of this application by Promoter and mailing or delivery of the signed copy hereof to Exhibitor, this Application shall become a binding and enforceable contract between the parties. Cancellation Policy: All cancellations must be in writing. If received by 30 days prior to show open date or earlier there will be 50% loss of deposit. After 30 days prior there will be a total loss of all monies. \*Booth must be paid in full by January 1.

Please Charge My:

## PAYMENT INFO



Card Number: \_\_\_\_\_  
 Expires: \_\_\_\_\_ / \_\_\_\_\_ CVC: \_\_\_\_\_

**PLEASE SIGN**

Authorized Signature

Date



**\$4,000.00**

- YOUR BUSINESS LOGO WILL BE ON LARGE BANNER ABOVE THE VENDORS
- RECOGNITION IN RADIO AND IN PRINT ADS
- POSTED TO SOCIAL MEDIA WITH LINKS TO YOUR COMPANY
- LISTED ON THE FAE MIDWEST SPORTAMEN CLASSIC'S WEBPAGE WITH A LINK
- FRONT END CAP BOOTHS 20X20 (LIMITED AVAILABILITY)
- LOGO ON BANNER AT GIVEAWAYS
- RECOGNITION FROM ANNOUNCER THROUGHOUT EVENT
- TWELVE 3-DAY SHOW PASSES
- 2 FULL-PAGE COLOR ADS IN SHOW PROGRAM
- VIP SEATING AT VENDOR BANQUET
- PLATINUM SPONSOR POSTER AT BOOTH

**WHITETAIL LEGENDS ROUNDTABLE SPONSOR: \$5,000.00**

- YOUR BUSINESS WILL BE ON LARGE BANNER IN COLISEUM NEXT TO THE BIG SCREEN
- RECOGNITION IN ALL RADIO AND PRINT ADS ADVERTISING THE WHITETAIL LEGENDS ROUNDTABLE
- POSTED TO SOCIAL MEDIA WITH LINKS TO YOUR COMPANY
- FRONT END CAP BOOTH 20X20 (LIMITED AVAILABILITY)
- RECOGNITION FROM ANNOUNCER THROUGHOUT EVENT
- TWELVE EXTRA SHOW PASSES
- 2 FULL-PAGE COLOR AD IN SHOW MAGAZINE
- LINKS ON SHOW WEBSITE
- VIP SEATING AT VENDOR LUNCH
- ROUNDTABLE SPONSOR POSTER AT BOOTH
- SHOWCASED IN ALL PROMOTIONAL VIDEOS OF THE WHITETAIL LEGENDS ROUNDTABLE
- VIDEO CLIP OF COMPANY IN THE INTRO OF THE WHITETAIL LEGENDS ROUNDTABLE (YOU PROVIDE)



**\$1,750.00**

- YOUR BUSINESS LOGO WILL BE LISTED ON BANNER ABOVE VENDORS
- 10X20 BOOTH SPACE
- RECOGNITION FROM ANNOUNCER THROUGHOUT EVENT
- SIX 3-DAY SHOW PASSES
- 1 FULL-PAGE COLOR AD IN SHOW PROGRAM
- VIP SEATING AT VENDOR BANQUET
- GOLD SPONSOR POSTER AT BOOTH

**SHOW BAG SPONSOR: \$3,000.00**

- LOGO WILL BE ON SIDE OF SHOW BAGS
- RECOGNITION FROM ANNOUNCER THROUGHOUT EVENT
- VIP SEATING AT VENDOR BANQUET
- POSTED TO SOCIAL MEDIA WITH LINKS TO YOUR COMPANY
- 1 FULL-PAGE COLOR AD IN SHOW PROGRAM
- 10 3-DAY SHOW PASSES
- 20X20 BOOTH SPACE
- LISTED ON THE FAE MIDWEST SPORTAMEN CLASSIC'S WEBPAGE WITH A LINK

**VENDOR DINNER SPONSOR: \$1,000.00**

- SPONSOR OF VENDOR DINNERS THURSDAY AND FRIDAY NIGHT
- RECOGNITION FROM ANNOUNCER THROUGHOUT THURSDAY AND FRIDAY REMINDING VENDORS OF DINNER AFTER THE SHOW
- BANNER ABOVE KITCHEN AREA
- 10X10 BOOTH SPACE

**TABLETOP SPONSOR: \$500.00**

- YOUR AD OR LOGO ON 10 CONCESSION AREA TABLES
- YOUR BOOTH NUMBER WILL BE ON YOUR AD (OPTIONAL)
- 4 SPACES AVAILABLE FOR EVERY 10 TABLES

**Derek Borkholder**

Show Coordinator

Ph: (574) 248-0322

Email: [Coordinator.midwestclassic@gmail.com](mailto:Coordinator.midwestclassic@gmail.com)

**- EVENT CONTACT INFO -**

**Karen Flanhardt**

General Info

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The Michiana Event Center • 455 E Farver Street • Shipshewana, IN 46565

# PLACE YOUR AD IN THE SHOW PROGRAM

Deadline: January 22nd

## FULL PAGE

### DIMENSIONS

5.25 in. wide x 8.33 in. high  
w/ a 1/4 in. bleed/margin  
Please submit in jpg format.

## 1/2

## PAGE

### DIMENSIONS

5.25 in. wide x 4.16 in. high  
w/ a 1/4 in. bleed/margin  
Please submit in jpg format.

WELCOME TO ...



Platinum Sponsors  
Here ...



February 15th,  
16th and 17th

Advertising in our show program is a great way to get your business information to attendees. Not only while at the show, but also once they get home.

SAMPLE



## PRICING

FULL PAGE AD - \$125 (VENDOR)  
\$250 (NON-VENDOR)

1/2 PAGE AD - \$75 (VENDOR)  
\$150 (NON-VENDOR)

AD DESIGN - \$125

(AD DESIGN DEADLINE IS JANUARY 8TH)

Email your ads and registration to:  
[Coordinator.midwestclassic@gmail.com](mailto:Coordinator.midwestclassic@gmail.com)

## LODGING IN SHIPSHEWANA

Farmstead INN - 260.768.4595      Van Buren Hotel - 260.768.7780  
Blue Gate Garden INN - 260.768.7688      Super 8 By Wyndham - 260.768.4004





# THE ENTRANCE







photo credits: RipCord Media

# SEE YOU AT THE MEC

