



VENDOR PACKET

www.ultimatefishingexpo.com

Ultimate Fishing Expo, LLC.

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Facebook: Alabama's Ultimate Fishing Expo



January 16-18

| Omniplex Sports and Civic Center

| Cullman, AL

LOCATION

Omniplex Sports and Civic Center

Field of Miracles Drive, Cullman, AL 35055

SETUP

Thursday January 15th 8 am - 7 pm

Friday January 16th 8 am - 11 am

No booth set-up will be allowed after the show begins

EXPO HOURS

January 16, 2026 12 pm - 7 pm

January 17, 2026 9 am - 7 pm

January 18, 2026 10 am - 5 pm

TEARDOWN

January 18, 2026 5 pm - 11 pm



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BOOTH PRICING

10x10	\$250	Each additional 10'	+\$250	Wifi	Free
10x20	\$450	Each Corner	+\$50	Electric	\$50
		Bulk space	\$2/sf	Table & Chairs	\$20

Each exhibitor is allowed 2 badges for a 10X10 and an additional 2 badges for every extra 100 sq. ft. of booth space. If you need more badges, they can be purchased for \$5 each. Please list the names for badges on the application. Table & Chairs option includes one 8ft table and 2 chairs.

Deposits

Deposit is \$100 for a 10'X10', \$200 for a 10x20, and 30% for larger spaces

Payment

Payment can be made in cash, or checks payable to:

ULTIMATE FISHING EXPO, LLC
206 Heatherly Drive
Cullman, AL 35057

Payments may also be made by credit card, or ACH transfer through invoice.

Contact Jeff Shelton to receive the invoice.

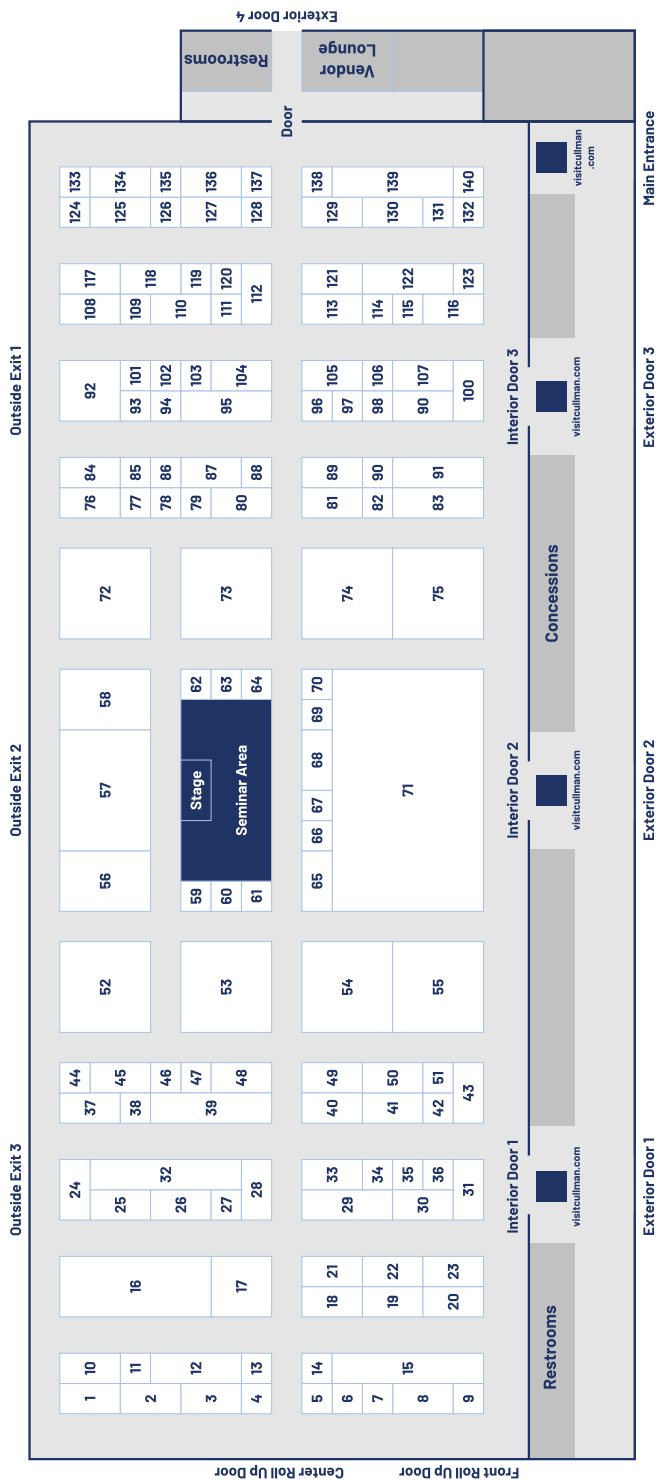


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FLOOR PLAN





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INFORMATION, RULES, AND REGULATIONS

1. Everyone must complete the vendor registration form found on the website's Vendor Info page. They are due by June 1, 2025. If we run out of vendor space, we will start a waiting list.
2. Deposits are due by June 1, 2025.
3. Booths are to be paid in full by December 1, 2025.
4. NO REFUNDS will be given after January 1, 2026.
5. Each exhibitor is allowed 2 badges for a 10X10 and an additional 2 badges for every extra 100 sq. ft. of booth space. If you need more badges, they can be purchased for \$5 each. Please list the number needed, and names, for badges on the application.
6. Each exhibitor needs to wear and/or have their badges displayed during the entirety of the expo. Please do not share your badges with friends or family, to gain free entry. The future of this expo depends on an accurate count of tickets purchased.
7. Each exhibitor will have their website, or Facebook page, displayed on the floor plan map, but you must include this information on your vendor application.
8. Signs, posters, banners, products, etc., will be confined to exhibitor's rented space and/or space above.
9. Be courteous to your neighboring vendor. Arrange your booth so it does not obstruct the view of vendor's products, on either side of you.
10. There is a wooden floor under the carpet. Each vendor WILL strive to not damage this floor. Very heavy displays must have extra protection. Bring extra pieces of carpet, or rubber pads, to put under heavy display wheels. We must take all steps necessary to not damage this venue.
11. If you have a dispute with a neighboring vendor, or anyone else, bring it to our attention immediately!



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INFORMATION, RULES, AND REGULATIONS (CONTINUED)

12. Do not begin dismantling your booth before 5 pm on Sunday.
13. Since we aren't allowed to drive into the expo, please have everything you need to move your display to your booth. We will have some carts available, but we don't want you having to wait for a cart.
14. There are several doors entering the expo area. We will have a map on the website. We will let you know which door to come to, depending on your booth location. We will have help available, with moving your display and products to your booth.
15. Due to the size of the building, and the expected crowd, we will be using three entrances to the Expo floor. Each ticket holder will be directed to a different door. This will get people in the doors faster. If we use one door, it will take an hour for the traffic to reach some booths. The entrance doors will be marked on the floor plan. There are no bad locations. Everyone will have the same amount of traffic coming by their booth.
16. We want to maintain the professional integrity, and the experience, of the largest fishing expo in Alabama history. This is not a "flea market" type event. Please make sure your booths look like they belong in an expo of this importance.
17. The venue has a "no pet" rule, other than licensed service animals.
18. Due to the number of booth spaces reserved, and to create space for everyone, we have pre-assigned certain booths to certain vendors. If you are not pre-assigned, put your top three requested booth numbers on the vendor registration. We will try our best to accommodate your requests.
19. Everyone have fun, interact with the crowd, thank them for coming, and display your products so they can be easily seen. We want you to be very successful.



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BOOTH SETUP & DOOR INSTRUCTIONS

- Upon arrival, please check in at the Expo Office.
- We have close to, if not the capacity of, 140+ vendors. The following information should help with the speed of getting your booths set up. It will also help in loading vehicles at the end of the Expo.
- We have attached a floor plan, including the location of 9 possible entry doors. You can drive all the way around this building.
- The doors at the top (Outside exit doors 1, 2, & 3) of the floorplan, are at the back of the building and lead directly outside.
- The entrance doors (1, 2, & 3) have doors directly in front of them, leading to the outside walkways (Outside Doors 1, 2, & 3).
- The door on the right of the floorplan (Outside Door 4) can be used for booths near that door.
- At this time, there can be no driving into the building. For trailers with heavier rolling booths, you can back up to either of the roll up doors. They are on the left side of the floor plan. The locations are marked Front Roll Up Door and Center Roll Up Door. Once your trailer is unloaded, please move it to allow someone else the opportunity to unload.
- Depending on your booth location, and your booth set up, you need to use the door that is closest to your booth location. If you need assistance, you will be directed to the closest door to unload.
- We plan to have plenty of help getting your displays and products to your booths. Please bring what you need to roll your products to your booth, if needed. We will have some flat carts available, but we don't want you to be waiting for one to be available.



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TRAILER & VENDOR PARKING

- Right now, we are working on the best, and closest, location for secure trailer parking. The only trailers that need to park near the building are ones with inventory in them. If this changes, I will let you know.
- Vendor parking will be located at a separate parking lot from the Expo building. We will have golf carts to shuttle vendors to and from the building. A map of the parking location will be given to you at check-in.
- There will be roughly 200 vehicles, just for vendors and their employees alone. We need that space for customers. Once again, thank you for being part of this historic event.

VENDOR BOOTH LOCATION

- The floor plan in this packet shows all booth numbers. To see which booths have been reserved, check the interactive floor plan on the website. On the vendor registration form, there is a place to list your top 3 booth requests. We will try our best to get you one of these, but booth placement is first come first serve.