

About Us



Muskie Expo was created to promote and secure the future of Muskie Fishing in America. To best promote our message, we have chosen the platform of the “All Muskie Show”. Our show is the grass-roots creation of down-to-earth hard-working families that share a true love of Muskie Fishing. The goal of Muskie Expo is straight forward and simple: to promote, enhance, and create opportunities and experiences that will positively impact families and their community.

Our Mission

Our mission is to promote the Muskie Industry: Sponsors, manufacturers, resorts, guides and organizations. The forefront of our approach is to create an environment where families, clubs and the community gain greater awareness of Muskie-fishing opportunities and can learn more about manufacturers, resorts, guides and other organizations. Through sponsorships, businesses are able to showcase their support of Muskie fishing through our Muskie Expo directly to their target audience, making our show quite unique. Muskie Expo is supported by Muskie equipment manufacturers, fishing and conservation clubs and organizations, Muskie guides, the boating industry, and anglers. We are the leader in promoting the Muskie Industry in a trade-show type of environment.

We believe in enhancing our American communities to create a positive impact, through kid-friendly programs, education for all levels of anglers, and positive economic impact. We will accomplish this in-person at the shows, and through promotion in print, radio, internet and television.

GOALS OF THE MUSKIE EXPO

The preservation of the “All Muskie Show” way of life. Protecting and sharing the opportunities for quality Muskie fishing.



Low Entry Fees: We want to ensure the Muskie Expos in Milwaukee and Chicago are affordable for everyone to encourage greater participation and greater efforts for conservation.

Education and Conservation: We will educate and promote conservation of our outdoor resources. If we teach others to “leave nature better than when you found it”, our Muskie fishing community will be remembered in a positive light as stewards of our environment.

Innovation: We encourage the introduction of new innovative products, new ideas to the Muskie marketplace and a platform to show off and market the product/ideas.



Looking to the Future: Engaging the younger generation is the key to preserving our outdoor heritage. Our Kids’ Day allows children and families to experience fishing, conservation and learn a new respect for our outdoor way of life, leading to increased interest in conservation efforts. 2017 shows will allow one

entire family come to the show at one adult admittance on Sunday of each show. Kids 12 and under are free.

Partnerships: Corporate Sponsors will not only have the unique opportunity to showcase their products/services at a “grass-

roots” level within the community, they will be associated with the best names in the Muskie-fishing industry. The ultimate goal is to permeate the community with enhancement and support, and to create partnerships between businesses and the public for the benefit of all. With the infusion of capital into our communities through the revenues that our “Muskie Expo” brings in addition to our sponsors’ investments, we will partner to fulfill our mission: **Promote–Enhance–Preserve.**

