

| Company | Milwaukee, WI Booth | Novi, MI Booth | Website (if provided) |
|--|---------------------|----------------|--|
| 4M Graphix | 117 | | www.4mgraphix.com |
| 509 Films | 424 | 401 | www.509films.com |
| Abom Inc. | | 111 | www.abom.com |
| Algoma Country Tourism | | 176+177 | www.algomacountry.com |
| American Council of Snowmobile Associations | 114 | 157 | www.snowmobilers.org |
| American Snowmobiler Magazine | 436 | 149 | www.amsnow.com |
| Amsoil - Tom Kirby | | 161+162 | |
| Antique Snowmobile Club of America | 226 | 100+101 | www.ascoa.org |
| Arctic Cat | 322 | 402 | www.arcticcat.com |
| AWSC | 115 | | www.awsc.org |
| Babbitt's Online | | 313 | |
| Bag King | 132 | 257 | |
| Bandon-na | | 160 | www.bandon-na.com |
| Baymont Inn & Suites - Gaylord | | 239 | www.baymontinns.com |
| Beaver Creek Resort Property Services & Realty | | 220 | www.bensbeavercreek.com |
| Bell Powersports | 223 | 255 | www.bellhelmets.com |
| Benzie Co. Visitors Bureau | | 204 | www.visitbenzie.com |
| Bikeman Performance | 414 | 330 | www.bikemanperformance.com |
| Biteharder | | 318 | www.biteharder.com |
| Black Diamond Xtreme Engineering - Speed Shop Inc. | 221 | 90+91 | www.speedshopinc.com |
| Blaze Anti Fog | 315 | 164 | |
| Boarders Inn & Suites - Munising | 442 | 245 | www.boardersinnandsuitesmunising.com |
| Boondock Nation | 601 | 305 | www.boondocknation.com |
| Boulder Junction Chamber | 402 | | www.boulderjct.org |
| Brite Lites | 105 | 248 | www.britelites.net |
| BRP, Inc. | 119 | 405 | www.ski-doo.com |
| C&C Sports | | 123+306 | www.ccsport.com |
| Cadillac Area Visitors Bureau | | 202 | www.cadillacmichigan.com |
| Caliber, Inc. | 409 | 505 | www.caliberproductsinc.com |
| Camso Manufacturing USA Ltd. | | 109 | https://camso.co/en/snowmobile |
| Canvasworks, Inc. | 504 | 605 | www.encloseyourtrailer.com |
| Carbide Savers LLC | 312 | 158 | www.carbidesavers.com |
| CB Performance | 313 | 321 | www.cbperformanceparts.com |
| Click Heat | 405 | | www.clickheat.eu |
| Composit Intetnational | | 242 | www.composit-tracks.com |
| Curve Industries Inc. | | 151 | www.curveindustries.com |
| Cutco Cutlery | | 269 | www.MyCutcoRep.com/RaySumner |
| CVTech AAB | 416 | 224 | www.cvttech-aab.com/ |
| D.R. Trailer Sales | 506 | 602+604 | www.drtrailer.net |
| Decades of Snowmobiling | 225 | | www.snowmobileusa.com |
| Dee's Marine | | 407 | www.deesmarine.com |
| Dobson Entertainment | 304 | 247 | www.dobsonentertainment.com |
| Don & Roy's Motorsports | 125 | 307 | www.donandroys.com |
| Drummond Island Resort | | 253 | www.drummondisland.com |
| Eazymove Snowmobile Carts | 107 | 416 | www.eazymovecarts.com |
| Elka Suspension | | 94+95 | www.elkasuspension.com |
| Exhaust Gas Technologies | 133 | 213 | www.exhaustgas.com |
| Farmers Insurance - Cristyn Castelli | | 143 | |
| Fast Trac Traction Products | 110 | 412 | www.fasttractraction.com |
| Fix My Feet | | 211+238 | |
| Flitz International, Ltd. | 421 | | www.flitz.com |
| fstraigh | 219 | | www.4powersports.com |
| Gaylord Area CTB | | 153 | www.gaylordmichigan.net |
| Goodwin Performance | 118 | 308 | www.goodwinperformance.com |
| Grace Performance | | 507 | www.graceperformance.com |
| Grand Marais Chamber of Commerce | | 212 | www.grandmaraismichigan.com |

| Company | Milwaukee, WI Booth | Novi, MI Booth | Website (if provided) |
|--|---------------------|----------------|--|
| Graphic Design Marketing | 106 | 275 | |
| Grayling Visitors Bureau | | 154 | www.grayling-mi.com |
| Great Lakes Promotion | 210 | 173-175 | www.greatlakesfishermansdigest.com |
| Ground Up Lifts | 121 | 214 | www.grounduplifts.com |
| GSE Performance | | 144 | www.gseperformance.com |
| Hayward Lakes Visitors & Convention Bureau | 444 | | www.haywardlakes.com |
| Highlands Yamaha Inc. | 606 | 411 | www.highlandsyamaha.com |
| Hygear Suspension | 415 | 327 | www.hygearsuspension.com |
| Hytech Marketing | | 222 | www.utopiagear.com |
| iGrip | 311 | 156 | www.igripstud.com |
| IL Association of Snowmobile Clubs, Inc. | 113 | | www.ilsnowmobile.com |
| Indian River Sports Center | | 408 | www.ir-sc.com |
| International 500 Snowmobile Race | 428 | 205+206 | www.i-500.com |
| International Eng. Inc. - Woody's | 400 | 301 | www.wiem.com |
| IQ Technologies | 310 | 96 | |
| Iron Snow Shoe Snowmobile Trail | 401 | | www.ironsnowshoe.com |
| J&J Sales | | 508 | www.j-jsales.com |
| John's Trailer Sales | 502 | 606+607 | www.johnstrailersales.com |
| Just Fab Graphics | | 122 | |
| K & W Cycle | | 406 | www.KWCycle.com |
| KEL52 | 127 | | www.kel52.com |
| Kewadin Casinos | | 168 | www.kewadin.com |
| Keweenaw Snowmobile Club | | 232 | www.keweenawsnowmobileclub.com |
| Kid USA "Mr. Snow" | 108 | 159 | www.snowmobileusa.com |
| Klotz Special Formula Product | 422 | 218 | www.klotzlube.com |
| Lakeside Motor Sports | | 310 | www.lakesidemotorsports.net |
| LeafFilter North, Inc. | | 172 | www.leafilter.com |
| Legend Manufacturing Inc. | 500 | 609-611 | www.legendmfqinc.com |
| Legend Performance | 109 | 107 | www.legendperformance.com |
| Lettertech Inc. | 418 | 210 | www.lettertech.com |
| Lube Suppliers - Amsoil Distributers | 217 | | www.lubesuppliers.com |
| Mackinac Island Tourism | | 237 | www.mackinac.com |
| Makepeace Marine | 128 | | |
| Manistee Pure Michigan | | 203 | www.visitmanisteecounty.com |
| Mariner North in Copper Harbor | 403 | | www.manorth.com |
| Martin Powersports LLC | | 105 | |
| Metal Gloss / Master Formula | 111 | 317 | |
| MetLife Jerry Lorenz & Erich Olson | 314 | | |
| Michigan Bath Solutions | | | www.michiganbathsolutions.com |
| Michigan Sled Chix | | 200 | www.michigansledchix.com |
| Michigan Snowmobile Assoc. | | 147 | www.msasnow.org |
| Michigan Snowmobiler Magazine | | 316 | www.michsnowmag.com |
| Moms Motorsports - Ride Out West | 308 | 249 | www.momsmotorsports.info |
| More Freakin Power | 423+600 | 403+500 | www.morefreakinpower.com |
| Munising Snowmobile Rentals | | 273+274 | |
| Munising Visitors Bureau | 437 | 246 | www.munising.org |
| National MS Society | 413 | | www.wisms.org |
| Oconto County Tourism | 309 | | www.ocontocounty.org |
| Ontario Federation of Snowmobile Clubs | | 166 | www.ofsc.on.ca |
| Outdoor Adventures Inc. | | 180 | http://www.outdooradventuresinc.com/ |
| Paradise Area Tourism | | 227 | |
| Pfeiffer Sales & Service LLC | 503 | | www.pfeiffertrailersales.com |
| Pine Stump Junction Tourism | | 236 | www.winterhavenmotel.com |
| Pink Ribbon Riders | 408 | 243 | www.pinkribbonriders.com |
| Pit Pal Products | 435 | 233 | www.pitpalproducts.com |
| Platinum Powersports | | 309 | www.platinumpowersports.com |

| Company | Milwaukee, WI Booth | Novi, MI Booth | Website (if provided) |
|--|------------------------|-------------------|---|
| Polaris Industries | 205 | 418 | www.polarisindustries.com |
| Polarwerkz | | 170 | |
| Port Yamaha | 604 | 509 | www.portyamaha.com |
| PowerMadd | 222 | 304 | www.powermadd.com |
| Powersports 1 | 425 | 300 | www.powersports1.com |
| Prostar Trailers | | 614 | www.sledshedtrailers.com |
| R&R Trailers | | 615 | www.rnrtrailers.com |
| Race Winning Brands - Wiseco Performance Products | | 217 | www.wiseco.com |
| Racine County Alliance of Snowmobile Clubs | 406 | | www.racinecountytrails.com |
| Raveling Sports | 120 | 510 | www.ravelingsports.com |
| Rob's Performance Motorsports | 126 | 404 | www.robsperformance.com |
| Rocztoyz - Yamaheater - Trail Jamz | 317 | 152 | www.yamaheater.com/YTJ.php |
| Sault Ste Marie Convention & Visitors Bureau | | 120 | www.saultstemarie.com |
| SHOF & Modine | 213 | 103+104 | www.snowmobilehalloffame.com/ |
| Sled Edge-Sled Bitch | 124 | 110 | www.sledbitch.com - www.sleddiva.com |
| Sled Michigan XPSGear.com | 440 | 131 | www.xpsgear.com |
| Sled Shed Trailers | | 612 | www.sledshedtrailers.com |
| Slydog Skis | 411 | 108 | www.slydogskis.com |
| Snomads Snofari Club Inc. | | 231 | www.snomads.org |
| Snow Goer Magazine | 306 | 244 | www.snowgoer.com |
| SnowTrails TV | | 133 | www.sno-trails.net |
| Spanky's Powersports | 410 | 501 | www.teamspankys.com |
| Sport Mart - Choko | | 504 | www.chokodesign.com |
| Sportland2 Inc. | 603 | 311 | www.sportland2.com |
| St. Germain Chamber of Commerce | 212 | | www.st-germain.com |
| Stingers Bar & Grill | | 140 | www.stingersbarwixom.com |
| Straightline Performance | 439 | 302 | www.straightlineperformance.com |
| Stud Boy - Liberty Products | 303 | 331 | www.studboytraction.com |
| Summit Motorsports LLC | 431 | | www.summitmotorsportsllc.com |
| Sunco Race Fuels Corrigan Oil | | 145 | www.corriganoil.com |
| Super Torquer Systems, Inc. | | 142 | www.heelclickerclutching.com |
| Super Trax Magazine | | 181 | www.supertraxmag.com/ |
| The Cool Works, Inc. | | 163 | |
| The Sled Shed LLC | 218 | 303 | www.sledshed.net |
| Thunder Products Clutching | 443 | 201 | |
| Top of the Lake Snowmobile | | 102 | www.snowmobilemuseum.com |
| Trail Systems | 116 | 97 | www.trailsystems.com |
| Travel Marquette Michigan | | | www.travelmarquettetmichigan.com |
| Two Top Yellowstone Winter Tours | 404 | 119 | www.twotopsnowmobile.com |
| Ultimax Belts by Timken | | 178 | www.ultimaxbelts.com |
| Up North Sports | 301 | 511 | www.upnorthsports.com |
| Up North Sports Outlet | 602 | 417 | www.upnorthsports.com |
| US 27 Motorsports & Trailers | | 603 | www.us27motorsports.com |
| USA Sunglasses | | 216 | |
| USI Management, LLC | 318 | 314 | www.usiskis.com |
| Watersmeet Chamber of Commerce | 112 | | www.watersmeet.org |
| Waukesha County Snowmobile Assoc. | 129+131 | | www.waukeshasnow.org |
| Wawa Motor Inn | | 165 | www.wawamotorinn.ca |
| Weiss Equipment | | 409 | www.weissequipment.com |
| Wertz Warriors - Special Olympics of MI | | 146 | |
| Western U.P. of MI | 420 | | www.westernup.info |
| Whiplash Powersports | 207 | 262 | www.whiplashpowersports.com |
| White Pine Lodge | 206 | 127 | www.whitepinelodgeonline.com |
| Window Pro | | 113 | www.windowpro.com |

| Company | Milwaukee, WI Booth | Novi, MI Booth | Website (if provided) |
|----------------------------------|--------------------------------|---------------------------|--|
| Wisconsin DNR | 323 | | www.dnr.state.wi.us |
| World Championship Derby Complex | 122 | 414 | www.derbycomplex.com |
| World Snowmobile HQ | 123 | 415 | www.worldsnowmobilehq.com |
| Yamaha Motor Corp. | 605 | 410 | www.yamaha-motor.com |