

NORTHERN MINNESOTA SWAP MEET & CAR SHOW

Dates: July 24 – 26, 2026

Location: Itasca County Fairgrounds, Grand Rapids, MN

TO OUR VALUED VENDORS:

It feels like we just wrapped up our 2025 event, and registration is already open for 2026! This event requires year-round attention, and it has certainly gotten that this year. In direct response to the surveys completed last year, as well as feedback provided by both visitors and vendors, we have many exciting changes coming for 2026! More detailed updates about those survey results – and the changes – can be found on the back of this letter.

- **Note – early bird pricing until March 1! Be sure to register early for best vendor prices!**

On behalf of the Grand Rapids Area Chamber of Commerce, thank you for your continued participation in the Swap Meet. Your support and engagement are essential to the success of this cherished event, and we're incredibly grateful for your contributions!



April Arnason, President

Grand Rapids Area Chamber of Commerce

REGISTRATION INFORMATION

Registration is open! There have been some updates to the process for registration - most of which allow for the opportunity for online registration. However, if you prefer paper registration – you can still do that! A paper form is included in this mailing and additional information, including vendor venue maps, pricing, lodging, and updates can be found on a newly created [Northern MN Swap Meet & Car Show](#) website! Visit the Chamber website at [grandmn.com](#), then click “**Events**,” and select the “**Northern MN Swap Meet & Car Show**.” You can also scan the QR code.



VENDOR REFERRAL INCENTIVES

SPONSORS: To expand the reach of the event through marketing, and enhancing the event through swag, live music, and family activities, we developed a more robust and incentivized sponsorship package for community partners. **If you know of a business or organization** that would benefit from statewide exposure and a favorable sponsorship package, refer them to us. For every business **you refer** that sponsors at \$250 level or more – **you will get one free vendor space**. We have general packages and more specific packages for lodging properties, RV, auto, and power sports/outdoor recreation dealers. Contact April directly to take advantage of this incentive.

NEW VENDORS: Any vendor who paid for a space for the 2025 event can **refer a friend** (must be new vendor to the Swap Meet) to vend in 2026 and will receive a \$10 refund when the referred friend attends and vends at the event.

SURVEY RESULTS AND CHANGES

There will be many changes for 2026 and each and every one of them is intentional and has a specific purpose with the ultimate goal of ensuring this beloved community event lives on into perpetuity. All changes are a direct result of vendor and visitor surveys and feedback from conversation.

Topics listed below with an (*) were top results for both vendor and visitor surveys.

***Re: Car Show at Yanmar on Saturday:** The number one visitor and vendor request was that the car show that occurs on Saturday at Yanmar Arena be moved to the fairgrounds for a combined event. Through engaged conversation with Northern Cruisers Car Club and their thoughtful consideration, they have chosen to keep their event at Yanmar Arena. We will remain **partners** of the *Weekend of Wheels* and work to better promote the two locations, shuttle availability and schedules, and capitalize on each other's successes. **We thank them for this ongoing partnership of such a fun weekend!**

***Re: More events to draw people in:** There has been **considerable** work in this area and there will be many new event highlights in 2026 including live music, family activities, expanded beer garden, etc.

***Re: Vendors leave/close early:** In direct response to vendor and visitor feedback, we are implementing a deposit requirement to encourage vendors to remain set-up for the duration of the event. This will be refunded directly to the vendors on Sunday afternoon. Instructions on this process will be included in vendor letters sent out in July.

***Re: "We need more vendors:"** **You** are the most valuable asset in referring new vendors. We are implementing referral and new vendor incentives. Information can be found on the registration forms. Additionally, because we want "more vendors," at this time, we are allowing most all interested vendors – pending their merchandise is allowed – to vend. We are not going to limit vendors based upon personal preference/opinions of other vendors.

VENDOR SPECIFIC (in addition to the above):

Re: Vendor space price increase for 2025: This has been addressed with lower early bird pricing that is tiered until the event. You will see those changes and explanation on the registration form.

Re: Insufficient advertising: We have already begun and will continue to ramp up these efforts. **You** can be a huge help in this area – utilizing your own social media, word of mouth and contacts.

Re: Set-up time is too late Friday: This year, indoor vendors can begin setting up at 6:00 am. Outdoor vendors can begin setting up at 9:00 am. More detailed instructions will be included in vendor letters.

For any additional questions, or to refer a sponsor, contact April at 218-326-6619 or at april@grandmn.com.