
**OVERLAND
EXPO** MTN WEST
2025

AUGUST 22-24, 2025

 THE RANCH
LOVELAND, CO

2025 OVERLAND EXPO MTN WEST EXHIBITOR MANUAL
MAIN MENU

Welcome	1	Product Demos	13
GENERAL INFO	2	Exhibit Design	13
DATES & TIMES	2	Exhibitor Conduct/Good Neighbor Policy	13
Move-in	2	Food and Beverage	14
Show Hours	2	In-Booth Parties	14
Move-out	2	Models/Temporary Staffing	14
EXHIBITOR OUTDOOR AISLES	2	Music/Sound	14
EVENT LOCATION	2	Sharing of Exhibit Space	15
SHOW MANAGEMENT CONTACTS	2	Stickers	15
BEFORE YOU ARRIVE	3	Storage	15
IMPORTANT DEADLINE DATES	4	Strolling Entertainment	15
INSURANCE	4	Suitcasing	15
BOOTH REGULATIONS	5	Trademarks/Copyright	16
Wind Flags/Banner Flags	5	Display Vehicles	16
FREIGHT & DELIVERIES	5	VEHICLE DETAILING	16
Freight Holds	7	REGISTRATION	16
MOVE-IN/OUT PROCEDURES	7	EXHIBITOR BADGES	16
Move-Out Information	8	Exhibitor Appointed Contractors (EAC)	17
SECURITY INFORMATION	8	Happy Hours	17
FACILITY INFORMATION	9	TRAVEL AND TRANSPORTATION	17
Building Regulations and Care of the Facility	9	HOTELS	17
Safety	9	IN-BOOTH EXHIBITOR CAMPING	18
UTILITIES	11	EXHIBITOR CAMPING – NOT IN BOOTH SPACE	18
ELECTRICAL	11	CAMPING IN ATTENDEE CAMPING AREA	19
INTERNET SERVICES	11	PARKING	19
ONSITE RULES AND REGULATIONS	11	RIDESHARE/TAXI	19
Advertising/Promotional Distribution	11	BRAND MARKETING KIT	19
Americans with Disabilities Act (ADA)	12	Submit Application for Demos at your Booth: ...	19
Animals	12	Submit Items for Attendee Swag Bag:	19
Booth Appearance	12	Donate Prize to Benefit Charity Raffles	20
Booth Cleanup	12	Submit Items for Media Kit	20
Booth Occupancy	13	Download Event Marketing Materials	20

WELCOME to the Overland Expo Mtn. West 2025 Exhibitor Service Manual! The information in the pages below is designed to help guide exhibitors through the planning process of exhibiting at Overland Expo Mtn. West Schedules and deadlines as well as links to additional information, online ordering sites, and downloadable printable order forms are included for your convenience.

The **Main Menu** is designed so clicking on a topic will automatically take you to that section of the manual. Also, each page includes linked tabs at the top to help you navigate back to the Main Menu or another section of the manual.

We encourage you to thoroughly review this document, especially those areas that pertain to you and your booth and ask questions for any areas you need further clarification on.

GENERAL INFO

DATES & TIMES

Move-in

Wednesday, August 20: 12 PM – 6 PM

Semi or Large Trailers: Highly encouraged to move in early, please work with your sales representative on preferred timing

Thursday, August 21: 8 AM – 6 PM

Exhibitor move in ends at 6 PM on Thursday, August 21. If you will be late, please reach out to your sales rep as early as possible to discuss special arrangements. Once you are checked in, you may continue setting up. All booths must be ready by Friday, August 22 at 8 AM.

No vehicle movement will be allowed after 7 AM on Friday and Saturday, and 8 AM on Sunday.

Show Hours

Friday, August 22	8 AM – 5 PM
Saturday, August 23	8 AM – 5 PM
Sunday, August 24	9 AM – 3 PM

Move-out

Sunday, August 24	Show Closes at 3PM Must wait for all clear from Security Display vehicles can exit after all clear Trailers may enter once display vehicles are clear
-------------------	--

Monday, August 25	All exhibitors must be out by 11 AM
-------------------	-------------------------------------

**** It is required that all booth materials and products be packed and labeled before exhibitors leave The Ranch on Sunday evening.***

EXHIBITOR OUTDOOR AISLES

Please note that all show aisles are a full 10' wide. All booth material must be kept within your assigned booth space and not in the aisles.

EVENT LOCATION

The Ranch 5280 Arena Circle, Loveland, CO 80538

SHOW MANAGEMENT CONTACTS

SALES REPRESENTATIVE

Anthony Sicola
(619) 609-6927
Anthony.sicola@emeraldx.com

Jacquie Parral
(818) 470-9201
Jacquie.parral@emeraldx.com

ADMIN ASSISTANCE

Heather Scheiffele
(714) 880-9406
Heather.scheiffele@emeraldx.com

Shawn Parker
Director of Sales
(310) 408-3119
Shawn.parker@emeraldx.com

BEFORE YOU ARRIVE

BEFORE YOU ARRIVE TO THE SHOWSITE

- ✓ Coordinate Hotel
- ✓ Order badges

ONCE YOU ARRIVE

- ✓ Head to Show Office
- ✓ Pick up credentials



SHIPPING

EVENT WEEK

Monday, August 18 - Thursday, August 21

The Ranch
Attn: Overland Expo / **Exhibitor Name and Booth #**
5280 Arena Cir.
Loveland, CO 80538



SHIPPING

PRIOR TO EVENT WEEK

Friday, July 18 - Friday, August 15

NO PALLETS OR CRATES TO STORAGE FACILITY

Extra Space Storage
Unit # *COMING SOON*
Attn: Overland Expo / **Exhibitor Name and Booth #**
4888 Ronald Reagan Blvd.
Johnstown, CO 80534

IMPORTANT DATES



July 4

- Deadline for Exhibitor Demo Applications



July 23

- Deadline for Exhibitor Rentals
- Deadline for Badge Orders
- Deadline for Sampling Application



July 25

- Deadline for Media Kit Submissions

INSURANCE

General liability insurance coverage is always required of each Overland Expo exhibitor; however, we know that securing these certificates of insurance (COI) can be a time-consuming after-thought and hassle. After much research and many requests from exhibitors for a better solution, we've secured a service with our preferred insurance provider to include an exhibitor COI with the purchase of any Overland Expo booth space or sponsorship moving forward. This convenience to the exhibitor will ensure that all exhibitor COIs meet insurance requirements and will eliminate the hassle to the exhibitor of securing a COI from an outside provider. This also ensures that no additional certificates of insurance will be required to purchase by the exhibitor.

Once an exhibitor places a booth space order, we will secure the COI on the company's behalf and will share that certificate with you for your files. You will receive an email (sent to the registered email on A2Z) from Rain Protection Insurance Co. with a copy of the COI for your records.

BOOTH REGULATIONS

Wind Flags/Banner Flags

Wind Flags, Banner Flags, Pole Flags & Feathered Flags

Rules & Regulations .

- Flags **MUST** *be secured currently for the weather conditions.*
- Banners and Flags **CANNOT** hang outside of your booth space and **CANNOT** hang into the aisle or into a neighbor's booth.

FREIGHT & DELIVERIES

All Shipments (Inbound/Outbound) – if you will be arranging any inbound or outbound shipping, [THIS FORM](#) must be completed.

SHIPPING – FREIGHT, DELIVERIES, & SHIPMENTS

Exhibitors are entirely responsible for all inbound/outbound freight including but not limited to:

- Preparing items for shipment, sourcing pallets, wrapping, attaching a BOL
- Arrangement of all inbound/outbound shipping services with a shipping provider (including the Monday post event)
- Scheduling delivery & pickup of your freight
- All Outbound freight must complete a Material Handling Form and BOL before departing on Sunday. You may pick up a Material Handling Form in the Show Office
- Overland Expo and its service providers are not liable for any damage to freight

SHIPPING – ATTENDEE SWAG BAGS

All items being shipped for Attendee Swag Bags, must arrive by August 15, 2025.
Please ship all swag bag items to:

Extra Space Storage

UNIT # COMING SOON

Attn: Overland Expo /ATTENDEE SWAG BAG

4888 Ronald Reagan Blvd.

Loveland, CO 80534

SHIPPING BOOTH MATERIALS, SUPPLIES, AND PRODUCT

Deliveries must arrive within the date ranges outlined below.

EVENT WEEK (Shipment delivery of Monday 8/18/25 to Thursday, August 21) - \$300 HANDLING FEE

The Ranch

Attn: Overland Expo / EXHIBITOR NAME & BOOTH #

5280 Arena Circle

Loveland, CO 80538

Prior to event week (July 18 – Aug. 15)

- ONLY USE IF YOU ARE UNABLE TO ARRANGE DELIVERY WEEK OF EVENT
- Up to 30 days prior to Event Week – No shipments will be accepted beyond 30 days out
- **DO NOT SHIP PALLETS OR CRATES TO STORAGE FACILITY. They can only be shipped to the venue starting on Monday August 18, week of event only.**
- If items are shipped to The Ranch prior to August 18, they will be rejected.

Extra space Storage

UNIT # COMING SOON

Attn: Overland Expo / EXHIBITOR NAME & BOOTH #

4888 Ronald Reagan Blvd

Johnstown, CO 80534

PRIOR TO EVENT WEEK – SHIPPING & HANDLING FEES

- Loose Packages 0-50lbs – \$25 per package handling fee
- Loose Packages 0-100lbs – \$50 per package handling fee
- Loose Packages 100lbs + – \$100 per package handling fee

RECEIVING SHIPMENT/DELIVERIES TO YOUR BOOTH

Once onsite, please proceed to the Show Office and let management know you are ready for your shipments/deliveries. Payment will be required at this time. Once payment is confirmed, your shipments/deliveries will be sent to your booth.

CAMPER TRAILER OFF LOADING FEE (use of ball/hitch)

Have a transporter full of camper trailers? We can help you offload these trailers for a \$300 fee per load.

POST EVENT – OUTBOUND SHIPPING

If you have outbound shipping, please pick up a Material Handling form from the Show Office. Please complete and return the form promptly to the Show Office. Pallets and loose boxes will need separate outbound shipping forms.

Material Handling form

All exhibitors that complete a Material Handling form will have their preprepared shipments picked up from their booth for outbound shipment on Monday. Exhibitors must schedule pickup and place a BOL on their wrapped pallets for outbound shipping. If there is no BOL ready on the shipment, our team will NOT pick it up. Please guarantee the shipment is wrapped and ready before leaving the venue grounds.

Please note:

We cannot print BOLs onsite

We do NOT have any extra pallets onsite for outbound shipping

STAFF WILL BE AVAILABLE ON-SITE FOR OUTBOUND SHIPPING BETWEEN HOURS OF:

Sunday: 4PM – 6PM

Monday: 8AM – 5PM

Tuesday: 8AM – NOON

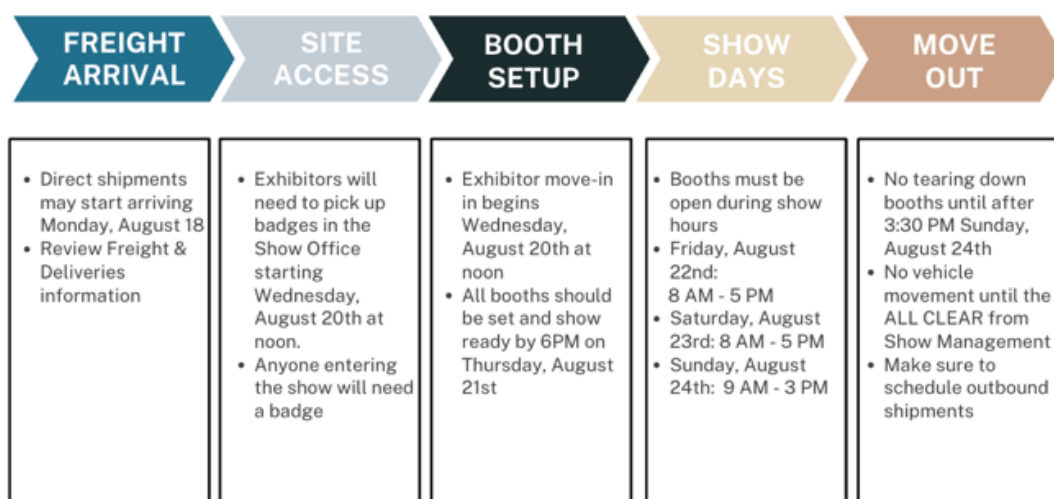
Please plan accordingly! Schedule your pickup during these times.

For any shipment/pallet/crate left on the grounds at venue after the Monday, August 25, there will be a \$500 per day storage fee imposed.

Freight Holds

Overland Expo reserves the right to hold freight for ANY outstanding balance owed including booth, freight, storage fees, etc. Freight will be released when the outstanding balance is paid.

MOVE-IN/OUT PROCEDURES



Move-Out Information

Overland Expo will begin returning empty containers and skids at the close of the show. All exhibitor materials must be removed from the facility by **Monday, August 25, 2025, at 11:00 AM.**

Exhibitor Move Out Instructions

Stage at Exhibitor Check- In Lanes, Same location we staged and moved in on Wed. & Thur.

Do NOT stage prior to 2:00pm.

3:00 PM – Event Closes / NO VEHICLE MOVEMENT

Wait for all clear from security

Approximately 3:30 PM – Display vehicles exit

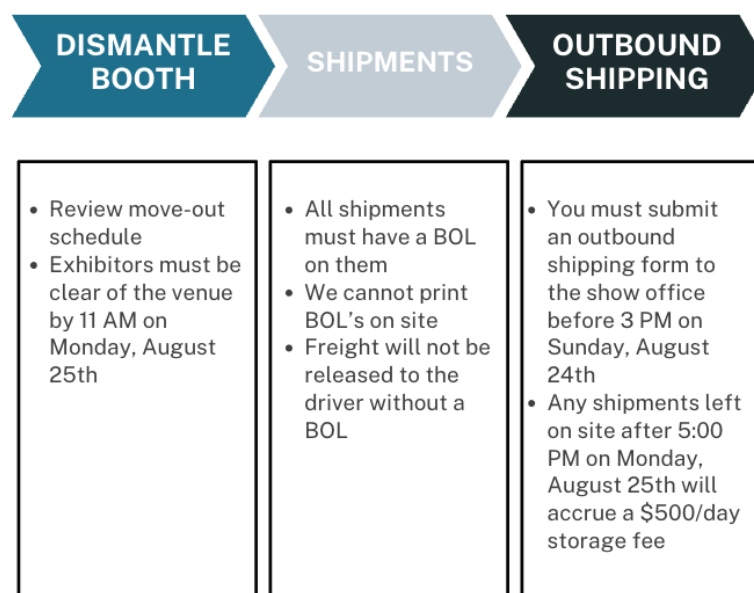
Approximately 3:45 PM – Trailers and other vehicles able to enter exhibitor entrance for tear down

SECTION A & F TO MOVE OUT / EXIT GATE 7

SECTION B & D TO MOVE OUT / EXIT GATE 7

SECTION C TO MOVE OUT / EXIT GATE 1

Please be patient! We will get you in and out in no time! Thank you for being with us this weekend.



Any materials remaining on site after Monday, August 25th at 11 AM will be disposed of.

SECURITY INFORMATION

Overland Expo Show Management makes every effort to protect exhibitors' merchandise and displays. Show Management will provide perimeter guard service on a 24-hour basis to include move-in, show days, and move-out. While Show Management will implement security measures to safeguard your property, neither Show Management, The Ranch agents nor employees assumes any responsibility for such property, loss, or theft.

Exhibitors are solely responsible for the care, custody, and control of their own exhibit space and material. Exhibitors should carry insurance to cover loss or damage to their exhibit material.

Small electronic equipment such as tablets, laptops, monitors, cameras, etc., should never be left unattended. In cases where valuable equipment may not be removed to storage daily, the services of a private booth guard are available.

When shipping your equipment, do not list contents on the outside of crates or cartons. Do not ship computers, monitors, tablets, or other electronic equipment in the manufacturer's cartons. Place these cartons inside larger crates or have special packaging made, which does not indicate contents.

At the close of the show, when your materials have been packed and bills of lading have been prepared, place your completed bills of lading on your freight. Complete Material Handling form and turn both Material Handling Form and BOL in at the Show Office before leaving.

Tips To Help Protect Your Product

- Monitor your booth when your product is being delivered.
- Hire a security guard to watch your booth overnight.*
- Perform an inventory after your product has been delivered and note any damages or missing items.
- Do not list the contents on the outside of your shipping crates/boxes. Use a code to indicate contents.
- After show hours, cover your displays with a tarp or other solid material to discourage potential theft.
- Do not leave valuable exhibit materials or proprietary information under tables or behind displays when the show is closed, or your booth is unattended.
- Always staff your booth during show hours (required).
- Staff your booth until your product and/or the floor is cleared during move-out. Once the show has closed, pack as quickly as possible and do not leave your display unattended.

*If you would like to reserve overnight security for your booth space, please contact Show Management

AFTER-HOURS SECURITY: If you need assistance from security after show hours (overnight), then call **317-518-3568** and our roaming security will immediately assist you on-site.

PRODUCT PICKUP: If you have sold an oversize item that your customer will need help bringing to their campground / car, then call **317-518-3568** and a member of our staff will be able to assist with a shuttle / cart.

FACILITY INFORMATION

Building Regulations and Care of the Facility

- It is understood that exhibitors shall neither injure, nor mar, nor in any manner deface the premises.
- Exhibitors will not be permitted to drive nails, hooks, tacks or screws into any part of the building, or put up decorations or adhesives that would deface the premises.

Safety

Fire Marshal Requirements & Permitting

TENTS – LESS THAN 400 SQ FT

Portable fire extinguishers REQUIRED (IFC 3104.12) and displayed in tent.

All tents must be secured – no exceptions. Weather is unpredictable and winds are often gusty.

Each venue includes asphalt, concrete, gravel and grass surfaces. Please contact your sales rep to find out which surface you are on and to make sure you bring supplies for securing your booth properly – staking not always an option. Tent anchors must fit in designated booth space.

Large water containers make the best anchors for tents on asphalt and concrete.

Structural stability and anchorage required. Tents must be adequately braced or anchored by manufacturer recommended product specs. (IFC 3103.3.9). We highly recommend nothing less than 50lbs per each leg, this is a minimum for a 10x10. It is your responsibility to determine what is safe and secure for your own tent needs.

Bring supplies for securing tents and displays properly.

Large, enclosed water containers (suggested 10 gallons or more) make excellent anchors for tents on asphalt and concrete. Designated water fill stations will be available on-site. Be prepared to take your tent down, as needed, depending on severe weather conditions.

TENTS OVER 400 SQ FT

All 20x20ft (400sq ft) tent or larger, REQUIRE a tent permit.

Portable fire extinguishers REQUIRED (IFC 3104.12) and displayed in tent.

If you have a 20x20 (400sq ft) tent or larger, please [CONTACT US](#) regarding requirements.

Your tent will be inspected by the Fire Marshall, all below requirements must be met or you may be asked to take your tent down.

- Proper way to secure tent to anchor point (i.e. ropes/ratchet straps)
- Fire Extinguisher with current up to date permit
- Illuminated Exit Sign (if the tent has walls)
- Fire Certification from tent manufacture
- Entire tent and weights/ballast must fit in designated booth space

COOKING GUIDELINES

No cooking is allowed within / under any tents and buildings, no exceptions.

No cooking or open flame in or within 20 feet if open to the public

No heating or cooking equipment within 10 ft. of exits

REQUIREMENTS FROM INTERNATIONAL FIRE CODE (IFC)

Permanently affixed label indicating size, type of fabric (IFC 3104.3)

A membrane structure or tent shall have a permanently affixed label bearing the following information:

1. The identification of size and fabric or material
2. The names and addresses of the manufacturers of the tent or air-supported structure.
3. A statement that the fabric or material meet the requirements of section 3104.2 (Flame propagation performance testing and certification)

4. If treated, the date the fabric or material was last treated with flame-retardant solution, the trade name or kind of chemical used in treatment, name of person or firm treating the fabric or material and name of the testing agency and test standard by which the fabric or material was tested.
5. If untreated, a statement that no treatment was applied when the fabric or material met the requirements of section 3104.2

LP GAS CONTAINERS & COMBUSTIBLE LIQUIDS

Securing compressed gas containers, cylinders, and tanks. (5303.5.3) Compressed gas containers, cylinders, and tanks shall be secured to prevent falling caused by contact, vibration, or seismic activity. Securing of compressed gas containers, cylinders and tanks shall be by;

1. To a fixed object with one or more straps
2. on a cart or other mobile device designed for movement of tanks
3. To or within a rack or framework, cabinet or other assembly designed for such use.

LP gas containers must be located outside (IFC 3104.16.2)

Small (under 500 gal.) LP containers at least 10 ft. from tent (IFC 3104.16.2.1)

Large (over 500 gal.) LP containers at least 25 ft. from tent (IFC 3104.16.2.2)

LP gas containers secured and protected from damage (IFC 3104.16.3)

No flammable liquids or liquid fueled equipment shall be stored inside tents; storage of flammable and combustible liquids at least 50 ft. away (IFC 3104.17)

No refueling within 20 ft. of the tent (IFC 3104.17.3)

UTILITIES

ELECTRICAL

Electricity is not provided, please come prepared.

Exhibitor Generators are allowed as long as they are quiet. If your generator is loud, you will be asked to turn it off during show hours. If you are camping in your booth, your generator must be turned off by 10 p.m. If you are carrying extra fuel in your booth for the generator, you are also required to have a fire extinguisher.

INTERNET SERVICES

Wi-Fi will not be available for purchase. Please come prepared.

ONSITE RULES AND REGULATIONS

Advertising/Promotional Distribution

Catalogs, magazines, folders, promotional, educational or any other giveaway matter may be distributed only at the exhibitor's display and must be related strictly to the products and/or services on display or eligible for display and for products which are directly available from the exhibitor. Distribution from booth to booth or in the aisles is forbidden and exhibitors must confine their exhibit activities to the space for which they have contracted.

No exhibitor may distribute or leave behind merchandise, signs, or printed materials in the registration areas, meeting rooms, Oasis or public areas of the event site, including hotels, shuttle buses, parking lots, etc., without written prior approval of Show Management. Exhibitors may not advertise in or on the sidewalks, ramps, entries, doors, aisles, or driveways of the facility without written permission from Show Management.

Canvassing on any part of the facility property is strictly prohibited and any person doing so will be requested to leave the premises and their material will be removed at the same time. The only exception to this rule is for authorized survey organizations that have obtained Show Management approval.

Exhibitors found to be in noncompliance with advertising guidelines will be subject to Show Management fines.

Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities.

Animals

- Domesticated animals (cats, dogs, etc.) are approved. Animals must be on a leash, and you must clean up after your animal. Under the Americans with Disabilities (ADA), Show Management must allow people with disabilities to bring their service animals into all areas of the facility where exhibitors and attendees are normally allowed to go. Service animals are animals that are individually trained to perform tasks for people with disabilities such as guiding people who are blind, alerting people who are deaf, pulling wheelchairs, alerting and protecting persons having seizures, or performing other special tasks.

Balloons/Inflatables

Inflatables must be anchored, and exhibitors must have prior written approval by Show Management. Any cost incurred for the removal of lost inflatables will be the responsibility of the exhibitor.

Booth Appearance

- **All tents must be secured – no exceptions. Weather is unpredictable and winds are often gusty.**
 - Please make sure to bring supplies for securing tents and displays properly.
 - If you are using a 20×20 tent or larger, we would request that you let us know, so we can be aware and make sure all requirements are met before the Fire Marshall walkthrough. Your tent will be inspected by the Fire Marshall, and if all of the below requirements are not met then you may be asked to take it down:
 - Proper way to secure tent
 - Fire Extinguisher with current up to date permit
 - Exit Sign (if the tent has walls)
 - Fire Certification from tent manufacture
 - Tent anchors must fit in designated booth space

Booth Cleanup

It is the responsibility of each exhibitor to clean up their booth. No items may be left behind on The Ranch property. If you bring in any materials for your booth, you are required to take them out with you.

For Set Up Before the Show:

Please break down all the cardboard and leave it at the end of your aisle. The clean-up crew will come by and grab it prior to opening the next day.

Any additional trash that is not cardboard can be placed in dumpsters and trash cans surrounding the event.

Trash cans will be located at the end of aisles, so that no exhibitor has a trash can in their booth.

For Tear Down at the End of the Show:

Please break down all the cardboard and place it in your booth space.

Please do NOT leave behind concrete blocks, sandbags, wood chips or gravel. If you do not want to take them with you, please place them in a dumpster.

Booth Occupancy

Your booth must be staffed and open for business during regular show hours. You may not dismantle your booth prior to show close. Failure to adhere to these rules may result in a fine and/or losing priority status in future Emerald trade shows. Ticket Sales are open to attendees until the show closes at 3pm. Do not pack up until 3pm.

Product Demos

- Demonstrations must take place within the assigned exhibit space. Demonstrations may not directly or indirectly prevent the normal flow of foot traffic through aisles or common space, nor inhibit the ability of neighboring exhibitors to conduct business. Demonstrations must have the proper protection to prevent injuries to spectators.
 - Exhibitors should comply with local regulations regarding fire/safety and environment which must be adhered to. Special caution should be taken when demonstrating machinery or equipment that has moving parts, wood burning fires are not permitted, all cooking equipment with an open flame must use a propane tank with an on and off switch. All cooking demos must also adhere to all health department rules and regulations. Exhibitors should establish a minimum setback of 3 feet and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified personnel.
 - Attention-getting devices, gimmicks, and tactics that do not reflect favorably on the educational or business purpose of the show are prohibited. Exhibitors are encouraged to receive approval from Show Management for any activities in question prior to the show.
 - All Exhibitor Demos must be pre-approved by Director of Programming to be included in event schedule and marketing. Requests for specific time slots / time frames are not always able to be honored; priority is given on a first-come, first-served basis according to when an application was submitted.

Exhibit Design

- All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as forklifts. Displays should also be able to withstand moderate wind effects that may occur. Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.
- Your display must be a family-friendly exhibit. Absolutely no profanity, no sexual content (including innuendo), no scantily clad "spokespersons" either in person or in pictures, and no copyright infringement upon the Overland Expo logo / brand is allowed.

Exhibitor Conduct/Good Neighbor Policy

- Exhibitors are required to keep all booth activities within the confines of their exhibit space and not interfere with aisle traffic flow or access to neighboring exhibits. Activities may not disturb neighboring booths. This includes the use of generators within your space. Please utilize quiet generators only.
- Exhibitors are required to conduct themselves and operate their exhibit so as not to annoy, endanger, or interfere with the rights of others at the show. Show Management reserves the right to deny access to the exhibition floor to exhibitors not conducting themselves in a professional, ethical and otherwise appropriate manner. Unsportsmanlike, unethical, illegal or disruptive conduct, such as tampering with another party's exhibit or engaging in corporate espionage is strictly prohibited.

- Exhibitor's personnel and their representatives may not enter the exhibit space or loiter in the area of another exhibitor without permission from that exhibitor, and at no time may anyone enter an exhibit space that is not staffed. Violators may be ejected from the event
- QUIET HOURS: Quiet hours start at 10 pm and are strictly enforced.

FOOD AND BEVERAGE

No outside food, beverages, or alcohol is permitted. All food and beverage intended for attendees must go through Show Management and requires prior approval.

In-Booth Parties

All exhibitors must notify Show Management in advance if they plan to host a gathering involving the distribution of food, beverages, or alcohol within the venue. All food, beverage, and alcohol services for in-booth parties must be arranged through Overland Expo's approved caterer.

Outside food and beverages are not permitted. For more details regarding in-booth parties please contact your sales representative. The deadline to register for an in-booth party is July 23, 2025.

Due to liquor licenses and rules set by the Alcohol and Beverage Commission in each state, there are strict rules on distribution of alcohol. **Any organized party not registered with Show Management and not complying with the rules will be considered illegal and dealt with by the County Sheriff and will be shut down immediately.**

There is no distribution of alcohol allowed on venue premises via any other channel other than the event venue's alcohol provider.

Food and Beverage Sampling

All sampling must be approved by Show Management. Anyone wishing to pass out samples must complete the [Sample Request Form](#) and have it submitted by **July 23, 2025**. All Rules and Regulations for sampling at Overland Expo can be found on the Sample Request Form.

Models/Temporary Staffing

Models are not allowed to display merchandise or hand out literature outside the exhibitor's assigned booth. This will be strictly enforced. Do not hire any models with the intent to hand out any sales materials or product outside of your booth space. An exhibitor found to have violated this rule is subject to a \$250.00 fine per occurrence, payable to Overland Expo.

Music/Sound

Very low volume music is acceptable, but do not disturb your neighboring exhibitors.

Exhibitors must regulate the level of sound in their booths so as not to inhibit the ability of neighboring exhibitors. Exhibitors may use sound equipment in their booths so long as the noise level does not exceed 85dB or disrupt the activities of the neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than the aisle or any adjacent booth.

Overland Expo reserves the right to restrict sounds from any source that interferes with activities in neighboring booths. A maximum of **85dB** will be maintained on the show floor at all times. Exhibitors may not exceed a maximum sound level of **85dB** measured at a distance of ten (10) feet from the source. If an exhibitor exceeds an acceptable

sound level and Overland Expo's request to lower said sound level goes unheeded, **Overland Expo has the option to disconnect the electrical power to the booth. All fees to be incurred by reinstating the electrical power will be the responsibility of the exhibitor in violation.**

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect fees on behalf of composers and publishers of music.

Sharing of Exhibit Space

Exhibitors may not share booth space with another non-contracted or unauthorized manufacturer or distributor. Any exhibitor found to be co-sharing a booth space will be charged a booth sharing fee. Please contact show management for approval if you intend to share your booth space.

Stickers

Any exhibitor placing stickers on Overland Expo signage or The Ranch property will be charged accordingly for the defacement of the property. Any stickers found outside the exhibitor's booth placed upon the property of The Ranch, another exhibitors' booth, or any public property is subject to a \$500.00 fine per occurrence, payable to Overland Expo.

Storage

- Storing of any crates, cartons, boxes or other show materials within your booth is strictly prohibited. Violators of fire codes are subject to fines and confiscation of materials.
- Empty crates, cartons, and boxes must be removed from the exhibitor's booth.
- Empty containers will be picked up by Overland Expo. Overland Expo will provide "Empty Crate" stickers to affix to boxes, cases, and crates and will store and return them to your booth at show closing.
- Overland Expo will return all tagged "empties" at the conclusion of the Show.
- Exhibitors are cautioned not to leave any merchandise in boxes being stored

Strolling Entertainment

Strolling entertainment or moving advertisements outside of the exhibit space is strictly prohibited.

Suitcasing

- Suitcasing is defined as any activity designed to solicit or sell products or services to delegates attending a meeting, conference, or event without the proper authorization by Show Management or in ways that violate the rules of the event. Any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of this policy, is subject to removal without refund and additional penalties.
- The selling or solicitation of products or services may only be conducted by companies in good standing, within their exhibit space, confirmed meeting or conference space or within the event as authorized by Show Management. Companies conducting business outside the confines of the exhibit hall, booth location or in unauthorized properties within state restriction of the exhibit facility without the permission of Show Management are in violation of this clause.

Trademarks/Copyright

Exhibitors shall obey copyrights and assume full and sole liability and responsibility for the use of copyrighted materials at the show. Exhibitors must obtain all necessary licenses and approvals from copyright owners and pay all required royalties and fees.

Display Vehicles

All display vehicles must arrive between:

- 6AM - 7AM Friday, August 22 & Saturday, August 23
- 7AM - 8AM Sunday, August 24

No Exceptions

Only vehicles with a DISPLAY VEHICLE tag may remain in exhibitor booths

Liquid and gas fueled vehicles and equipment used for display under tents or membrane structure shall be in accordance with sections IFC 3107.15.1 through 3107.15.5.3. This includes any vehicles that are partially displayed under a covering, and they must also abide by the following:

- Vehicles or equipment shall not be fueled or defueled within tent or membrane structure
- Fuel in the fuel tank shall not exceed one-quarter of the tank capacity or 5 gallons (19 L), whichever is less
- The location of vehicles or equipment shall not obstruct means of egress
- Show Management reserves the right to determine if a display vehicle is approved to be within the booth space. Vehicles such as rock crawlers, dune buggies, ATVs, etc... will not be approved as they are not Overland Centric vehicles.

VEHICLE DETAILING

Overland Expo has partnered with Showfleet to offer Vehicle Detailing for display vehicles. Please use THIS [FORM](#) to request your services directly with Showfleet.

Please note Overland Expo is not responsible for any arrangement made with Showfleet, and exhibitors must order these services directly.

REGISTRATION

EXHIBITOR BADGES

Overland Expo Show Management strictly enforces and monitors the number of exhibitor badges per booth. Each exhibiting company is allocated a certain number of badges based on booth size.

You may order additional badges by logging into the [Overland Expo Exhibitor Portal HERE](#) and order by July 23, 2025

Badges must be worn at all times while at the show. **BADGES WILL NOT BE MAILED.** Additional badges can be purchased on site in the Show Office for \$80.00.

BADGE PICK UP / PURCHASE TIMES

Wednesday, August 20	12 PM – 6 PM
Thursday, August 21	8 AM – 6 PM
*Friday, August 22	8 AM – 6 PM
*Saturday, August 23	8 AM – 6 PM
* Sunday, August 24	9 AM – 3 PM

*Event show days

BADGE ALLOCATION

EXHIBITOR BADGES

EXHIBITOR BADGE COUNT BASED ON
BOOTH SIZE

BADGE COUNT	BOOTH SIZE		
1	10X10	20X15	20X20
2	20X30	20X30 PRIME	
4	20X40	20X40 PRIME	20X40 QUAD
6	30X80 RIG SPACE		

CUSTOM BOOTH SIZE - # OF BADGES VARIES BY BOOTH SIZE. CONTACT YOUR SALES REP FOR MORE DETAILS

SPONSORSHIPS - # OF BADGES VARIES BY SPONSORSHIP. CONTACT YOUR SALES REP FOR MORE DETAILS

Exhibitor Appointed Contractors (EAC)

Badges are not needed for Set Up days, but if EACs plan to attend the show please ensure to purchase a badge.

HAPPY HOURS

THURSDAY, FRIDAY, AND SATURDAY FROM 5 – 7 PM: All nightly Happy Hour events will take place at the Oasis Bar & Food Court. Show your exhibitor badge to receive a free drink ticket to the bar. Alcoholic and non-alcoholic options are available.

TRAVEL AND TRANSPORTATION

HOTELS

Embassy Suites by Hilton Loveland Conference Center
Address: 4705 Clydesdale Parkway, Loveland, CO 80538
Phone: 970-593-6200

All rooms **MUST** be booked before **Tuesday, July2, 2025**. After this date, the group room block is released to the public, and you will no longer have access to the special group rate. If calling the hotel, please use the information below to make your reservation.

Group Name: Overland Expo Mtn. West 2025 – Exhibitor Block

If you would like to make your reservation online, please use the- [Exhibitor Link](#)

Additional hotels in the area at a discounted rate using via [Hotel Map](#).

DISCLAIMER: If you are contacted by Expo Housing Services (<http://www.espohousingservices.com>), we are in no way associated and we believe it is a scam.

EXHIBITOR CAMPING

IN-BOOTH EXHIBITOR CAMPING

- Must camp within exhibitor booth footprint.
- Primitive camping, no hook ups
- Camping is only allowed upon approved exhibitor check in – Monday until 11am
- No open flames, propane only, must have an on/off switch
- Ideally no vehicle movement once placed in booth space
- Overland Centric vehicles only.
 - No RVs, Toy Haulers etc...
- Must receive an Exhibitor In-Booth Camping hang tag for vehicle or trailer, if camping in exhibit vehicle. Please request at check-in.
- We highly recommend that if you are camping, please plan to stay within the show all weekend long.
- Quiet Hours: 10pm – 7am – strictly enforced
- There is no cost associated with camping within your booth space footprint

EXHIBITOR CAMPING – NOT IN BOOTH SPACE

- Must register to camp via [this LINK](#)
- Exhibitor camping is \$80 for Wednesday – Monday until 11am
- Primitive camping, no hook ups
- Camping Check In will be (no exceptions):
 - Wednesday – Noon – 6pm
 - Thursday – 8am – 6pm
- Campsite is per camping space not per person
- RVs are **NOT** allowed Exhibitor Camping
- If you have an RV, you will be requested to park in trailer parking
- No open flames, propane only, must have an on/off switch
- Quiet Hours: 10pm – 7am – strictly enforced
- Once a camping pass is purchased, there will be no refunds.

If you need an RV HOOK-UP, please register for a spot via [this LINK](#). There is an RV Park on property at the venue - \$65 a night

- Campsite is per camping space not per person
- No Open flames, propane only, must have an on/off switch
- Quiet Hours: 10pm – 7am – strictly enforced
- Once a camping pass is purchased, there will be no refunds

CAMPING IN ATTENDEE CAMPING AREA

Another option is to camp in the attendee camping area, but a WPC must be [purchased online](#) before the event. There is limited availability, and sites are assigned as you arrive. Camp hosts will be on hand to help you. We do not reserve spaces in this camping area. before the event. There is limited availability, and sites are assigned as you arrive. Camp hosts will be on hand to help you. We do not reserve spaces in this camping area.

PARKING

You will receive **two (2) complimentary parking passes** for vehicles that **are not** going into your booth space when you pick up your credentials at the Show Office. The vehicles remaining static in the display booth for the weekend will receive a separate “Display Vehicle” pass.

The complimentary exhibitor parking passes will allow two vehicles to enter the venue and park in the exhibitor lots. If you have more than two vehicles, you need to request additional parking passes at check-in.

RIDESHARE/TAXI

Taxis, Uber, and Lyft are available for anyone choosing to use their services. Drop-off and pick-up will be in designated areas at The Ranch.

BRAND MARKETING KIT

For a complete list of sponsorship opportunities, visit the show website: [Overland Expo Sponsorship Opportunities.](#)

Submit Application for Demos at your Booth: Registered exhibitors are welcome to host a demo about your product or technology within your booth. It's a great way to show off what you know and why customers should purchase your product. Product demos are held at your booth and are advertised in the Overland News' printed schedule that is available at the show or by using our online app.

Apply to give product demos – [CLICK HERE](#)

Subject to approval

Deadline: July 4, 2025

[Submit Items for Attendee Swag Bag:](#)

This is the perfect opportunity for attendee exposure to your brand by placing something memorable in their hands. The ideal giveaway would be a small item or “trinket” with your logo/branding. We encourage this type of premium small swag item with logo/branding and strongly discourage paper flyers/postcards for the attendee bag. If a paper item is chosen, we do ask that you use it to promote a discount at the event itself or an invite to pick up the giveaway item at your booth. Flyers must be produced on high quality paper or thick card stock.

Important Notes:

No liquid, anything perishable, or large items like frisbees, etc.

Must be an enrolled exhibitor or sponsor for the current show.

All items being shipped for Attendee Swag Bags, must arrive by August 15, 2025.

Deadline: August 15, 2025

[Donate Prize to Benefit Charity Raffle](#)

Overland Expo is hosting a charity raffle to benefit the Overland Expo Foundation. All prizes will be raffled and awarded to attendees at the Overland Expo event.

Overland Expo Foundation Raffle

Saturday – 7 pm @ the Oasis Bar & Food Court

[Fill Out This Form To Donate A Giveaway Item!](#)

We will begin promoting the prizes and companies who donated via overlandexpo.com, social media, and our e-news in early August! To be included in the advance promotion, let us know what you'd like to contribute.

[Submit Items for Media Kit](#)

Launching new gear or looking for press coverage? Submit your information to our Media Kit to connect with top journalists and content creators attending Overland Expo Mtn. West. Share your press releases, product launches, and brand story to maximize exposure and secure valuable media attention. Don't miss this opportunity—submit before July 25, 2025!

[MEDIA KIT SUBMISSION](#)

Deadline: July 25, 2025

[Download Event Marketing Materials](#)

Tell your fans and followers to come see you at the show!

Email Us for a link to our digital media room with social media assets and promotional copy.

Tag @overlandexpo and #overlandexpomtnwest on Instagram, Facebook, and LinkedIn.

Add the Official Overland Expo Mtn. West 2025 Facebook event to your FB page. Once in the event, click the 3 dots next to the "share" button, and click "add to page."