



**OVERLAND EXPO**  
MTN WEST 2026

**AUGUST 21-23, 2026**

THE RANCH  
LOVELAND, CO

**2026 OVERLAND EXPO MTN WEST EXHIBITOR MANUAL**

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**WELCOME** to the Overland Expo Mtn. West 2026 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**

#### **Show Hours \*NEW HOURS\***

Friday, August 21	9 AM – 5 PM
Saturday, August 22	9 AM – 5 PM
Sunday, August 23	9 AM – 3 PM

#### **Move-in**

Wednesday, August 19	12 PM – 6 PM
Thursday, August 20	8 AM – 6 PM

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

Exhibitor move in ends at 6 PM on Thursday, August 20. 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 21 at 9 AM.

No vehicle movement will be allowed after 8 AM on Friday - Sunday.

#### **Teardown / Move Out**

Sunday, August 23	Teardown may begin at 3 pm Move Out will occur following all clear from Show Management
Monday, August 24	All exhibitors must be out by 11 AM

***\*It is required that all booth materials and product be packed and labeled before exhibitors leave Fort Tuthill on Sunday evening.***

### **EVENT LOCATION**

The Ranch 5280 Arena Circle, Loveland, CO 80538

## **SHOW MANAGEMENT CONTACTS**

### **SALES REPRESENTATIVE**

Jacquie Parral  
+1 (818) 470-9201  
[Jacquie.parral@overlandexpo.com](mailto:Jacquie.parral@overlandexpo.com)

Tim Cromer  
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### **ADMIN ASSISTANCE**

Heather Scheiffele  
+1 (714) 880-9406  
[Heather.scheiffele@overlandexpo.com](mailto:Heather.scheiffele@overlandexpo.com)

Shawn Parker  
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+1 (310) 408-3119  
[Shawn.Parker@overlandexpo.com](mailto:Shawn.Parker@overlandexpo.com)

Lou Lobsinger  
Sales Director  
+1 (240) 817-0899  
[Lou.lobsinger@overlandexpo.com](mailto:Lou.lobsinger@overlandexpo.com)

## **IMPORTANT DEADLINE DATES**

### January 23

- Sourcebook Creative Due

### July 3

- Exhibitor Demo Applications - Apply to give a product demo – [CLICK HERE](#)
  - Subject to approval

### July 8

- In-Booth Party Request
  - If you plan to host an in-booth party, it must be confirmed by this date to ensure catering orders can be completed

### July 24

- Sampling request

- [SUBMIT SAMPLE REQUEST FORM](#) - Subject to approval
- Submit COI's - this is required by all exhibitors prior to setting up on site
- Orders for tents, tables, and chairs. Please add these items in the [Exhibitor Portal](#). After this deadline, items are not guaranteed.
- Inclusion in Media Kit
  - Submit your information to our Media Kit to connect with top journalist and content creators
  - [MEDIA KIT SUBMISSION](#)
- Add Extra Badges
  - [Exhibitor Portal](#)

#### August 17

- Attendee Swag Bag Materials must be on site
  - Please fill out [THIS FORM](#) so we can make sure your items are included.
    - Quantity of 1000 needed

## **VENDORS**

Only the companies listed in the Exhibitor Service Manual are approved by Show Management to provide exhibitors with products and services. Click on the official vendors below to get more information.

### **SHOW FLEET – VEHICLE DETAILING**

Overland Expo has partnered with [Showfleet](#) to offer Vehicle Detailing for display vehicles. Please use the [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.

## **BEFORE YOU ARRIVE TO THE SHOWSITE**

### Coordinate your Hotel

- You can book your hotel through our discounted site, [Hotel Maps](#).
- Booking your camping spot on site, Exhibitor Portal

### Obtain Colorado Sellers Permit

- Secure a CO Seller's Permit
- Upload BOE to Overland Expo
- All of these steps can be completed [HERE!](#)

### Order badges

- To order additional exhibitor badges, please do so through our [EXHIBITOR PORTAL](#)

### Secure Required Fire Extinguishers

- All exhibitors are required by IFC to have a fire extinguisher in their booth

### Submit COI

- All exhibitors must supply an approved COI to show management before setting up on site

### Donate a prize to benefit the [Overland Expo Foundation](#)

- Raffle will be at 7:00pm on Saturday in the Oasis Bar & Food Court
- Please fill out [THIS FORM](#) for your donation

### Order Patches

- We encourage you to have your own patches made (with the hook part) and give them away at your booth. This drives people around the exhibitor area to collect as many as they can! Keep the patches no bigger than 2" ideally (2.5" max) please! A good company to check out is [Patches4Less.com](#)

- We don't recommend making these your attendee swag bag item
- Reminder, please do not put the Overland Expo name or logo on this patch, you will be in violation of trademark infringement. Please refer to the Terms and Conditions for further information if needed.

### Arrange Shipping

- If you will be arranging any inbound or outbound shipping [THIS FORM](#) must be completed

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 17, 2025.

Please ship all swag bag items to:

*Extra Space Storage*

UNIT # TBD

**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, August 17 to Thursday, August 20) - \$300 HANDLING FEE**

The Ranch

Attn: Overland Expo / EXHIBITOR NAME & BOOTH #

5280 Arena Circle

Loveland, CO 80538

### **Prior to event week (July 17 – Aug. 14)**

- 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 # TBD**

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

## 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 24, 2026

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 AT SHOW-OFFICE / PURCHASE TIMES

Wednesday, August 19	12 PM – 6 PM
Thursday, August 20	8 AM – 6 PM
*Friday, August 21	8 AM – 6 PM
*Saturday, August 22	8 AM – 6 PM
* Sunday, August 23	8 AM – 3 PM

\*Event show days

### 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: Happy Hour will take place at the Oasis Bar & Food Court tent. Simply show your badge to the staff members at the front; they will punch your badge and give you a ticket for a drink. Once you take your drink ticket to the bar, you will receive a complimentary drink (both alcoholic and non-alcoholic options). Drink tickets are only valid for the night you receive them; you cannot use unused tickets during other happy hours.

## TRAVEL AND TRANSPORTATION

### HOTELS

You can book your hotel through our discounted site, [Hotel Maps](#).

### 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](#) – \$80 for Wednesday – Monday at 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.

### CAMPING IN ATTENDEE CAMPING AREA

Another option is to camp in the attendee camping area, but a Weekend Pass with Camping 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.

### PARKING

You will receive **complimentary parking passes** for vehicles that **are not** going into your display 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.

### 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.

## **ONCE YOU ARRIVE ON SHOW SITE**

The Exhibitor Move In Team will be on-hand to greet you and escort you to your booth, then

### Head to Show Office

- Pick up credentials
- Pick up camping credentials if camping on-site

### Trailer Parking

- All trailers will be parked in the designated Trailer Parking Lot. Please refer to the property map [HERE](#)

### After Hours Security

- **(317) 518-3568**: If you are in need of assistance from security after show hours (overnight), then call this number and our roaming security will immediately assist you on-site.

## Display Vehicles

- Must be in place by 8:00am on Friday - Sunday
  - NO ACCEPTIONS

## PACK IT IN PACK IT OUT

### 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.

## DO NOT leave early

- Exhibitors who attempt to leave early damage the show, create a dangerous environment for attendees, and harm attendance prospects for future shows. There are attendees that purchase Sunday passes, expecting to see a full show, and we must provide them with the same event and exhibitor experience.
- **Early departures will mean you will forfeit your space for future shows.** If you personally are not attending the show, then please make sure your staff is aware of this. **We will have staff on hand to record any early departures.**

## INSURANCE – NEW THIS YEAR

Overland Expo does not provide any type of insurance coverage for the property and/or personnel of exhibiting companies. Exhibitors must maintain insurance that meets the requirements below and provide proof to Overland Expo Show Management before the show.

An exhibitor shall, at their own expense, secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of the exhibitor and shall be written on an occurrence basis. Claims-made policies are not acceptable and do not constitute compliance with the exhibitor's obligations under this paragraph.

The following three types of insurance are required:

- Workers' Compensation insurance, unless you are the sole proprietor. A sole proprietor is a business entity that is owned and run by one individual. If you have even one other person in the booth working with you, you will need worker's compensation coverage.
- Comprehensive General Liability insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products, and liquor liability (if applicable).
- Automobile Liability insurance with limits not less than \$500,000 for each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned, and hired vehicles, including loading and unloading operators. Auto coverage is only required if there is a vehicle in your booth or if you are using a designated loading/unloading area i.e. POV area.

If you need to purchase General Liability Insurance, you can do that directly from Rainprotection. You can purchase that [HERE](#)

Comprehensive General Liability and Automobile Liability insurance policies shall name as additional insured, Emerald (Show Management), and The Ranch Events Center (Facility). If requested, copies of additional insured endorsements, primary coverage endorsements, and complete copies of policies satisfactory to Emerald, shall be furnished to Emerald thirty (30) days before the first day of the event. Certified copies of the Certificates of Insurance or policies shall ensure that they may not be canceled without a 30-day advance written notice to Emerald.

The following MUST be included on the certificate: [CLICK HERE FOR AN EXAMPLE](#).

- “Producer” – Name, Address, and Phone Number of the insurance carrier
- “Description of Special Items” – “Emerald – Overland Expo Mountain West 2026, The Ranch Events Center and each of its subsidiaries, affiliates, officers, employees, agents, and representatives” must be listed as additional insured for the dates August 19-24, 2026.
- “Insured” – Company Name, Address, Phone Number, and Booth Number

Certificate Holder Information should be listed as:

Overland Expo Mountain West  
31910 Del Obispo, Ste 200  
San Juan Capistrano, CA 92675

**Copies of certificates of insurance, satisfactory to Emerald, shall be furnished to Emerald at least thirty (30) days before the Event. Event Partner may not be permitted to enter the Facility until these requirements have been met.** Certified copies of the certificates of insurance shall provide that if any of the above-described policies are cancelled before the expiration date thereof, notice will be delivered to Emerald in accordance with policy provisions.

## PERMITS AND LICENSES

### [2026 Overland Expo Mountain West – Tax Status Form](#)

If you are planning to SELL RETAIL ITEMS directly to consumers, it is your responsibility to register and send all reporting information to the state. Having a Colorado Special Event Tax License may be required. Please visit this link for more information <https://tax.colorado.gov/special-event-sales-tax> and follow through with any requirements to register/apply with the state of CO, and if necessary collect and report the appropriate Sales Tax. We will be asking for your selling status and permit number if applicable. Our responsibility as promoter is collect this information from each Exhibitor registered and attending our event, and to forward it on to the State of CO Department of Revenue.

### **MANUFACTURER OR DEALER? YOU MAY NEED AN OFF-PREMISE PERMIT FROM THE COLORADO MOTOR VEHICLE DEALER BOARD**

If you are a Motor Vehicle, Motorcycle, Electric Bike Manufacturer or Overland Trailer Manufacturer not licensed by the Colorado Motor Vehicle Dealer Board, you will need to agree that you are not licensed to actively sell product in the state. You will also need to agree that products displayed in your booth are for advertising features

and benefits only and cannot contain pricing. Selling onsite could result in a fine from the Colorado Motor Vehicle Dealer Board which you (the Motor Vehicle, Motorcycle, Electric Bike Manufacturer or Overland Trailer Manufacturer exhibiting at the event) will be responsible for paying.

If you are a registered Motor Vehicle, Motorcycle, Electric Bike Dealer or Overland Trailer Dealer in the State of Colorado or a Licensed Manufacturer planning to use a Colorado Licensed Dealer, you agree to obtain an Off-Premise Permit from the Colorado Motor Vehicle Dealer Board, Form DR 2043, found at [www.colorado.gov](http://www.colorado.gov). (Event Specific) Please reach out to the state of Colorado for any further questions.

## 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 19, 2026.

Please ship all swag bag items to:

*Extra Space Storage*

**UNIT # TBD**

**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, August 17 to Thursday, August 20) - \$300 HANDLING FEE**

The Ranch

Attn: Overland Expo / EXHIBITOR NAME & BOOTH #

5280 Arena Circle

Loveland, CO 80538

**Prior to event week (July 17 – Aug. 14)**

- 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 17, week of event only.**
- If items are shipped to The Ranch prior to August 17, they will be rejected.

Extra space Storage

**UNIT # TBD**

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 \$325 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 24, 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 24, 2026, 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 24th 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.

## Fire Marshal Requirements & Permitting

All exhibitors are required to provide a **portable fire extinguisher** within their booth or tent during the event.

- One (1) portable fire extinguisher with a minimum rating of **2A:10BC**
- The fire extinguisher must be **UL-listed** and **comply with NFPA 10** (Standard for Portable Fire Extinguishers).
- The extinguisher must be:
  - **Fully charged**, with the **gauge in the green**
  - In good physical condition (no rust, dents, damage)
  - **Readily accessible** and not blocked
  - **Mounted or placed where it is visible**
  - **Marked UL, which will appear near the fire rating**

### **If Your Booth Has Any Cooking, Heating, or Fuel Use:**

- Cooking with grease, oils, or producing grease-laden vapors requires a **Class K extinguisher** in addition to the 2A:10BC extinguisher.
- Generators, propane, or open flame setups may require **additional extinguishers** based on equipment and fuel quantity.

This requirement is in accordance with the **International Fire Code (IFC)**, specifically:

- **IFC Section 2404.4 – Trade Shows and Exhibitions:** Portable fire extinguishers required in exhibit areas

- **IFC Section 3107.9 – Tents / Temporary Structures:** Extinguishers required and must comply with Section 906
- **IFC Section 906 – Portable Fire Extinguishers:** Minimum size and placement requirements
- **NFPA 10 – Standard for Portable Fire Extinguishers:** Selection, installation, and maintenance standards

Exhibitors are responsible for obtaining and placing the required extinguisher(s) prior to opening. **Booths that do not meet these requirements will not be permitted to open to the public until corrected.**

### **Structural Stability & Tent Anchoring (IFC 3103.9)**

All tents must be adequately anchored or ballasted to prevent collapse from wind or weather. Tents and canopies must be secured **per manufacturer specifications**. Exhibitors are responsible for determining appropriate anchoring for their tent size and conditions. **Minimum recommended anchoring for 10×10 tents is 50 lbs of weight per leg.** The Fire Marshal may require tents to be adjusted, re-secured, or removed if stability is not adequate.

### **Labeling Requirements for Temporary Structures - IFC Section 3104.3**

All membrane structures and tents must have a **permanently affixed label** that includes the following information:

1. **Size and Fabric/Material Identification** – Clearly state the dimensions and type of material used.
2. **Manufacturer Information** – Include the name and address of the manufacturer.
3. **Compliance Statement** – Indicate that the fabric or material meets the fire safety requirements of IFC Section 3104.2.
4. **Flame-Retardant Treatment Details** (if applicable):
  - o Date of last treatment.
  - o Trade name or chemical used.
  - o Name of the person or company that applied the treatment.
  - o Testing agency and standard used.
5. **Untreated Fabric Statement** (if applicable): A declaration that no treatment was applied, but the material still meets the fire safety requirements of Section 3104.2

## **SAFETY**

### **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 10×10. 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 20×20ft (400sq ft) tent or larger, REQUIRE a tent permit.

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

If you have a 20×20 (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

Outdoor cooking that produces grease laden vapors or sparks located at least 20 ft. from tents (IFC 3104.15.6)

Class K extinguisher in addition to the 2A:10BC extinguisher within 30ft

### 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.

### Wind Flags, Banner Flags, Pole Flags & Feathered Flags

Rules & Regulations .

- Flags **MUST** be secured correctly for the weather conditions, reminder no staking at Fort Tuthill County Park
- Banners and Flags **CANNOT** hang outside of your booth space and **CANNOT** hang into the aisle or into a neighbor's booth.

### 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 20x20 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:

### 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

### Apply to Host a Demo at Your Booth

Registered exhibitors are invited to present live demonstrations of the products or technologies they are selling at their booth. Product demos are a great way to engage attendees, showcase your expertise, and highlight the value of your offerings.

All approved product demos take place **within your exhibit space** and may be promoted in **Overland News' printed show schedule** and the **event mobile app**.

## Apply to host a product demo:

👉 [CLICK HERE](#)

*All demo submissions are subject to approval.*

Deadline: July 3, 2026

### Product Demo Rules & Regulations

To ensure a safe and positive experience for all attendees and exhibitors, the following rules apply to all product demonstrations:

#### General Guidelines

- Demonstrations must be conducted **entirely within your assigned exhibit space.**
- Demos may not block or disrupt aisle traffic, common areas, or neighboring exhibitors.
- Exhibitors are responsible for providing appropriate safety measures to prevent injury to spectators.

#### Demo Content Requirements

- Product demos must showcase a **product being sold at the exhibitor's booth.**
- Submissions that are **educational in nature** (e.g., Recovery 101, How to Overland, etc.) will not be accepted, as these topics are part of the curated **general education program.**
- Exhibitors interested in teaching a class in the general education area should contact the Director of Programming at [azure@overlandexpo.com](mailto:azure@overlandexpo.com).

#### Safety, Fire & Compliance

- Exhibitors must comply with **all local fire, safety, environmental, and health regulations.**
- Extra caution must be taken when demonstrating equipment with moving parts.
- **Wood-burning fires are not permitted.**
- Cooking demos using open flames must:
  - Use propane tanks equipped with an on/off switch
  - Comply with all local health department regulations
- A minimum **3-foot setback** must be maintained, or appropriate hazard barriers installed, to protect spectators.
- All demonstrations must be conducted by **qualified personnel only.**

#### Conduct & Approval

- Attention-getting devices, stunts, or gimmicks that detract from the professional, educational, or business purpose of the show are prohibited.
- Exhibitors are encouraged to seek approval from Show Management for any activities that may be in question before the event.

#### Scheduling & Promotion

- All exhibitor demos must be **pre-approved by the Director of Programming** in order to be included in the event schedule and marketing materials.
- While time-slot requests may be submitted, they are not guaranteed. Scheduling priority is determined on a **first-come, first-served** basis based on completed applications.

### 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.

### 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.

## 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 8, 2026.

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 24, 2026**. 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.

### [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 by DISPLAY VEHICLE HOURS:

- 8 AM Friday, August 21 – Sunday, August 23

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.

## **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 invited to present live demonstrations of the products or technologies they are selling at their booth. Product demos are a great way to engage attendees, showcase your expertise, and highlight the value of your offerings.

All approved product demos take place **within your exhibit space** and may be promoted in **Overland News' printed show schedule** and the **event mobile app**.

## Apply to host a product demo:

👉 [CLICK HERE](#)

*All demo submissions are subject to approval.*

**Deadline: July 3, 2026**

## [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.

If you plan on sending items for the Attendee Swag Bag, please fill out [THIS FORM](#).

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 17, 2026.

**Deadline: August 17, 2026**

## [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](http://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 24, 2026!

[MEDIA KIT SUBMISSION](#)

Deadline: July 24, 2026

## [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 2026 Facebook event to your FB page. Once in the event, click the 3 dots next to the “share” button, and click “add to page.”

