



The Ranch | Loveland, CO | August 21-23, 2026

EXHIBITOR

THANK YOU FOR CHOOSING OVERLAND EXPO MOUNTAIN WEST AS YOUR NEXT ADVENTURE!

The entire Overland Expo Team cannot wait to celebrate another Mountain West event with you! Please familiarize yourself with these arrival instructions and other important information!

**The Ranch
5280 Arena Cir.
Loveland, CO 80538**

EXHIBITOR CHECK-IN HOURS:

Wednesday, August 19th - Noon - 6:00 PM

Thursday, August 20th - 8:00 AM – 6:00 PM

YOU MUST ARRIVE WITHIN THE DESIGNATED CHECK-IN HOURS-NO EXCEPTIONS!

SHOW HOURS:

- Friday, August 21st (9:00 AM – 5:00 PM) **NEW HOURS**
- Saturday, August 22nd (9:00 AM – 5:00 PM) **NEW HOURS**
- Sunday, August 23rd (9:00 AM – 3:00 PM)

ARRIVAL INFO

- **STAKING IS ALLOWED** This year The Ranch allows for staking. **Stakes must be 21 inches or shorter.** Stakes longer than 21 inches must be approved on-site by event management and the venue.
- **BADGES:** Additional exhibitor badges are available for purchase in the show office on-site.
- **EXHIBITOR PARKING:** Parking is FREE at Overland Expo Mtn West. You Exhibitor Parking tag allows you to park in the exhibitor parking lot, but you are welcome to park in any designated parking lot outside the event.
- **CAMPING:** As always, you can camp for free in your booth space. If you need an additional camping space, you will need to purchase an Exhibitor Camping Pass for \$80 via **THIS LINK**. Exhibitor Camping Fee pertains to each vehicle / trailer, not per person (up to 4 exhibitors per campsite). If your camper is bigger than 13ft you will be placed in trailer parking. If you need to purchase Exhibitor Camping on-site proceed directly to the exhibitor camping area
- **RV CAMPING:** Electrical & Water hookups are available on property. Purchase your RV Campsite [HERE](#) Limited space is available.
- **DO NOT DISMANTLE BOOTH UNTIL 3PM ON SUNDAY.** All exhibitors must remain set up, open and engaging with customers until 3pm on Sunday. Companies that pack up and leave before Sunday at 3 pm will not be

invited back to future events. Customers purchase tickets for Sunday to see you.

- **NO MOVING VEHICLES** during show hours including but not limited to ATVs, bikes, electric bikes / scooters, or other motorized transport except for officially sanctioned reasons. This is for safety, dust, and noise control. All non-display vehicles must be parked in the exhibitor parking lot (see map). **All display vehicles must be in the show before 8:00 AM on Friday, Saturday & Sunday. Any vehicles that arrive after this designated time frame will not be allowed in the show.** Vehicle movement after show hours including SUNDAY must be approved by event management.
- **MOVE OUT INSTRUCTIONS** will be delivered to your booth on Sunday. Reminder, NO vehicle movement until after we receive the all clear from security.
- **ELECTRICITY:** Plan for NO electricity in your exhibit space—bring your own **quiet** generator or solar panels.
- **WIFI:** Exhibitor Wifi is NOT available nor guaranteed. Please plan for your OWN backup device / alternative sales system for a smoother checkout plan.
- **SAMPLING:** If you have not already contacted us about being on the sampling list, then you are unable to do so at this time - No exceptions! If sampling without approval, you will receive a county fine, your booth will be shut down, and you will be asked to leave.
- **ALCOHOL** – You are exhibiting inside a liquor control area. You are not permitted to provide alcohol to attendees. We understand some might be camping in your exhibitor space. Please keep all alcohol inside your camper, and out of public view!
- **SHIPPING:** If you plan to ship any pallets / crates to the show, we need to know what deliveries you will be expecting. It is mandatory to fill out this [SHIPPING FORM](#). There will be a \$325 fee imposed per pallet / crate for off-loading and transport needs performed by our staff while onsite for the event. This fee includes load in and load out. Do not ship pallets to the venue prior to Monday, August 17, 2026 (event week), they will be rejected.
- **PREPARE** for any kind of weather—wind, sun, and / or rain. This is an outdoor event! In previous years, there have been winds and storms. Please bring sandbags / tie downs / etc., if needed. Most days are SUNNY & WARM!
- **DONATE TO THE RAFFLE:** The **Overland Expo Foundation Raffle** takes place **Saturday** night, 7:00 - 9:00 pm. Complete the form for our [Foundation Donation](#).
 - For companies with smaller items and moto related donations, please donate to the **Moto Dinner Party Raffle** which takes place Friday night, 7:00 – 9:00 pm.
- **PACK IT IN – PACK IT OUT!** In our efforts to reduce our garbage footprint, this is a friendly reminder to clean up after yourself throughout the entire event (setup, show days, and break down). Please Pack Out what you Packed In. Thank you!



ARRIVAL INSTRUCTIONS:

EXHIBITOR MOVE-IN / SETUP DAYS ONLY

EXHIBITOR MOVE-IN / SETUP HOURS:

Wednesday: Noon - 6:00pm

*Please note: SEMI RIGS Need to arrive at 9am on Wednesday to get placed before we start Move-In at noon.

***If you have a trailer that is part of your booth display, we highly encourage you to arrive and place the trailer in your booth space on Wednesday.**

**Beat the rush-Move in on Wednesday!*

Thursday: 8:00 am – 6:00 pm

*All exhibitors need to be moved in by 6:00 pm **(NO EXCEPTIONS!)**

NO FRIDAY MOVE-IN - GATES OPEN TO PUBLIC AT 9 AM FRIDAY

On Wednesday and Thursday, you will be greeted at the **Exhibitor Move-In Tent**. Our team will direct you to your booth space.

If you need to store Exhibitor Trailers, please place them in the designated trailer parking lot ONLY. Our team will show you where this is located at check-in.

Once on-site, head to the **Show Office within the McKee Building** to pick up badges, parking passes, All exhibitor questions can also be addressed in the show office. You can request your exhibitor freight to be delivered at this time.

YOU MUST PICK UP YOUR BADGES & PARKING PASSES prior to 6PM THURSDAY FOR FRIDAY MORNING!

BADGES AND PARKING PASSES ARE REQUIRED TO ACCESS THE EVENT!

DO NOT LEAVE THESE ITEMS IN YOUR BOOTH, HOTEL ROOM, ETC!!

EXHIBITOR ENTRANCE



- **Enter off of N. Fairgrounds Ave**
 - From Exit 25 E. Crossroads Blvd. then turn left on N. Fairgrounds Ave, use Andalusian Drive and follow Exhibitor Check-In Signage
 - Exhibitors will Enter Gate 5 for move in and show days
 - Exhibitor Parking will be inside Gate 5 for shows days
 - **Gate 7 will be the ONLY 24 hour gate** if you need to leave or return after show hours. You **MUST** have your credentials to re-enter the grounds.

Show Office HOURS:

Wednesday – Noon - 6:00pm

Thursday - 8:00 am – 6:00 pm

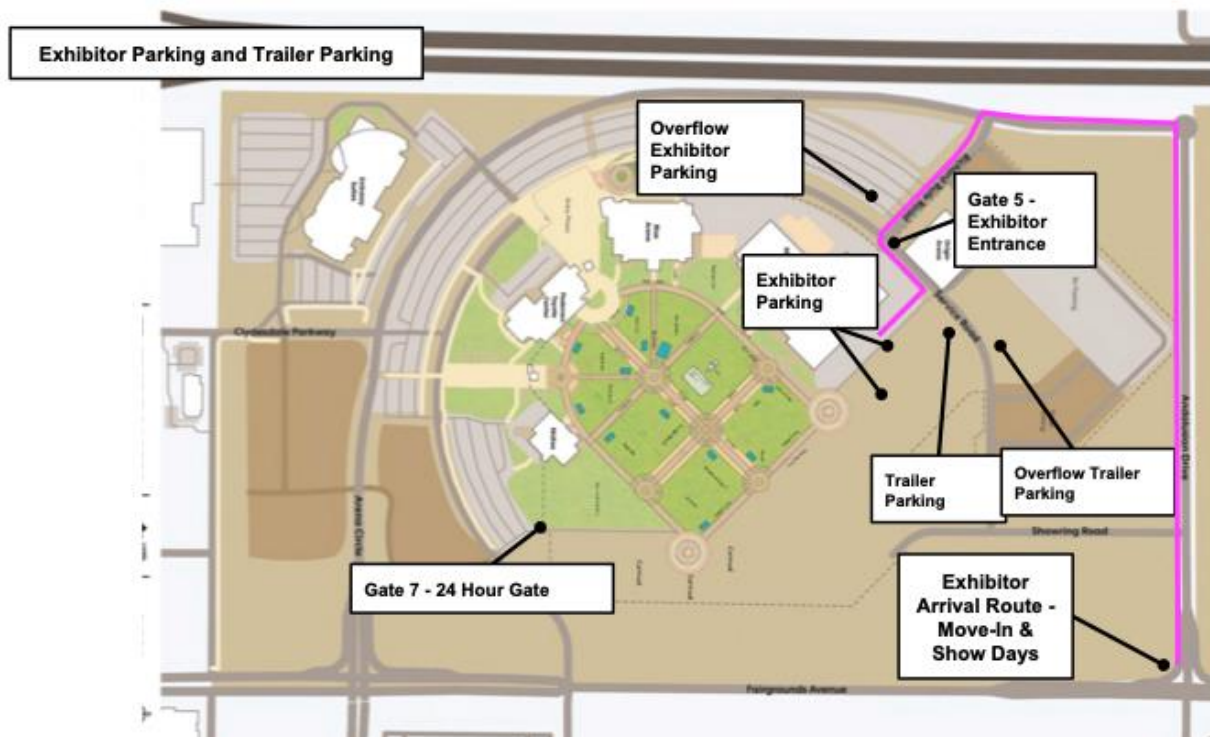
Friday - 8:00 am – 7:00 pm

Saturday - 8:00 am – 7:00 pm

Sunday - 8:00 am – 6:00 pm

ARRIVAL INFO ON SHOW DAYS FOR EXHIBITOR PARKING

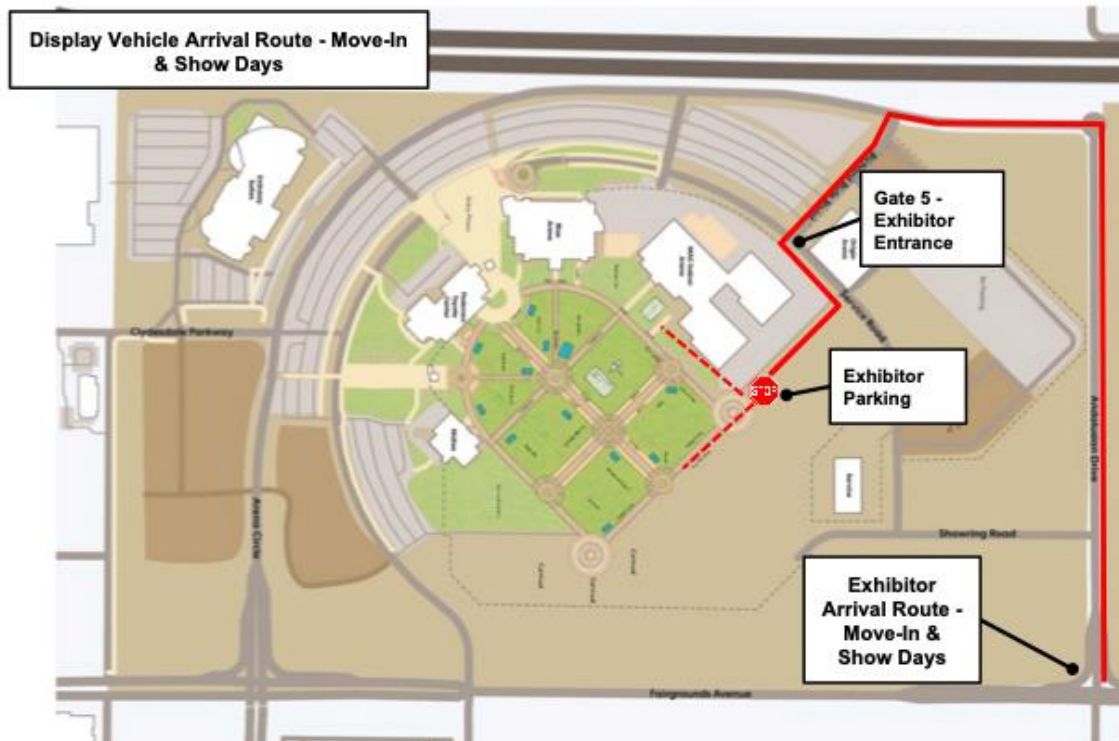
Park all non-display staff vehicles in the exhibitor parking lot. Make sure all your staff know where to park. Each vehicle **MUST** have a parking pass. **Illegally parked vehicles will be towed.**



DISPLAY VEHICLES:

- **Show Management reserves the right to determine if a display vehicle is approved to be within the booth space. Show management reserves the right to approve or deny if a display vehicle is approved to be in the show. Vehicle such as rock crawlers side-by-side dune buggies ultra four vehicles, etc. will not be approved. All display vehicles must be Overland eccentric.**
- Display vehicles are vehicles that are part of a booth display, that fit into the booth dimensions and have been designated with a "Display" hang tag.
- If the vehicle does not go into your display space, it does not come into the show area. All other exhibitor vehicles must be parked in the designated exhibitor parking lot with a parking pass.
- Display Vehicles will be allowed to enter the show area for booth space placement from 7 a.m. – 8 a.m. on Friday, Saturday & Sunday. No other vehicles are permitted to enter the show on event days.
- Any display vehicles arriving after this deadline on an event day will only park in the designated exhibitor parking lot.
- Display vehicles are not permitted to leave the show area until one hour AFTER the event has closed to the public for safety reasons.
- **It is encouraged to leave any display vehicle in your booth all weekend (instead of driving it back and forth into town/hotel) to avoid issues with getting your display vehicle back in your booth space**

DISPLAY VEHICLES ARRIVAL ROUTE



Only Display vehicles will be allowed into the show area **THROUGH** the Exhibitor Entrance to their booth spaces between 7:00 AM - 8:00 AM Friday, Saturday & Sunday.

DOWNLOAD THE OVERLAND EXPO APP:

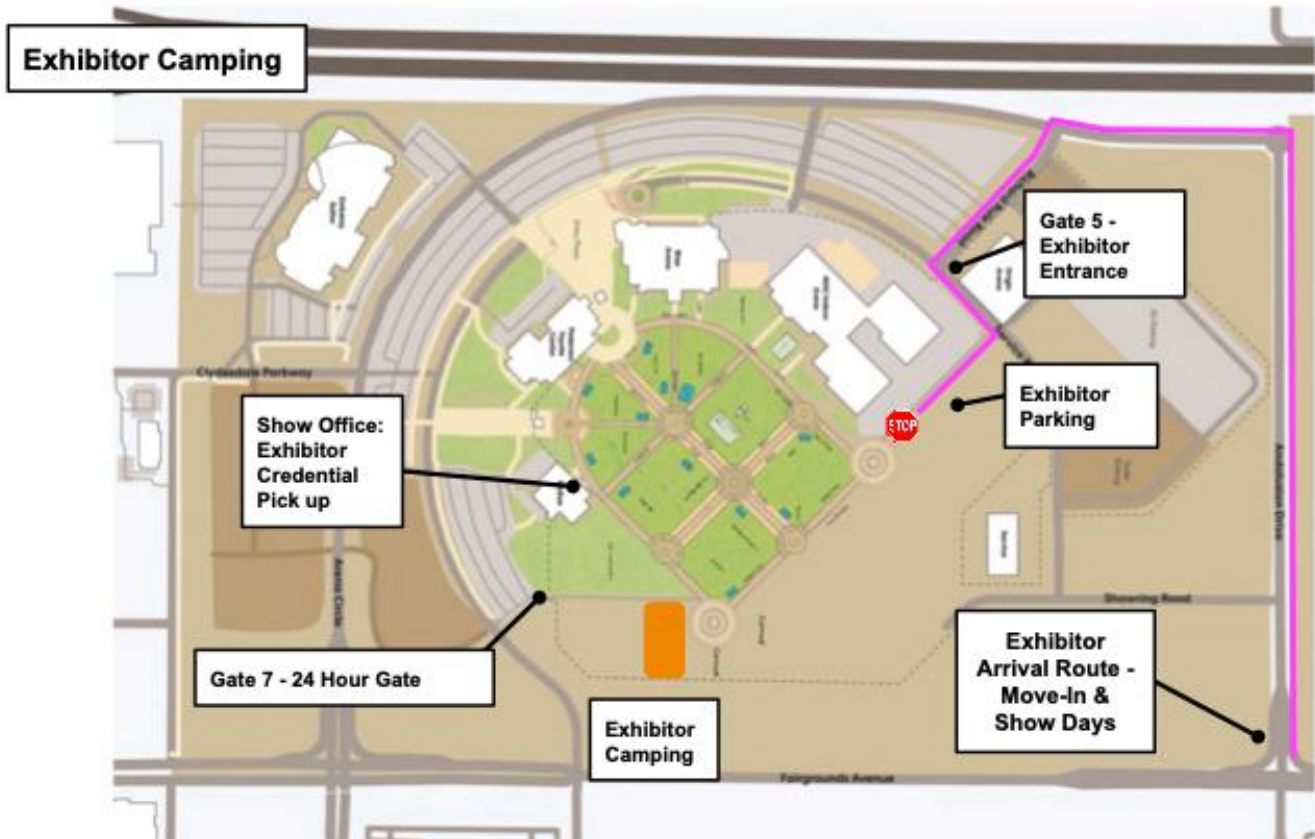
- ⌘ The [Official Overland Expo Mountain West App](#) is ready for download. Click on the Mountain West event, then log in with your unique email address. The app is your guide to exhibitors, venue map, general admission schedule, and more.
- ⌘ Download the app to your phone **BEFORE** arriving at the event for best results.

FAQS & PLANNING INFO

- Review the **Exhibitor [FAQ: Mountain West](#)**
- Visit the [Show Updates](#) web page for the latest map, schedules and exhibitor lists; and read any last-minute announcements.
- Find answers to general questions about kids, dogs, vehicle restrictions, and media usage at our [FAQ](#).
- Find answers to venue and camping questions at our [Mountain West FAQ](#).
- ONLY Propane fires with an on & off switch are allowed at the event
 - Overland Expo will follow all State and Local fire restrictions as required at the time of the event. This could prohibit use of all propane fire pits or cooking units.
- Event showers will be provided, available for Camping passholders. Showers are located in Weekend Pass with Camping and Premium Camping.
 - **Shower Hours:** 6:00 AM - 9:00 AM and 7:00 PM – 10:00 PM
- You are camping in a liquor control area, please keep all alcohol inside of your camper. Do not distribute alcohol to the general public.

EXHIBITOR CAMPING ROUTE

You will pick up or purchase exhibitor camping at the exhibitor campground!



EVENT HOURS:

- | | |
|--|------------------------------------|
| *Friday, August 21 st – 9am-5pm | <i>*vehicles MUST be in by 8am</i> |
| *Saturday, August 22 nd – 9am-5pm | <i>*vehicles MUST be in by 8am</i> |
| *Sunday, August 23 rd – 9am-3pm | <i>*vehicles MUST be in by 8am</i> |

Exhibitors must be in their booths and ready to go before the event opens. We suggest you arrive no later than 30 minutes before opening but if you have a display vehicle, it must arrive allowed between 7 am - 8 am on Friday, Saturday & Sunday. Gates will be open to exhibitors (with credentials) two hours before the event opens.

QUESTIONS?

Most of the answers to your questions are on our [FAQ: Mountain West](#) If you have questions not covered on that page, please reach out to your sales representative below.

Contact our Overland Expo Sales Team with any questions:

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THANK YOU AGAIN FOR JOINING US & CHEERS TO ANOTHER GREAT OVERLAND EXPO MOUNTAIN WEST!

~ THE OVERLAND EXPO TEAM ~