



## 2026 Vendor Information Packet

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### ACTION REQUIRED – VENDOR CHECKLIST

- Final Payment Due: May 5
- COI Submission Deadline: May 19
- Book your hotel ASAP (rooms will sell out)
- Submit raffle item (if participating)
- Plan booth deals & promotions for TREAD Bucks traffic

### \$10,000 GIVEAWAY – DRIVING SALES TO YOUR BOOTH

- We've launched a \$10,000 giveaway designed to put real spending money directly into your hands.
- Every 2 hours we will give away:
  - • 1 x \$500 winner (issued as two \$250 vouchers)
  - • 2 x \$250 winners
  - • 2 x \$100 winners
- Winners choose which vendor to spend with. The better your booth and offers are, the more sales you capture.

### HOW TREAD BUCKS WORK

- \$250 vouchers must be spent in full at ONE booth (no splitting)
- \$100 vouchers must be spent in full at ONE booth
- \$500 winners receive TWO \$250 vouchers (can be used at different vendors)
- No cash value
- Redemption Process:
  - • Customer brings voucher to your booth
  - • You follow simple validation steps (provided at the show)

- • Turn vouchers into the TREAD booth
- • You are reimbursed 100%
- Example: A \$250 voucher means the customer must spend the full \$250 with you.

## HOW CUSTOMERS ENTER

- Customers pre-register on the website or scan a QR code at the event
- <https://treadoffroadexpo.com/>
- Each registration gives an entry into the next 2-hour drawing only
- A customer can register twice if they come both days
- A customer may only win once
- This keeps traffic moving and brings repeat buyers back to your booth.

## WHY THIS MATTERS

- Increase booth traffic
- Bring in ready-to-buy customers
- Help you sell more product
- Vendors who actively promote this will see the strongest results.

## RAFFLE GIVEAWAY – UPDATED SYSTEM

- Fully digital entry system
- Bucket-style entries (customers choose prizes)
- Saturday night close
- Winners announced via live stream the following Saturday
- Entry Requirement: Minimum \$450 donation required to qualify for raffle entry
- Your brand/company will receive recognition as raffle items are promoted when entries go live.
- All proceeds are donated directly to the BlueRibbon Coalition and Utah Public Land Alliance to help keep our public lands open and accessible.

## WHAT WE NEED FROM YOU

- Raffle item - photo + description + value
- Submit to: [sales@treadoffroadexpo.com](mailto:sales@treadoffroadexpo.com)
- Deadline: May 19

## DEADLINES & INSURANCE

- Final Payment Due: May 5
- COI Deadline: May 19
- All exhibitors must provide a Certificate of Liability Insurance listing:
- TREAD Off-Road Expo / TREAD Off-Road LLC
- 1835 S. Convention Center Dr.
- St. George, UT 84790
- Must be received by May 19, 2026
- No COI = no setup
- Need coverage? <https://partners.insurancecanopy.com/tread-off-road-expo>
- Cost: \$49 for all 3 days
- Questions: Risa West – 385-274-1327

## EVENT LAYOUT & LOAD-IN

- Please keep in mind that you'll get an accurate update for loading 30 days out.
- Booth maps released 30 days prior
- You'll receive booth location and load-in time
- Load-In for Main exhibit hall: June 18 | 9:00 AM – 5:00 PM
- Outdoor & Corridor Vendors:
- • Setup starts Friday at 8:00 AM
- • Must be ready by 10:30 AM
- • We will load outdoor trailers on Thursday between 5-7 PM
- No overnight security Thursday (outdoor booths)
- Area is fenced and camera monitored
- Security onsite Friday night
- Trailer parking available behind the convention center

## HOTEL BLOCK

- Discounted hotels available next door
- Go to website → Menu (top right) → Hotels
- <https://treadoffroadexpo.com/home/hotels/>
- Rooms typically close around 15 days prior. Once sold out, availability is not guaranteed.

## FREQUENTLY ASKED QUESTIONS

- Can vouchers be split? No
- What if customer doesn't use full value? Full value must still be applied
- Can I share a booth? Not without approval
- Do I need to collect sales tax? Yes
- Missed COI deadline? Contact us immediately
- When will I get my booth assignment? 30 days prior

## EXPO CONTACTS

- Booth / Logistics – Rob – Rob@treadoffroadexpo.com – 435-922-8398
- Raffle – sales@treadoffroadexpo.com
- Marketing – info@treadoffroadexpo.com

## THANK YOU

- We're planning an incredible expo, and our goal is simple:
- We want you to make money.
- We'll see you soon.