

# VENDOR INFO BOOKLET



**MARCH 12 - 14, 2027**



**LARAMIE COUNTY EVENTS**  
3801 Archer Parkway | Cheyenne, WY 82009  
(307) 633-4670 | [laramiecountyevents.com](http://laramiecountyevents.com)



# SHOW INFO

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6,500+ attendees



Affordable booths



Interactive opportunities

## LOAD IN

**Bulk items:** Wednesday, March 10

**Booths:** Thursday, March 11



## SHOW TIMES

Friday, March 12: **1pm - 6pm**

Saturday, March 13: **10am - 6pm**

Sunday, March 14: **10am - 4pm**



## LOAD OUT

**Booths:** Sunday, March 14

**Bulk items:** Monday, March 15



## QUESTIONS | COMMENTS | CONCERNS

Contact us at:

Office: (307) 633-4670

[sportsmansexpo@laramiecounty.com](mailto:sportsmansexpo@laramiecounty.com)

# EXHIBITOR INFORMATION

## 2027 EXHIBITOR BOOTH PRICING

Booth Pricing	Size	Early Bird Rate (Book by 12/31/26)	Standard Rate (After 12/31/26)
<b><u>Main Floor Booth</u></b>			
Single	10' x 10'	\$300.00	\$400.00
Double	10' x 20'	\$475.00	\$575.00
Triple	10' x 30'	\$650.00	\$750.00
<b><u>Pre-function Hallway (Entry Hallway)</u></b>			
Single	10' x 10'	\$250.00	\$350.00
Double	10' x 20'	\$425.00	\$525.00
◆ Each Booth comes with pipe & drape on the back and sides, (1) 8' table, and (2) chairs			

**\*SPACE IS LIMITED FOR ENTRY/PRE-FUNCTION BOOTHS.**



# EXHIBITOR INFORMATION



## ADDITIONAL INFORMATION

- **Load-In/Load-Out Access:** Exterior roll-up doors for vendor loading measure 14 feet wide by 14 feet tall.
- **Booth Policy:** All vendor booths must remain fully set up and staffed until the official close of the event.
- **Concessions:** Food & beverage concessions will be available for purchase during event hours.
- **Admission:** This is a free, public event, open to all attendees throughout the weekend.
- **Free Activity Zone:** Our interactive activity zone is open to all guests and designed to encourage repeat attendance.

## EDUCATIONAL SESSIONS



### *Interested in Hosting a Session?*

If you or your business would like to get involved, we invite you to contact us for available time slots and presentation opportunities.

- Sessions are free for the public to attend
- No cost for businesses or organizations to participate as hosts
- An excellent opportunity to share your expertise, promote your brand, and engage directly with a community of outdoor enthusiasts

# CUSTOMIZED SPONSORSHIP OPPORTUNITES

In addition to our standard packages, we offer specialized sponsorship opportunities tailored to meet your unique marketing goals. A few examples are listed below, but we're always open to collaborating on creative ideas to maximize your brand's visibility and impact at the event.

- Activity Zone
- Game Call Competition
  - Prizes
- Main Stage
- "Adventure Kit" Giveaway
- Swag Bag Sponsor
- Activity-Based Sponsor
  - Examples: Indoor Fishing Pond, Archery Shoot, S'mores Station



# ABOUT US

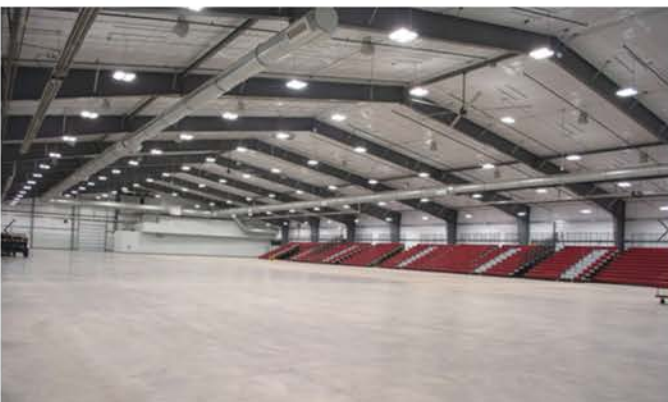
## LARAMIE COUNTY EVENTS

Laramie County Events proudly manages all event facilities at the Archer Recreation Complex, including the Event Center at Archer, Archer Rodeo Arenas, Laramie County Motorsports Park, and the Laramie County Fairgrounds. In addition to overseeing these premier venues, our team also produces and hosts the annual Laramie County Fair—Wyoming’s largest fair—bringing together thousands of attendees each year.



## EVENT CENTER AT ARCHER

The Event Center at Archer is Laramie County’s premier multi-purpose event facility, thoughtfully designed to accommodate a wide variety of events. The venue offers a 49,000-square-foot finished concrete event floor, perfect for large exhibits, vendor booths, and interactive displays. A 15,000-square-foot pre-function area provides an ideal space for registration, vendor showcases, or attendee engagement. Vendors benefit from access to power at their booths and a dedicated vendor Wi-Fi network, separate from the public system, to ensure reliable connectivity for transactions, digital displays, and other business needs.



# GROUPS MAP

## CONVENIENT LOCATION

The Event Center at Archer is conveniently located just off I-80 at Exit 370, and less than 10 miles from the I-25 interchange, making it easily accessible for vendors and attendees traveling from any direction. The Archer Complex also features an on-site RV park and multiple event venues, offering added convenience for multi-day events and traveling participants.



## AMENITIES

Vendors bringing bulk items or large equipment will find the Event Center at Archer well-equipped for easy access. The facility features two 14-foot roll-up doors and multiple 10-foot roll-up doors to accommodate oversized items and streamlined load-in/load-out. Trailer parking is available in the south lot of the Event Center for added convenience throughout the event.





**MARCH 12 - 14**

**LARAMIE COUNTY EVENTS**

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# SPONSORSHIP OPPORTUNITIES



## Activity Zone

### RECOGNITION FOR SPONSOR TO RECEIVE

- Estimated LC Sportsman's Expo attendees: 6,500+
- Activity Zone Title Sponsorship
  - Retitling of Activity Zone to “Company Name” Activity Zone
- Advertising/Exposure for business as Activity Zone sponsor
  - We advertising in print, on billboards, on social media, and more.
- 10' x 30' Booth (\$750 value)
- Banner/Signage with Business Name above our Activity Zone Banner in the Event Center



### ABOUT THE ACTIVITY ZONE

This area has many interactive stations and is completely FREE to the public. We have many visitors that will come one day and then return again throughout the weekend.

In past years the Activity Zone has featured a rock climbing wall, stunt jump, indoor curling, axe throwing, and archery.

This is a great way to get your business name out in front of the public in a very positive manner. The Activity Zone has become a staple and crowd favorite at the show. Be a part of something the community will remember!



# SPONSORSHIP OPPORTUNITIES



## Game Call Contest

### RECOGNITION FOR SPONSOR TO RECEIVE

- Estimated LC Sportsman's Expo attendees: 6,500+
- Game Call Title Sponsorship
  - Retitling of game call contest to Wyoming Game Call Contest presented by "Company Name"
- Inclusion on all visual Marketing Materials for the Game Call Contest
  - (It will be included in the title.)
- 10' x 30' Booth (\$750 value)
- Banner/Signage with Business Name present in the stage area used for the game call contest.



### ABOUT THE GAME CALL CONTEST

The game call contest will be in its third year in 2026. Each year the entries and attendees have grown. The Wyoming Game Call Contest is open to both adults and youth.

Contestants will have the chance to impress the audience and judges alike with their best elk, duck, and goose calls for a shot at fantastic prizes and bragging rights.

There are plans to begin sanctioning divisions of the contest, drawing more contestants each growing year.





**VENDOR INFO  
BOOKLET**



**MARCH 6 - 8, 2026**



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# SHOW INFO

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6,500+ attendees



Affordable booths



Interactive opportunities

## LOAD IN

**Bulk:** Wednesday, March 4

**Booths:** Thursday, March 5



## SHOW TIMES

Friday, March 6:	<b>1pm - 6pm</b>
Saturday, March 7:	<b>10am - 6pm</b>
Sunday, March 8:	<b>10am - 4pm</b>



## LOAD OUT

**Booths:** Sunday, March 8

**Bulk:** Monday, March 9



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# SPONSORSHIP OPPORTUNITIES

It's time to hit the trails and venture into the great outdoors with the Laramie County Sportsman's Expo happening March 6 - 8, 2026! Please let us know if you are interested in one of these options or would like a customized sponsorship package!



**\$500**

## Trail Partner

*Community Supporter Level: Designed for small businesses and community partners who want a presence at the event without a booth.*

- Business name listed on sponsor page of the event website
- Inclusion in "Thank You" sponsor post on social media
- Event flyers provided for display at your business
- Recognition in digital screen at the event

**\$1,000**

## Peak Partner

*Visibility & Brand Awareness Level: Great for growing brands looking for added visibility and on-site presence.*

- Recognition on digital screen at the event
- Business name listed on sponsor page of the event website
- Inclusion in social media event page
- Event flyers provided for display at your business
- Verbal recognition during scheduled announcements throughout the event
- One (1) sponsor banner placement inside the event center (banner provided by sponsor)

**\$2,500**

## Summit Partner

*Premier Engagement Level: For businesses looking for premium exposure and direct engagement with attendees.*

- One (1) 10'x10' premium booth space
- Dedicated social media spotlight post
- Featured sponsor listing on event website with logo, link, & 50-word description
- Inclusion in social media event page
- Event flyers provided for display at your business
- Verbal recognition during scheduled announcements throughout the event
- Two (2) sponsor banners displayed at key locations (entrance + inside event center) (banners provided by sponsor)

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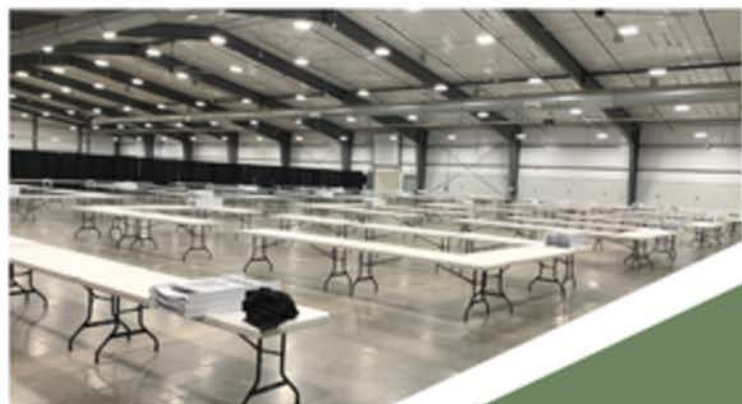
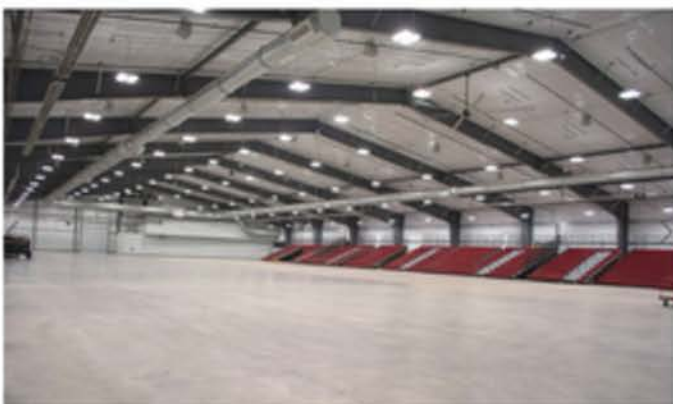
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**MARCH 6 - 8**

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