

VENDOR INFO BOOKLET

LARAMIE COUNTY

SPORTSMAN'S EXPO

MARCH 12 - 14, 2027

LARAMIE COUNTY EVENTS
3801 Archer Parkway | Cheyenne, WY 82009
(307) 633-4670 | laramiecountyevents.com

Event Center at ARCHER

SHOW INFO

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

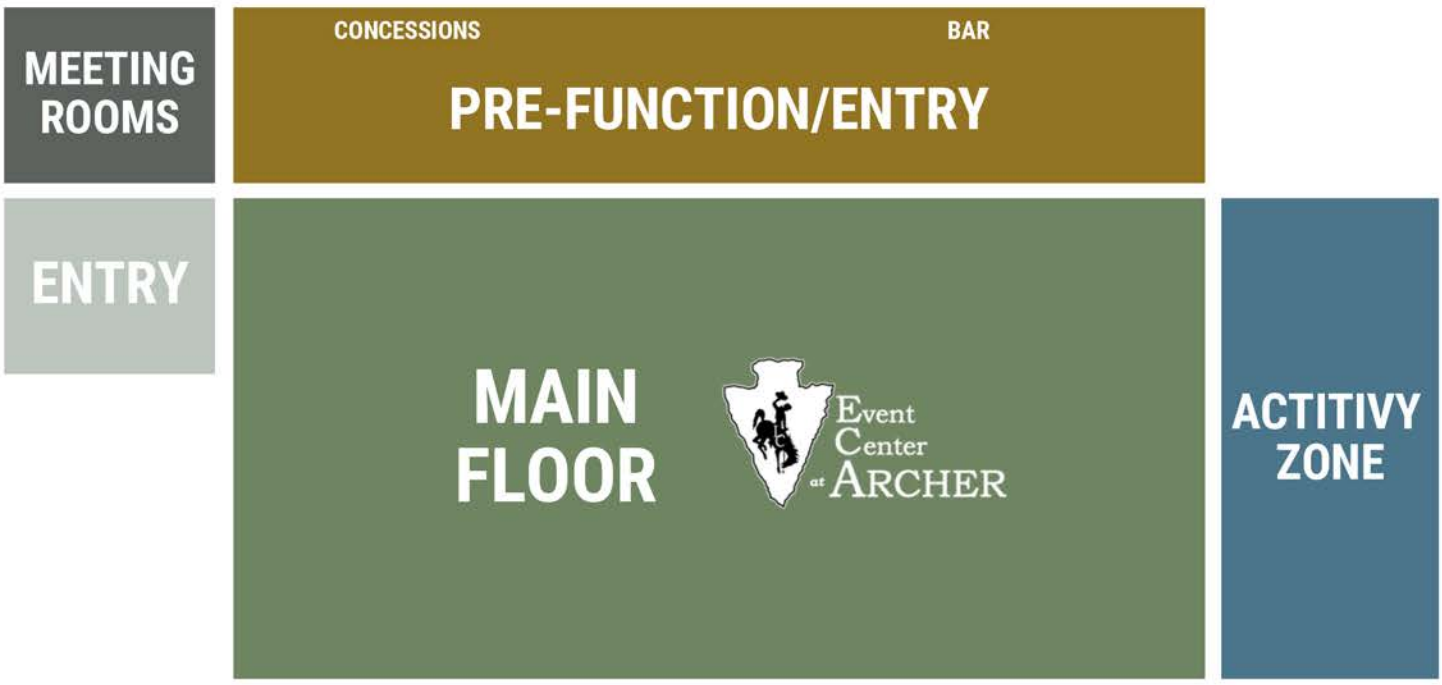
Contact us at:
Office: (307) 633-4670
sportsmansexpo@laramiecounty.com

EXHIBITOR INFORMATION

2027 EXHIBITOR BOOTH PRICING

Booth Pricing	Size	Early Bird Rate (Book by 12/31/26)	Standard Rate (After 12/31/26)
Main Floor Booth			
Single	10' x 10'	$300.00	$400.00
Double	10' x 20'	$475.00	$575.00
Triple	10' x 30'	$650.00	$750.00
Pre-function Hallway (Entry Hallway)			
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.**



FREE PARKING

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

SPONSORSHIP OPPORTUNITES

It's time to hit the trails and venture into the great outdoors with the Laramie County Sportsman's Expo happening March 12 - 14, 2027! 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)

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.





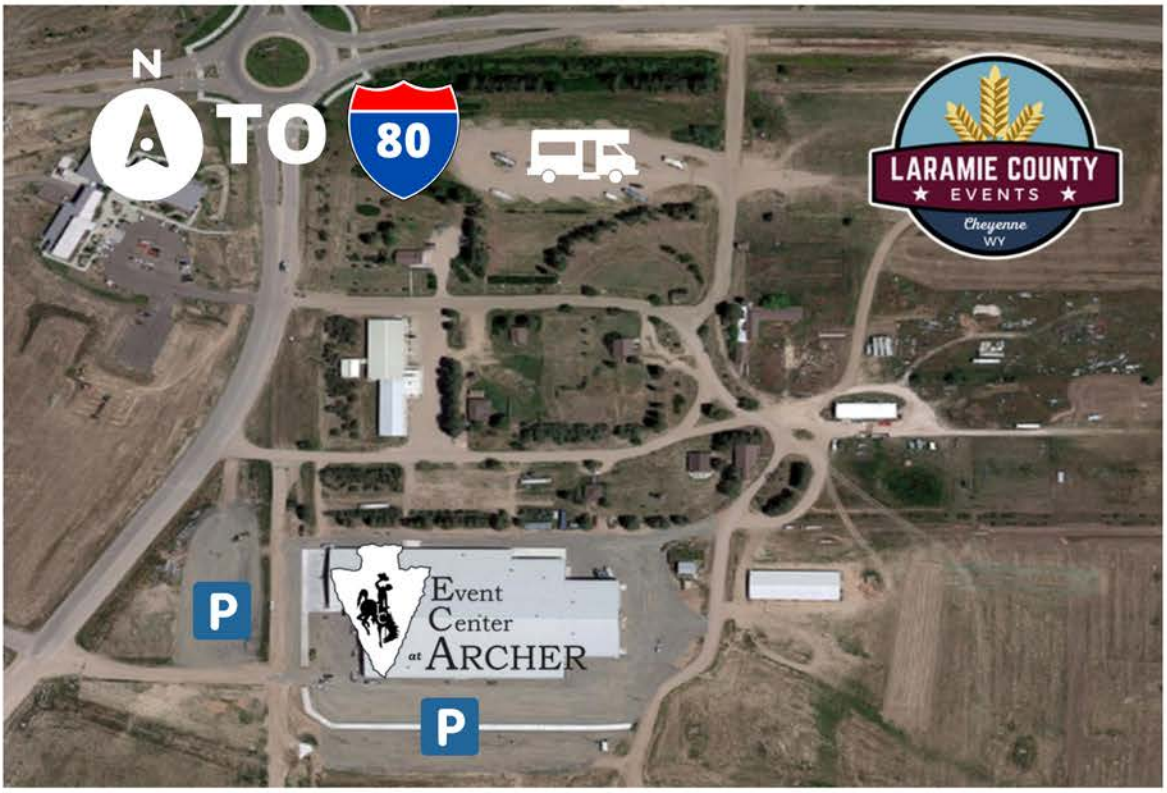




GROUNDS MAP

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.

