



VENDOR PACKET

GATEWAY OUTDOOR

expo + summit

NOVEMBER 22-24, 2024

St. Charles Convention Center | St. Charles, Missouri



WELCOME

Dear Exhibitor,

We are so excited about this year's Gateway Outdoor Expo + Summit.

In order to help provide facts and answer questions about partnering with the event, we have created this Vendor Packet. It offers details on navigating the event and its many opportunities for involvement — and includes a registration form to reserve a booth on site.

If you have questions about details beyond those addressed in this document, please contact me at 636-633-1816 or brad@terrain-mag.com. I look forward to hearing from you.

Thank you for considering displaying with us. The Gateway Outdoor Expo + Summit wouldn't be possible without our industry partners and supporters. Hope to see you there!

Brad Kovach
Deputy Director/Publisher
River City Foundation/Terrain Media





ABOUT

We expect roughly 200 exhibit booths and 6,000 attendees at the Gateway Outdoor Expo + Summit in 2024. As with previous years, attendance is FREE and OPEN TO THE PUBLIC.

In the main exhibition hall, the Expo is where businesses and organizations can present their products and services for outdoor enthusiasts and their families. Booths promoting biking, running, hiking, climbing, paddling, camping, and other outdoor sports and activities – plus special deals and attractions – are welcome.

In meeting rooms adjacent to the exhibition hall, the Summit will bring together industry leaders and advocates to explore how our region can create outdoor recreation access and equity for all. Registration is required for the Summit, which is free for those wishing to attend.

Location St. Charles Convention Center
1 Convention Center Blvd., St. Charles, MO 63303

Setup Friday, November 22
10 a.m. to 12 p.m. – Large Exhibits (by invitation)
12 p.m. to 5 p.m. – Standard Exhibits

Summit Hours Friday, November 22
1 p.m. to 5 p.m.

VIP/Vendor Party Friday, November 22
5 p.m. to 7 p.m.

Expo Hours Saturday, November 23
10 a.m. to 5 p.m.
Sunday, November 24
10 a.m. to 4 p.m.

Teardown Sunday, November 23
4 p.m. to 11 p.m.

EXHIBITOR INFORMATION

As an exhibitor at the Gateway Outdoor Expo + Summit, you can sell gear and equipment; share information about your organization, programs, and services; and network with other outdoor experts.

Booth Pricing

Nonprofit 10x10	\$350
Standard 10x10	\$500
Corner 10x10	\$600 (limited quantity)
	(\$75 multi-booth discount)

Each 10x10 booth includes a table, two chairs, a trash can, pipe and drape, an ID sign, four exhibitor badges (which allow access to the VIP/Vendor Party on Friday, November 22), and a company description online and in the printed Expo Directory. Other amenities are available for an additional charge from St. Charles Convention Center Exhibitor Services.

Expo Bag Insert

\$400

Include your custom item – coupon, leaflet, token gift, etc. – in the Expo Bag provided to all participants. You will be contacted by Gateway Outdoor Expo + Summit with item submission details upon receipt of application.

Directory Advertising

Advertise your product/service/event in the printed Expo Directory, which each participant will receive in the Expo Bag.

Full Page	\$700
Half Page	\$400
Quarter Page	\$250
Premium Exhibitor Description	\$75 (color logo and box around description)

You will be contacted by Gateway Outdoor Expo + Summit with ad submission details upon receipt of application.

Sponsorships

Support the regional outdoor community and receive high visibility through media and marketing materials and promotions by becoming a sponsor. See next page for more details.



SPONSORSHIPS

Gateway Outdoor Expo + Summit sponsorship opportunities include the following. Please contact Brad Kovach at 636-633-1816 or brad@terrain-mag.com with questions or to discuss a custom sponsorship.

Presenting Sponsor: \$20,000 (only one available)

- Recognition as Presenting Sponsor in all event press releases and advertising, including a custom press release.
- Company logo on event homepage, emails (approx. 10,000 records), and other media advertisements as Presenting Sponsor.
- Company logo on all event signage and materials as Presenting Sponsor.
- Sponsor Spotlight writeup in event newsletter and social media channels.
- Back cover ad, two-page feature article, and Premium Exhibitor Description in printed Expo Directory.
- Opportunity to include printed item or token gift in Expo Bags provided to all participants.
- Rights to utilize the Gateway Outdoor Expo + Summit name to promote sponsorship through PSAs, media, and print collateral (to be approved by Terrain Media) through 4/30/25.
- 20x20 Expo booth to host activities, promotions, product demonstrations, etc., with four tables, eight chairs, and electricity (if needed).
- Callout as Presenting Sponsor during the Summit and at the VIP/Vendor Party on Friday, November 2.
- Ten complimentary invitations to VIP/Vendor Party.

Peak Sponsor: \$5,000

- Company logo on event homepage and other media advertisements.
 - Company logo on designated event-day sponsor signage.
 - Sponsor Spotlight writeup in event newsletter and social media channels.
 - Inside back or front cover ad and Premium Exhibitor Description in printed Expo Directory.
 - 10x20 space to host activities, promotions, product demonstrations, etc., with two tables, four chairs, and electricity (if needed).
 - Five complimentary invitations to VIP/Vendor Party on Friday, November 22.
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SPONSORSHIPS (CONTINUED)

Crest Sponsor: \$3,000

- Company logo on event homepage and other media placements.
- Company logo on designated event-day sponsor signage.
- Sponsor Spotlight writeup in event newsletter and social media channels.
- Full-page ad and Premium Exhibitor Description in printed Expo Directory.
- 10x10 space to host activities, promotions, product demonstrations, etc., with one table, two chairs, and electricity (if needed).
- Five complimentary invitations to VIP/Vendor Party on Friday, November 22.

Trailhead Sponsor: \$1,500

- Company logo on event homepage.
- Company logo on designated event-day sponsor signage.
- Sponsor Spotlight writeup in event newsletter and social media channels.
- Half-page ad and Premium Exhibitor Description in printed Expo Directory.
- Five complimentary invitations to VIP/Vendor Party on Friday, November 22.

VIP/Vendor Party Sponsor: \$5,000 (or in-kind donation; only one available)

- Mention in all press releases and media as VIP/Vendor Party sponsor.
- Party sponsored by “Your Company” notation on event webpage and all related marketing materials.
- Company logo on custom Party signage.
- Listing in the printed Expo Directory and schedule of events.
- Ten complimentary invitations to VIP/Vendor Party on Friday, November 22.

Happy Hour Sponsor: \$1,500 (only one available)

- Company logo on the event webpage.
- Company logo on designated event-day sponsor signage as well as on custom Happy Hour Sponsor signage on evening of Saturday, November 23.
- Five complimentary invitations to VIP/Vendor Party on Friday, November 22.



SPONSORSHIPS (CONTINUED)

Coffee Sponsor: \$1,000 (two available)

- Company logo on the event webpage.
- Company logo on designated event-day sponsor signage as well as on custom Coffee Sponsor signage on morning of Saturday, November 23 or Sunday, November 24.
- Five complimentary invitations to VIP/Vendor Party on Friday, November 22.

Expo Bag Sponsor: \$5,000 (only one available)

- Company logo on the Expo Bag provided to all participants.
- Opportunity to include printed item or token gift in Expo Bags.
- Five complimentary invitations to VIP/Vendor Party on Friday, November 22.

REGISTRATION

Company Name:

Company Address:

City:

State:

Zip:

Contact Person:

Phone:

Email:

Website:

Exhibit Booth(s)

- Nonprofit 10x10.....\$350 x (quantity) _____ - (multi-booth discount) = _____
- Standard 10x10\$500 x (quantity) _____ - (multi-booth discount) = _____
- Corner 10x10 (limited quantity).....\$600 x (quantity) _____ - (multi-booth discount) = _____

Multi-booth discount is \$75 per additional booth. Exhibitors wishing to share a booth will be charged an additional \$50 fee per 10x10 space. Exhibitors must notify Show Management about its intent to share booth(s) in writing at least 60 days prior to the event.

- Expo Bag Insert.....\$400 x (quantity) _____ = _____

Directory Advertising

- Full Page.....\$700 x (quantity) _____ = _____
- Half Page.....\$400 x (quantity) _____ = _____
- Quarter Page.....\$250 x (quantity) _____ = _____
- Premium Exhibitor Description.....\$75 x (quantity) _____ = _____

Sponsorship

- | | | | |
|---|----------|---|---------|
| <input type="checkbox"/> Presenting Sponsor | \$20,000 | <input type="checkbox"/> VIP/Vendor Party Sponsor | \$5,000 |
| <input type="checkbox"/> Peak Sponsor | \$5,000 | <input type="checkbox"/> Happy Hour Sponsor | \$1,500 |
| <input type="checkbox"/> Crest Sponsor | \$3,000 | <input type="checkbox"/> Coffee Sponsor | \$1,000 |
| <input type="checkbox"/> Trailhead Sponsor | \$1,500 | <input type="checkbox"/> Expo Bag Sponsor | \$5,000 |



REGISTRATION (CONTINUED)

Cancellation or Reduction of Order

In the event any Customer must cancel all or part of its exhibit space, sponsorship, or other purchased item, the Customer must do so in writing. Cancellation 60 or more days ahead of the event results in a 50% refund. Cancellation between 30 and 59 days ahead of the event results in a 25% refund. Cancellation fewer than 30 days ahead of the event results in no refund. This also applies to a reduction in space.

Payment

Payment must be made in full on or before November 8 (50% deposit required to hold space).

- Check (payable to Terrain Magazine)
- Credit Card (all major cards accepted)

Name on Card: _____

Credit Card #: _____

Expiration Date: _____

Security Code: _____

Signature: _____

Printed Name: _____

TOTAL AMOUNT DUE: _____

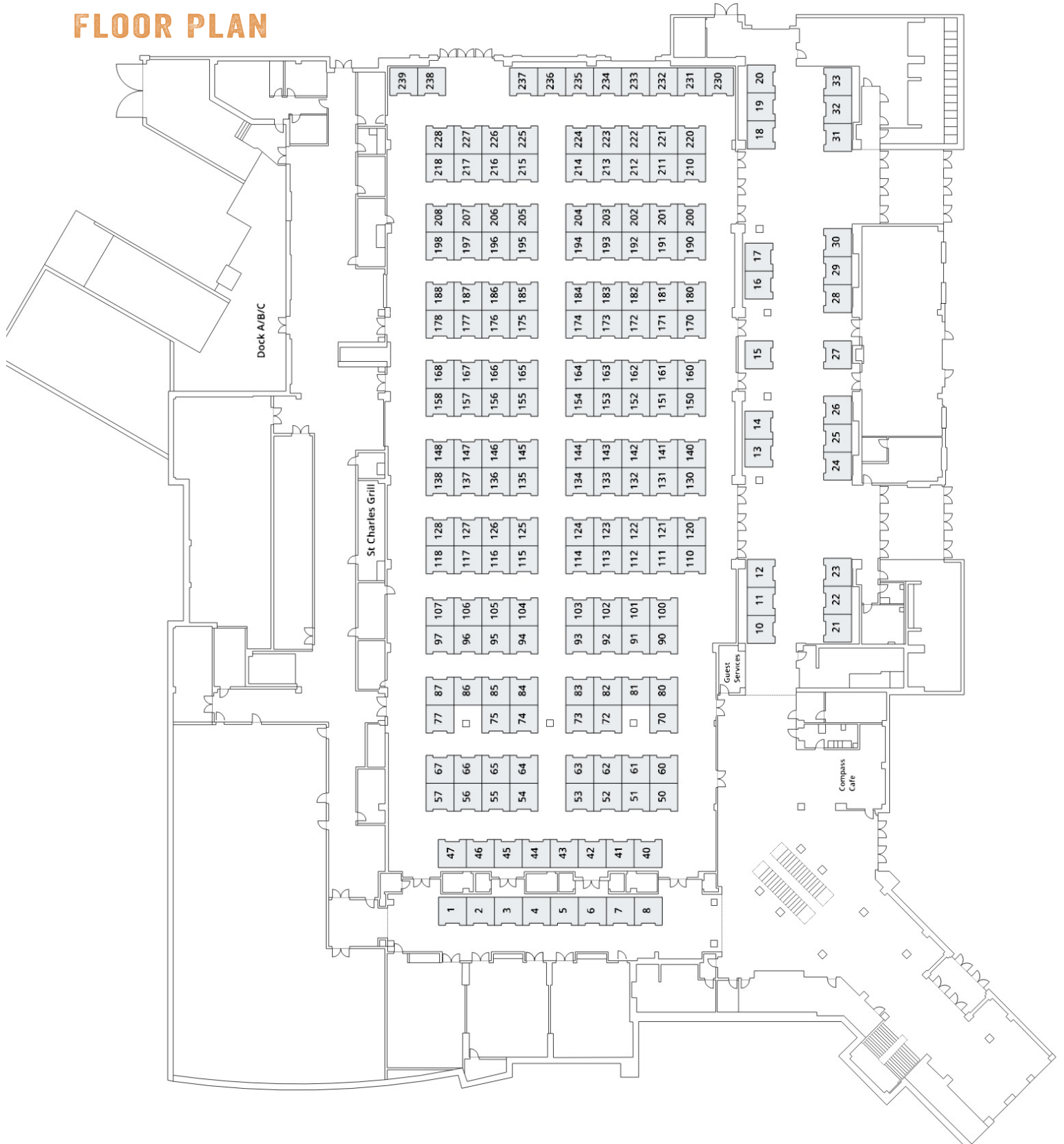
Mail or email completed form to:

Terrain Magazine
Attn: Brad Kovach
3120 Locust Street
St. Louis, MO 63103

Contact Brad at 636-633-1816 or brad@terrain-mag.com with questions.

*Applications Are Due By October 21 in Order to Appear in the Printed Expo Directory.

FLOOR PLAN





FLOOR PLAN (ENLARGED)



CONDITIONS, RULES & REGULATIONS

1. Show Management has the right to reject or restrict all registrations, exhibits, demonstrations, or promotions to be presented at the Gateway Outdoor Expo + Summit.
2. Show Management will assign booths on a first-come, first-served basis.
3. Show Management has the right to make changes in the exhibit times, exhibition layout, and booth assignments; any such changes will be made known as far in advance as possible.
4. All booths must be pre-paid prior to booth setup.
5. All displays must be fully set up by 5 p.m. on Friday, November 22.
6. Show Management has the right to reassign booth spaces that are not set up on time, and no refunds will be made to any Customer who fails to occupy its space.
7. No booths may be dismantled prior to 4 p.m. on Sunday, November 24. All exhibit materials must be removed from St. Charles Convention Center no later than 11 p.m. on Sunday, November 24.
8. Customer agrees that its booth will be open and staffed during Expo hours (see page 3).
9. In the event any Customer must cancel all or part of its exhibit space, sponsorship, or other purchased item, the Customer must do so in writing. Cancellation 60 or more days ahead of the event results in a 50% refund. Cancellation between 30 and 59 days ahead of the event results in a 25% refund. Cancellation fewer than 30 days ahead of the event results in no refund. This also applies to a reduction in space.
10. Only one Customer may occupy a booth space except with the prior written consent of Show Management. Customers wishing to share a booth will be charged an additional \$50 fee per 10x10 space. Customers must notify Show Management about its intent to share booth(s) in writing at least 60 days prior to the event.
11. Customers may not sublet, assign, or apportion any part of their booth space, nor represent, advertise, or distribute material other than that specified in the Registration Form. Show Management has the right to reject the display of any merchandise or promotional material.
12. Customer agrees to pay all applicable sales taxes.
13. Customer will assume the duty and responsibility to obtain any necessary government permits or licenses.
14. Customer must exhibit, promote, and distribute information only within the confines of its booth space.
15. Exhibits must be arranged so as not to obstruct the general view or hide other exhibits.
16. Customer agrees not to deface property and agrees to accept liability for any damage to the property of others. Any damage shall be remedied at Customer's expense to the satisfaction of the property owner.
17. Customer will not place signage or structure more than 10 feet high without prior permission.
18. Any Customer with a tent/canopy must have a functional fire extinguisher at its booth at all times.
19. Any special promotions, music, or stunts must be cleared with Show Management. Show Management reserves the right to designate specific days and hours during which special promotions and stunts may be conducted.



CONDITIONS, RULES & REGULATIONS (CONTINUED)

20. Drawings, games of chance, and raffles must abide by all Missouri State Statutes regarding various drawings, games of chance, and raffles.
21. Any food or beverages to be sampled at exhibit booths must be approved by Show Management and abide by the rules and regulations of St. Charles Convention Center.
22. All materials used in exhibit booth(s) must be of a non-flammable nature. Electric signs and equipment must be wired to meet the specifications of St. Charles Convention Center and the Fire Marshal.
23. Exhibits that include the operation of musical equipment, radios, sound motion picture equipment, or any noise-making machines must be operated so that the resulting noise will not annoy or disturb adjacent exhibitors and their patrons and must be approved by Show Management. Customers are responsible for individual ASCAP/BMI music licensing fees, if applicable.
24. Customer's employees shall conduct themselves in an ethical manner at all times. Show Management may ask any persons deemed, in Show Management's opinion, to be acting in an obstructive manner, to leave the exhibit floor.
25. Customer agrees to carry the following insurance: comprehensive general public liability, worker's compensation, auto liability (if applicable), personal property and equipment, employer's liability, and any other insurance needed to cover the indemnification provisions found in these Conditions, Rules & Regulations.
26. Customer assumes the entire responsibility and herein agrees to protect, indemnify, defend, and hold harmless Terrain Media, St. Charles Convention Center, the City of St. Charles, and all their officers, directors, shareholders, employees, agents, affiliates, and representatives against all claims, losses, and damages to persons or property, governmental charges, or fines and attorney fees arising out of or caused by Customer's installation, removal, maintenance, occupancy, or use of exhibition premises or any part thereof.
27. Show Management will provide security to take reasonable precautions for safeguarding of the overall exhibition space. Terrain Magazine will not be liable for the acts or omissions of security guards.
28. In the event of war, fire, strike, terrorist attack, public catastrophe, government regulation, weather emergency, or other uncontrollable cause that prevents the Expo or any part thereof from being held, Terrain Media shall determine a reasonable refund, if any, to be paid to the Customer based on Terrain Media's proportionate share of unused funds.
29. By signing and submitting the Registration Form, Customer agrees to these Conditions, Rules & Regulations. Customer must bring to the notice of all agents or contractors it employs each of these Conditions, Rules & Regulations as may affect such agents and contractors. Any claim arising from the failure of the Customer to give such notice shall be the sole responsibility of that Customer.
30. Violation of the Conditions, Rules & Regulations may result in the forfeiture of exhibiting space, without refund, at the discretion of Terrain Media.