



VENDOR PACKET

GATEWAY OUTDOOR

expo + summit

NOVEMBER 15-16, 2025

St. Charles Convention Center | St. Charles, Missouri



terrain



WELCOME

Dear Exhibitor,

It's time to get ready for the 2025 Gateway Outdoor Expo + Summit!

We're thrilled to invite you to be a part of our eighth annual event, which brings together outdoor enthusiasts, industry leaders, and adventure seekers for a weekend of inspiration, education, and exploration.

To help you get up to speed, we've put together this Vendor Packet. Inside, you'll find all the event details, exciting partnership opportunities, and a registration form to secure your booth space.

If you have any questions or need more information, don't hesitate to reach out. You can contact me directly at 636-633-1816 or via email at brad@terrain-mag.com. I can't wait to connect with you.

Thank you for considering this opportunity. The Gateway Outdoor Expo + Summit is made possible by dedicated partners like you. We look forward to seeing you there, primed to explore, engage, and elevate the regional outdoor community.

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





ABOUT

Based on participation from previous years, we expect over 150 exhibit booths and 6,000 attendees at the 2025 Gateway Outdoor Expo + Summit. In line with our mission to make the outdoors accessible to everyone, we're excited to once again offer free public admission to the event.

The Gateway Outdoor Expo will bring together a variety of businesses and organizations, each showcasing gear and services for outdoor enthusiasts. From biking and hiking to running, paddling, camping, and beyond, attendees will discover the latest products, snag exclusive deals, watch live demonstrations, and explore fun attractions — all in one place.

The Gateway Outdoor Summit, held in the Basecamp area of the exhibit hall, will feature a diverse lineup of speakers offering authentic voices, experiences, and expertise. These speakers will share valuable insights and perspectives with our community of outdoor enthusiasts and stakeholders.

Location

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

Setup

Friday, November 14
10 a.m. to 12 p.m. – Large Exhibits (by invitation only)
12 p.m. to 6 p.m. – Standard Exhibits (South Exhibit Hall)
3 p.m. to 6 p.m. – Standard Exhibits (North Exhibit Hall, Junior Ballroom)

VIP/Vendor Party

Friday, November 14
6 p.m. to 8 p.m.

Show Hours

Saturday, November 15
10 a.m. to 5 p.m.
Sunday, November 16
10 a.m. to 4 p.m.

Tear Down

Sunday, November 16
4 p.m. to 11 p.m.

EXHIBITOR OPPORTUNITIES

As an exhibitor at the Gateway Outdoor Expo + Summit, you will have the opportunity to sell gear and equipment; share information about your organization, programs, and services; host demos and hands-on attractions; 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 back and side drapes, an ID sign, four exhibitor badges (which allow access to the VIP/Vendor Party on Friday, November 14), and a company description online and in the printed show directory. Other amenities are available for an additional charge from St. Charles Convention Center Exhibitor Services.

Materials Distribution

\$400 (exhibitors)
\$600 (non-exhibitors)

Put your brochure, leaflet, or coupon in the hands of 6,000+ outdoor enthusiasts. Our greeters will pass out your item to attendees as they enter the event on Saturday and Sunday. You will be contacted by Gateway Outdoor Expo + Summit with item submission details upon receipt of application.

Directory Advertising

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

Advertise your product, service, or event in the printed show directory, which each participant will receive upon entry on Saturday and Sunday. You will be contacted by Gateway Outdoor Expo + Summit with ad submission details upon receipt of application.



SPONSORSHIPS

Gateway Outdoor Expo + Summit sponsors receive special display, speaking, and marketing opportunities — plus exclusive access to our Sponsor Hospitality Room on Saturday and Sunday. 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)

- 20x20 booth to host activities, promotions, product demos, etc. with four tables, eight chairs, and electricity (if needed).
- Opportunity to speak at the Gateway Outdoor Summit on Saturday, November 15 or Sunday, November 16.
- Recognition as Presenting Sponsor in all event press releases and advertising, including a custom press release.
- Recognition as Presenting Sponsor during the Gateway Outdoor Summit on Saturday, November 15 or Sunday, November 16.
- 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 Listing in printed show directory.
- Opportunity to have a printed brochure, leaflet, or coupon distributed to attendees as they enter the event on Saturday and Sunday.
- Rights to utilize the Gateway Outdoor Expo + Summit name to promote sponsorship through PSAs, media, and print collateral (to be approved by Terrain Media).
- Access to our on-site Sponsor Hospitality Room.
- Ten complimentary invitations to VIP/Vendor Party on Friday, November 14.

Peak Sponsor: \$5,000

- 10x30 space to host activities, promotions, product demonstrations, etc. with three tables, six chairs, and electricity (if needed).
- 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 Listing in printed show directory.
- Access to our on-site Sponsor Hospitality Room.
- Five complimentary invitations to VIP/Vendor Party on Friday, November 14.

SPONSORSHIPS (CONTINUED)

Crest Sponsor: \$3,000

- 10x20 space to host activities, promotions, product demonstrations, etc. with two tables, four chairs, and electricity (if needed).
- 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 Listing in printed show directory.
- Access to our on-site Sponsor Hospitality Room.
- Five complimentary invitations to VIP/Vendor Party on Friday, November 14.

Trailhead Sponsor: \$1,500

- 10x10 space to host activities, promotions, product demonstrations, etc. with one table, two chairs, and electricity (if needed).
- 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 Listing in printed show directory.
- Access to our on-site Sponsor Hospitality Room.
- Five complimentary invitations to VIP/Vendor Party on Friday, November 14.

VIP/Vendor Party Sponsor: \$2,500 (or in-kind donation; only one available)

- Mention in all press releases and media as VIP/Vendor Party sponsor.
- Party sponsored by "Your Company" on event webpage, in printed show directory, and on all related marketing materials.
- Company logo on custom party signage.
- Access to our on-site Sponsor Hospitality Room.
- Ten complimentary invitations to VIP/Vendor Party on Friday, November 14.



SPONSORSHIPS (CONTINUED)

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 signage on evening of Saturday, November 15.
- Access to our on-site Sponsor Hospitality Room.
- Five complimentary invitations to VIP/Vendor Party on Friday, November 14.

Coffee Sponsor: \$1,500 (two available)

- Company logo on the event webpage.
- Company logo on designated event-day sponsor signage as well as on custom Coffee Bar signage on morning of Saturday, November 15 or Sunday, November 16.
- Access to our on-site Sponsor Hospitality Room.
- Five complimentary invitations to VIP/Vendor Party on Friday, November 14.

REGISTRATION

Company Name: _____

Address: _____

City: _____

State: _____

Zip: _____

Contact Person: _____

Phone: _____

Email: _____

Website: _____

I Would Like to Reserve the Following

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.

Materials Distribution

- ☐ Exhibitors\$400 x (quantity) _____ = _____
- ☐ Non-Exhibitors\$600 x (quantity) _____ = _____

Directory Advertising

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

Sponsorship

- | | |
|---|--|
| <input type="checkbox"/> Presenting Sponsor\$20,000 | <input type="checkbox"/> VIP/Vendor Party Sponsor\$2,500 |
| <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.....\$1,500 |
| <input type="checkbox"/> Trailhead Sponsor.....\$1,500 | |



REGISTRATION (CONTINUED)

Total Amount Due

Total cost from previous page selection(s) \$ _____

Payment

Payment must be made in full on or before November 1 (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:

Billing Zip Code:

Printed Name:

Signature:

Mail or email completed form to:

Terrain Magazine
Attn: Brad Kovach
3120 Locust Street
St. Louis, MO 63103
brad@terrain-mag.com

By submitting this Registration Form, Exhibitor agrees to pay the full amount for all items indicated above and acknowledges they have read and agree to the Gateway Outdoor Expo + Summit Conditions, Rules & Regulations. **Applications are due by October 21 in order to appear in the printed show directory.**

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-serve 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 paid prior to booth set up.
5. All displays must be fully set up by 6 p.m. on Friday, November 14.
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 16. All exhibit materials must be removed from St. Charles Convention Center no later than 11 p.m. on Sunday, November 16.
8. Customer agrees that its booth will be open and staffed during Expo hours (see page 2).
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 60-30 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 materials 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 Marshall.
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 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 person deemed, in Show Management's opinion, to be acting in an obstructive manner, including inappropriate dress, 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 River City Outdoors, Terrain Magazine, 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. River City Outdoors/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 is presented from being held, River City Outdoors/Terrain Magazine shall determine a reasonable refund, if any, to be paid to the Customer based on River City Outdoors/Terrain Magazine'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 River City Outdoors/Terrain Magazine.