



Vendor Display Guidelines for the 2026 Wyoming Range Hunting and Fishing Expo

Below you'll find everything you need to bring and prepare to showcase your brand effectively. Supplying your own signage, table covers, and marketing materials ensures your booth looks professional, attracts attendees, and highlights your products or services.

Banner & Signage Requirements

Please bring banners or signs that clearly display your company name and logo. Your banners should:

- Fit within your assigned booth footprint without encroaching on neighboring spaces
- Be made of flame-retardant or non-combustible materials, per fire-code regulations
- Include hanging hardware or free-standing support; Expo staff will not provide banner stands
- Clearly list your website, social handles, or contact information for easy attendee follow-up
- We will be using livestock panels (5ft high to 12-16ft long) around most of the expo grounds. Please feel free to bring extra banners to place on the front so folks can see them either driving by or walking to the event (Limit 4 per Vendor and 8 per Sponsor)
- Inform our staff ahead of time if you have Taxidermy mounts that need hanging or pedestals and we can have them prepared ahead of time

Table Covers & Booth Branding

A branded table cover instantly elevates your presentation and reinforces your identity. Make sure your table covers:

- Fully conceals the table legs and any storage underneath
- Coordinates with your banner colors and overall branding scheme
- It is wrinkle-free and sized to fit the provided 6' or 8' table perfectly
- Includes Velcro or clips if you plan to attach product samples or small signs

Marketing Materials & Product Information

To maximize engagement, bring a variety of printed and digital materials that communicate your offerings:

- Brochures or one-pagers detailing products, pricing, and unique selling points
- Business cards with direct contact info and website URLs
- Product samples or demo pieces that attendees can touch, test, or taste
- Digital assets (tablets, laptops, QR codes) for clickable catalogs, videos, or signup forms
- The WRH&FE staff will be handing out carry bags to all patrons when they enter the event center containing promotional materials. If you would like to add any material to these bags, we will need them 2 weeks before the event. Please contact us to make arrangements so we can fill the bags in a timely manner.

Booth Staffing & On-Site Preparedness

A well-trained team and a tidy booth make a strong impression. Plan to:

- Assign at least two staff members per shift to greet visitors, answer questions, and manage sales leads
- Dress in branded attire or matching colors for instant brand recognition
- Keep your booth area clean and clutter-free, restocking brochures and samples throughout each day
- Bring chargers, extension cords, power strips, and backup batteries to power demos or devices
- Inform our staff ahead of time if you have Taxidermy mounts that need hanging or pedestals and we can have them prepared ahead of time
- WRH&FE will provide power to all areas of the Expo grounds, bring plenty of extension cords to make it from the main power line to your respective booth
- WIFI will be available, but there will be dead zones in a few areas outside of the coverage area. Please make note that if you are located on the outside of the coverage area you will need to make those arrangements to get connected to the internet example: Mobile Hotspot, or Starlink, etc. We will inform you of your vendor location well before the expo date.

Logistics & Setup Details

Efficient setup and breakdown help you hit the ground running and maintain professionalism:

- Arrive during the vendor setup window (Starting June 2 at 12 PM – Ending June 4 at 12 PM) with all materials in hand
- Label your boxes and equipment with your company name and booth number for easy unloading
- Test any electronics, lighting, or demo units before guests arrive on June 4 at 2 PM
- Plan for tear-down starting at 4 PM on June 7; pack materials promptly to clear the grounds by Monday June 8th at 8 PM
- The WRH&FE staff will coordinate volunteers, to help vendors with unloading and loading and some set up of booth spaces

Additional Tips for Success

These best practices will help you stand out and generate more leads:

- Offering an on-booth giveaway or raffle tied to visitor signups for newsletters or product trials
- If you are having a raffle, it must be approved by the WRH&FE Board before the event, this is meant to keep raffles from doubling up at the Expo
- Post your daily demo schedule on a small easel to draw crowds at set times
- Promote your Expo presence on social media before and during the event, using #Wyoming Range Hunt and Fish Expo
- Follow up promptly with every lead—send a thank-you email within 48 hours of Expo close

Donations to the Expo for door prizes and raffles

All donations to WRH&FE will be given a 501(c)(3) tax receipt for their face value.

- All donations are welcome to help promote your business; donations will be used as a door prize (to help bring in more patrons) Larger donations will be used a raffle prize to help the expo raise funds for Wildlife Conservation.

Thank you for joining us in Kemmerer this June 2026. By supplying your own banners, table covers, and marketing assets, you'll ensure a professional, cohesive brand presence that attracts attendees, showcases your products or services, and helps you achieve your Expo goals. We look forward to seeing your booth come to life!