



ROCKY MOUNTAIN
APPAREL GIFT & RESORT SHOW

AUGUST 25-27, 2026
NATIONAL WESTERN LIVESTOCK CENTER
DENVER, CO

SPONSORSHIP OPPORTUNITIES

Your booth is your foundation. Sponsorship is your spotlight.

Whether it's getting in front of buyers before they arrive or standing out on the show floor with category callouts and floor clings, think outside of the booth with a sponsorship that will put your brand exactly where buyers are looking.

Choose your level of visibility with our premium sponsorship tiers.

Summit Partner - \$1,250

- Shown as a Featured Exhibitor on the Rocky Mountain website
- Company logo and product image included in 2 pre-show emails sent to all pre-registered attendees
- Dedicated social media post
- Full page ad in the official Show Guide
- Logo included in official Show Guide
- Logo included on Sponsor Thank You sign
- Floor cling

Peak Partner - \$750

- Company logo on Rocky Mountain Show website
- Company logo and product image included in 1 pre-show email sent to all pre-registered attendees
- Shared social media post
- Half page ad in the official Guide
- Logo included in official Show Guide
- Logo included on Sponsor Thank You sign
- Floor cling

Alpine Partner - \$250

- Logo in shared promotional emails sent out to pre-registered attendees
- Logo included in official Show Guide
- Logo included on Sponsor Thank You sign
- Floor cling

Lanyards - \$500

Maximum visibility all show long. Every attendee wears your branded lanyard from registration to the last booth visit—that's three days of non-stop exposure to every buyer on the floor. Sponsor provides and ships branded lanyards (double-clip variety) to advance warehouse..

Bags - \$500

Portable brand exposure that travels home. Show bags are available on stations around the venue for buyers to grab when they're collecting samples and materials from exhibitors. Sponsor provides and ships branded bags to advance warehouse.

New Exhibitor - \$150

Stand out as a fresh face on the show floor. Buyers love discovering new vendors, and this package ensures they know exactly where to find you.

- "New Exhibitor" Floor Cling
- "New" callout next to listing in digital Preview Guide
- Included in pre-show email dedicated to highlighting new vendors
- Included in social media post highlighting new vendors
- Logo included in official Show Guide

Product Category Sponsor - \$100

Put a spotlight on your high demand product category. Choose from the following: *Made in the U.S.A., Sustainable, Handmade, Plastic Free, Made in Colorado*

- Floor cling for your category
- Inclusion on sign near registration
- Official Show Guide callout section

Preview Guide

Get seen before the show floor opens. Your ad in the Preview Guide reaches buyers while they're planning their trip and deciding which booths to prioritize—the perfect opportunity to tell them exactly why your booth needs to be on their must-visit list.

- Full page ad in official Preview Guide - \$300
- ½ page ad in official Preview Guide - \$175
- ¼ page ad in official Preview Guide - \$100

Show Guide

Stay visible all show long and beyond. Your ad in the Show Guide reaches buyers as they plan their days and navigate the show floor, and reference products when they're back at their shop.

- Full page ad in official Show Guide - \$500
- ½ page ad in official Show Guide - \$250

All exhibitors can take advantage of a free placement in the Preview Guide (shown top left). You are also listed in the on-site Show Guide under the products you select when updating your profile (bottom left).

To get more eyes on your brand, stand out with an ad in one or both of these guides.

From this...

PRODUCT SHOWCASE

Zep-Pro
BOOTH: 1616

Xplorer Maps
BOOTH: 737

Wilusz Way
BOOTH: 622
Rep: Rocky Mountain Concepts

Silver Streak
BOOTH: 701

Calla
BOOTH: 1101
REP: Salesmark

Western Woods
BOOTH: 1101
REP: Salesmark

The Naked Bee
BOOTH: 1101
REP: Salesmark

Majestik Magnolia
BOOTH: 332

Rocky Mountain Options
BOOTH: 201

Rocky Mountain Show Preview Guide | January 24-27, 2025 | RockyMountainShow.com



and this...

ARTWORK	
3D Adventure Printing	641
Blue Bison	313
Little Known Goods	337
Majestik Magnolia	332
Rextooth Studios	500
Rocky Mountain Concepts	622
Rustic Woodworks LLC	738
Xplorer Maps	737
ZIZO USA INC.	200

Xplore our 60+ Story Maps & Travel Gifts

XPLÖrer
MAPS
Connecting People & Place

Booth # 737

2025 SHOW SPECIALS

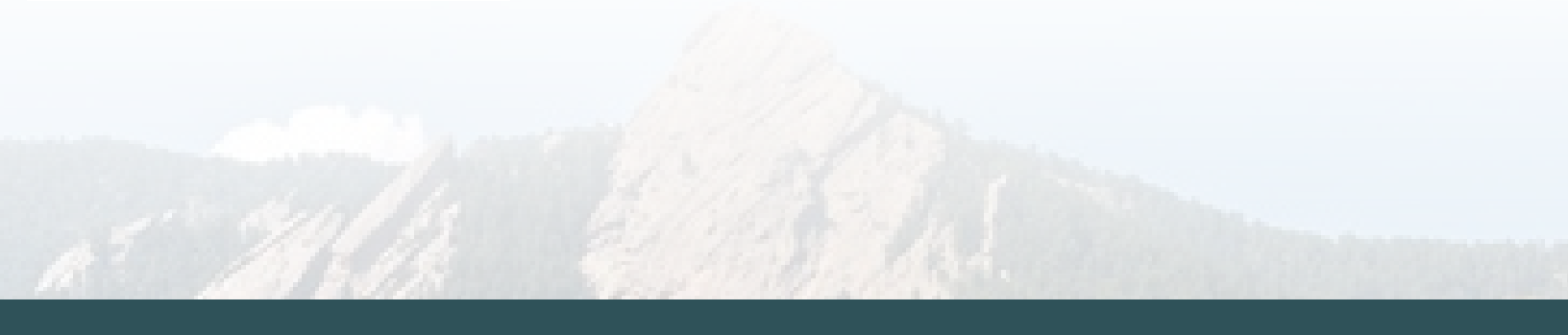
- A. 10% in additional FREE PRODUCT
- minimum \$500 order required
- up to a max of \$250
- B. FREIGHT CAP OF 10%

1% FOR THE PLANET

Our online Wholesale Store is OPEN 24/7

Shop XM Direct

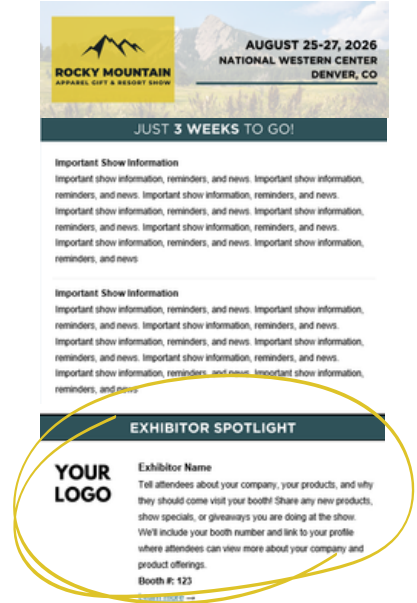
@xploremaps
xploremaps.com



Countdown to Denver Email Series: Exhibitor Spotlight – \$150

Get in front of buyers before the show even begins! Our Exhibitor Spotlight appears in the official “Countdown to Denver” emails (four emails total) sent to all registered attendees in the weeks leading up to the show. It’s a great way to highlight your booth, introduce new products, and let buyers know why they should stop by.

Limited to three participants per email



Upgrade Your Exhibitor Listing

Make your listing work harder with options to help you stand out and give attendees more reason to visit your booth. Add more videos, showcase more products, or add your logo to the floor plan.

[View Profile Upgrade Options >>](#)

Have a specific goal or something else in mind? Let's make it happen.

Whether you want to reach buyers in a particular way, highlight a special product launch, or create something completely custom, we're open to building a sponsorship that works for your needs.

What questions do you have for me?



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