

PUT YOUR BRAND IN THE SPOTLIGHT

Sponsorship Opportunities

FEBRUARY 23-26, 2027

COLORADO CONVENTION CENTER

DENVER, CO

Choose your level of visibility with our premium sponsorship tiers.



Summit Partner – $1,250

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

**Limited to two (2) sponsors*



Peak Partner – $750

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

**Limited to four (4) sponsors*



Alpine Partner – $250

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

**Limited to eight (8) sponsors*

Registration – $1,500 *Exclusive Sponsorship

As the Official Show Registration Sponsor, your logo will be featured on registration confirmation and reminder emails, giving you valuable digital exposure to attendees before the show. Your brand will also be prominently displayed on the onsite registration iPads, where attendees check in and print their badges- putting your logo directly in front of virtually every attendee as they arrive.

Lanyards – $500 *Exclusive Sponsorship

Maximum visibility all show long. Every attendee wears your branded lanyard from registration to the last booth visit—that's four 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 *Exclusive Sponsorship

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.

SOLD

New Exhibitor – $150

Standout 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 Directory

Bag Insert – $200

Put your brand directly into buyers' hands. Include a promotional piece, product sample or special offer in the official Rocky Mountain Show bags distributed to attendees. It's a simple way to extend your brand beyond the show floor.

Registration Giveaway– $200

Put your brand directly into buyers' hands at registration. Provide a promotional item, product sample, or special offer to be distributed to attendees as they check in. It's a great way to make a first impression and connect with buyers from the moment they arrive.

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 Directory callout section

ADVERTISING OPPORTUNITIES

BEFORE THE SHOW

DIGITAL PREVIEW GUIDE

Every exhibitor has the opportunity to **submit an image for FREE inclusion in the Digital Preview Guide**. The guide gives retailers a look at the brands, products and new finds they can expect to see at the upcoming show.

The Digital Preview Guide is shared with buyers through email, the Rocky Mountain website and social media leading up to the show.

WANT TO STAND OUT EVEN MORE?
Upgrade your visibility with a featured advertisement in the Digital Preview Guide.

DEADLINE: JANUARY 7, 2027

Full Page Ad	$300
½ Page Ad	$175
¼ Page Ad	$100

DURING THE SHOW

OFFICIAL SHOW DIRECTORY

Keep your brand in front of buyers on the show floor.

The printed Show Directory gives buyers a convenient reference for finding exhibitors, products and categories throughout the show. **FREE FOR ALL EXHIBITORS: Basic exhibitor listing in the Official Show Directory.**

Upgrade your visibility with a featured advertisement in the Official Show Directory.

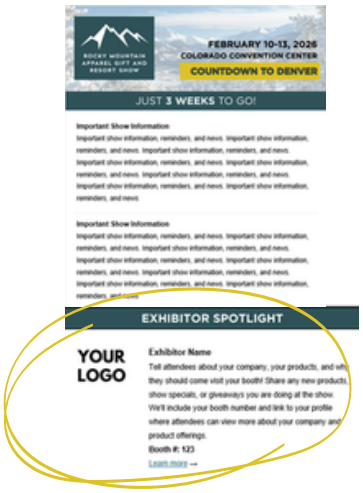
DEADLINE: JANUARY 21, 2027

Full Page Ad	$500
½ Page Ad	$250

WANT TO DOUBLE YOUR VISIBILITY?

Advertise in the Digital Preview Guide + Official Show Directory to reach buyers **before they arrive and throughout the show. Reach out to team for special pricing options.**

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 four (4) participants per email

Targeted Exhibitor Spotlight Emails– $500

Put your brand directly in front of our attendee audience with a dedicated email spotlighting your company, products, and booth. Reach registered buyers before the show with a targeted message designed to drive awareness, traffic, and appointments- your brand, your message, our audience.

Limited to four (4) sponsors

Meet the Maker- $200

Put your brand and story in front of Rocky Mountain's retail community with our Meet the Maker spotlight. Each sponsor receives a featured social media highlight, plus inclusion in a Meet the Maker feature within a Countdown to Denver email sent to all registered attendees in the weeks leading up to the show.

Limited to three (3) sponsors

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?



Ali Gonzalez, Show Manager
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Sponsorship Advertising Materials Submission Guidelines

ROCKY MOUNTAIN
APPAREL GIFT & RESORT SHOW

THANK YOU FOR BEING A SPONSOR OF THE FEBRUARY ROCKY MOUNTAIN SHOW!

Here you will find information on the materials needed to fulfill your Ad sponsorship, submission guidelines and deadlines.

PRE-SHOW PLANNER AD SPECS Deadline: January 7, 2027

- **TRIM (final size of publication): 8.5"wide X 11"high**
- **FULL PAGE AD (no bleed): 8"wide X 10.5"high**
- **HALF PAGE AD (vertical): 8.75"wide X 10.5"high**
- **HALF PAGE AD (horizontal): 8"wide X 5.125"high**
- **QUARTER PAGE AD: 3.875"wide X 5.125"high**

DIRECTORY AD SPECS: Deadline: January 21, 2027

- **TRIM (final size of publication): 5.5"wide X 8.5"high**
- **FULL PAGE AD (no bleed): 5"wide x 8"high**
- **HALF PAGE AD: 5" wide x 3.875"high**
- **Inside Front Cover and Back Cover:**
  - **Full Page with Bleed: Trim Size: 5.5" x 8.5" with additional .125" all the way around for bleed.**
  - **Final file size should be 5.75" x 8.75". Live Area is 5" x 8". Please keep all important text within 5" x 8" live area.**

MATERIAL SPECIFICATIONS:

Digital files are accepted in the format listed below:

PDF: Acrobat PDF files are accepted at high resolution (300 dpi). Provide high resolution (300 dpi or higher) images in PNG, JPEG or TIFF.