



VENDOR PREP CHECKLIST

PLAN • PREPARE • LOAD • ARRIVE • SET UP • SELL • ENJOY

PEOPLE • TRAILS • MUSIC • GOOD TIMES



QUESTIONS?
CONTACT
JEFF MILLER
THE SITE MANAGER

1 TEXT JEFF FIRST

Text him when you plan to arrive, what size booth you have, your name and your company name.



303-909-2557



IMPORTANT NOTE: PLEASE DO NOT TEXT OR CALL JEFF OR BRANDI WITH ANY QUESTIONS UNTIL YOU READ THIS WHOLE CHECKLIST.

Basic questions should all be listed here. Please save us the time of managing basic questions because you decided not to read the document. *Thank you!*



BEFORE YOU GO

GET READY FOR A SUCCESSFUL SHOW

- ☐ Confirm your booth registration and payment (look for confirmation email).
- ☐ Read all vendor emails for updates and details.
- ☐ Note your booth location, size and any special instructions.
- ☐ Plan your inventory, displays, signage, tables, tents and booth setup.
- ☐ Pack essentials: weights/straps, extension cords (generator if needed), tools, lighting, trash bags, hand truck, zip ties, etc.
- ☐ Bring marketing materials: banners, business cards, flyers, product info.
- ☐ If you're doing a demo or tech talk, confirm timing with TheTrailHero@gmail.com.
- ☐ Arrange staff, travel and lodging.
- ☐ Prepare for outdoor conditions (sun, wind, dust, rain).
- ☐ Bring shade, water and take breaks.



10x10 BOOTH MOVE IN SCHEDULE

- ☐ **Tuesday:** 12 pm – 5 pm
- ☐ **Wednesday:** 12 pm – 5 pm
- ☐ **Thursday:** 10 am – 2 pm



**PLEASE STAGE IN THE
PARKING LOT AWAY FROM GATE 1.**

Text Jeff at 303-909-2557 and wait to drive in when he's ready for you.

Jeff will assist with placement based on logistics.



SEMI/TRAILER ARRIVAL TIME & CHECK-IN

- ☐ Enter through **GATE 1** (vehicles cannot enter between 2–10:30 pm).
- ☐ Check in at Fairgrounds Registration (Gate 1).
- ☐ Jeff will direct you to your booth location.
- ☐ Unload and set up your booth.
- ☐ Keep your vehicle nearby for unloading, then move to designated parking.
- ☐ Make sure your space is secure, clean and ready for show hours.
- ☐ If you have issues on arrival, text Jeff at 303-909-2557 (include your ETA).



**PLEASE STAGE IN THE PARKING LOT
AWAY FROM GATE 1.**

Text Jeff and wait to drive in when he's ready for you.



VENDOR SHOW HOURS

BE READY & STAFFED

- ☐ **Thursday:** 3 pm – 7 pm
- ☐ **Friday:** 3 pm – 7 pm
- ☐ **Saturday:** 3 pm – 7 pm
- ☐ **OPTIONAL to stay open 7 – 11 pm**
➔ (great for extra sales and exposure)

Be at your booth, engage with attendees, and make the most of these hours!



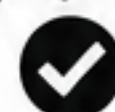
PASS & TICKET INFO

FOR YOU AND YOUR STAFF

- ☐ The Vendor Show is **FREE** and open to the public. You do **NOT** need passes for your staff, friends or family.
- ☐ If you plan to attend the concerts, you must register for free tickets online or at the box office to receive a wristband.
- ☐ Upgrades are available on site for a closer stage experience.
- ☐ Vendors are responsible for their own tickets if attending concerts.



WHAT'S INCLUDED / NOT INCLUDED



WHAT'S INCLUDED:

- Your reserved booth space.
- Access to the Vendor Show Stage (if scheduled).
- Marketing exposure through Trail Hero promotion.
- Free public entry to the Vendor Show.



WHAT'S NOT INCLUDED:

- Electricity / **water** (none available in vendor lot).
- Tents, tables, chairs or other equipment.
- Weight your tents and displays.
- Trash removal (you are responsible for cleanup).
- Security for personal items (plan accordingly).



PETS

ALL ARE WELCOME

- ☐ Pets are allowed at Trail Hero but **MUST** be on a leash at all times.
- ☐ Be considerate of other vendors, attendees and pets.
- ☐ Clean up after your pet.
- ☐ Keep pets safe and hydrated.



SECURITY

KEEP EVERYTHING SAFE

- ☐ You are **responsible** for all your items during the day and after show hours.
- ☐ The gates will remain unlocked.
- ☐ Security camera provided by the sheriff watching the vendor row.
- ☐ Sheriff drive-bys will be conducted regularly.
- ☐ Trail Hero is not liable for theft or damage from weather. Plan accordingly.



CHARITY RAFFLES

GIVE BACK

- ☐ As part of your vendor fee, we ask vendors to donate **ONE** raffle gift to the Vendor Show Charity Raffle.
- ☐ Contact Tapley from Racing Anxiety: **435-823-6566**.
- ☐ Great marketing value for your brand!



FINAL CHECKLIST

YOU'RE READY!

- ☐ Read this entire document.
- ☐ Pack everything you need.
- ☐ Confirm your move-in time.
- ☐ Plan for outdoor conditions.
- ☐ Bring a positive attitude!
- ☐ Engage with the community and support other vendors.
- ☐ Questions after reading? Text Jeff at 303-909-2557 or email Brandi@Trail-Hero.com.



BUILT
DIFFERENT
PEOPLE

THANK YOU VENDORS!
YOU MAKE TRAIL HERO POSSIBLE!

TRAILS
PEOPLE
GOOD TIMES

