

We are so happy to have you on board as an exhibitor apart of Wild Horse Gravel. Below are details pertaining to your Expo Activation Kit. The intention of the Kit is to confirm items you need at the event, promote you as an exhibitor and get the word out about the Expo.

#### Logistics & Dates

You will receive a final weekend itinerary in your operations manual as we get closer to the event. Until then, please add the following details and dates to your calendar:

#### Location

Wild Horse Gravel  
The High Lonesome Ranch  
0275 County Road 222, De Beque, CO 81630

#### Friday, May 14

2:30 p.m. - 4:30 p.m. - Exhibitor Load-In  
5:00 p.m. - 8:00 p.m. - Expo Hours

#### Saturday, May 15

10:00 a.m. - 11:00 a.m. - Expo Load-In  
11:00 a.m. - 6:00 p.m. - Expo Hours  
6:00 p.m. - 7:00 p.m. - Exhibitor Strike

#### Insurance Requirement

It is required that all exhibitors have and show proof of insurance. Please email proof of insurance no later than April 30th.

Here are the details:

- Name of the event holder: Wild Horse Gravel
- Address of the event holder: 5720 Flatiron Parkway, Boulder, CO 80301
- Dates: Friday May 14 - Saturday May 15
- Coverage amount: \$1,000,000
- Limits for coverage: no limits for the event

#### On-site Parking

Parking passes will be emailed two weeks prior to the event. By receiving the parking passes ahead of time, it is one less item you need to pick up from me during load in.

#### Raffle Prizes

A big thank you to our exhibitors and sponsors who have donated items to the drawing! I will plan on picking up your prizes on Saturday morning. If you would like to be a part of the raffle, it's not too late! Simply drop me a line.

#### Lodging

Complimentary outdoor camping and RV camping is provided to exhibitors. Upon arrival, please ask Liz for a camping tag. Summit Cycle Solution Tents – Single & Double Occupancy (\$55 –

\$85 per night). [Click here for more details](#). High Lonesome Ranch Cabins – Shared Units / Single & Double Room Occupancy (\$235.25 per night) – Space is limited! [Click here for more details](#).

#### Weight Tents

All tents need to be weighted down properly. Please station each leg with a 30 pound weight.

#### Promoting Exhibitors through Social Media

To ensure the most bang for your buck, we want to promote your company on our social media networks. If there is a new product or service that your company is launching, exciting event dates you'd like to share, or just general information you'd like us to incorporate in our outreach, let us know! Please provide us with a photo, content to include and your network handles.

#### Wild Horse Social Media

To further increase expo numbers, let's get social! Facebook, Instagram, Twitter are all ideal networks to spread the word.

1. Like/follow Roll Massif on [Facebook](#), [Twitter](#) and [Instagram](#)
2. RSVP to Wild Horse on [Roll Massif's Facebook Event Page](#) (you and all your staff!)
3. Invite your friends on our Wild Horse Gravel's Event Page

#### Become an Exhibitor at Other Roll Massif Events

We have some terrific bicycle tours in this summer's line up! These rides include: the Colorado Bike Expo at Elephant Rock (June 5 - 6), Crooked Gravel (July 24), Copper Triangle (August 6 - 7), Tour de Vineyards (September 18), Tour of the Moon (September 24 - 25) and VeloSwap (November 6). Exhibitors receive discounts when participating in more than one expo event:

-2nd event = 10% off

-3rd event = 15% off

-4th event = 20% off

-Register for 2 events: 10% off VeloSwap

#### Overnight Security

Tents will stay up overnight. We will have security on-site, but we are not responsible if anything is lost or stolen. We suggest you lower your tent and put all items under your tables as well as take all valuable items with you.

#### Expo Venue Map

You will receive the exhibitor map and expo layout when you arrive on-site.

I am here to answer any questions you have regarding the expo. Please let me know if there are any changes you would like to make. Thank you again for being a 2021 exhibitor! Looking forward to this year.

Liz