

Exhibit at the Idaho Outdoor Expo

MAY 1-2, 2027

[Reserve Your Booth](#)

3000+
EXPECTED
ATTENDEES

2 Days
OF EXPOSURE

Free Admission
FOR ATTENDEES

FIND YOUR FIT

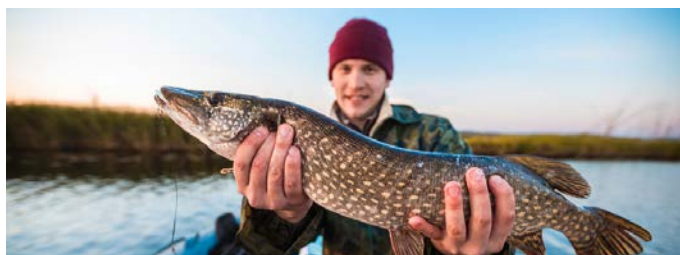
Every Corner of Idaho's Outdoor Life, Under One Roof

Not sure where your brand fits? Here's a look at the categories that make up the show floor.



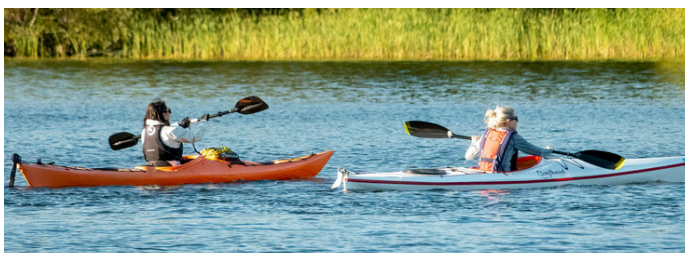
Camp, Hike & Bike

Tents, packs, trekking gear, cooking equipment, and everything for life on the trail.



Fish & Hunt

Rods, reels, firearms, archery, and the outfitters and guides who know the water and the woods.



Paddle & Water

Kayaks, paddleboards, boats, jet skis and all the gear that gets Idahoans out on the water.



RV & Overland

Campers, trailers, powersports, and 4x4 outfitting for the road less traveled.



Local Outfitters & Guides

Guided trips, tours, and the conservation and land-management partners behind them.



Gear & Apparel

Outdoor clothing, footwear, and the everyday gear that makes adventure comfortable.

EXHIBITOR BENEFITS

Why Exhibit at Idaho Outdoor Expo

Here's what a weekend on our show floor actually does for your brand.

This two-day event connects outdoor enthusiasts with the businesses that help them fish, hike, hunt, paddle, and explore Idaho's wild beauty. As a vendor, you'll meet passionate locals and travelers eager to discover new gear, destinations, and experiences — the perfect place to showcase your products and inspire their next adventure.



SELL DIRECTLY

Generate real sales of your products and services on-site.



GENERATE LEADS

Connect with potential customers and build relationships that continue after the show.



BUILD YOUR BRAND

Get your brand in front of an engaged outdoor audience over two days.



DEMO PRODUCTS

Let customers see, touch and experience what makes your product different.



BOOTH & EVENT INFO

Everything You Need to Plan Your Booth

Find the right space for your brand.

Idaho Outdoor Expo offers competitive booth pricing, two full days of exposure and a team dedicated to making your exhibitor experience smooth and successful.

Important Dates

Move-In • Apr 30

Fri 10am - 4pm

Event • May 1

Sat 10am - 4pm

Event • May 2

Sun 10am - 3pm

Booth Pricing

10x10 — \$575

10x20 — \$950

10x30 — \$1275

20x20 — \$1750

10x10 Artisan — \$275

10x20 Artisan — \$490

10x10 Non-Profit — \$250

Amenities

Power — \$35

8' Table — \$30

Cloth — \$30

Chairs — \$7 each

Location:

Expo Idaho

5610 Glenwood St

Boise, ID 83714

Large Display Space

Custom space for RVs, boats, ATVs/UTVs, trailers, vehicles and oversized outdoor exhibits. 400+ sq. ft. | \$3.50/sq. ft. Subject to approval and space availability. Contact us for details.



READY TO JOIN US?

Reserve your booth for 2027

Reserve Your Booth

(208) 376-0464

info@ibleventsinc.com

IdahoOutdoorExpo.com

SPONSORSHIP OPPORTUNITIES

Your Brand, Front and Center

Stand out as a sponsor at the event where hundreds of adventure seekers are ready to discover the next great gear, destinations, and outdoor experiences.

MOST EXPOSURE

PRESENTING SPONSOR

"Idaho Outdoor Expo Presented by"

\$4,000

1 available · 10×20 premier booth · power, table & chairs included

- Logo on event branding (website, banner, sponsor board, emails)
- Featured in all paid social promotions
- 1 dedicated social media spotlight
- Included in group "thank you" social graphic
- Included in guest scavenger hunt
- Flyer insert in welcome bags
- Mention in press release
- First right of refusal for next year

PREMIER **\$2,000**

3 available · 10×10 corner booth

- Power, table & chairs included
- Logo on sponsor board, website & emails
- Group social graphic + scavenger hunt
- Mention in press release

SUPPORTING **\$1,000**

10×10 booth · Power included

- Logo on website & sponsor board
- Included in group social graphic

BAG **\$750**

- Includes 10×10 booth
- Sponsor provides 1,000+ bags & flyer inserts
- Logo on event website

LIVE MUSIC **\$600**

- "Live Music Presented By ____"
- Logo on stage banner & website
- Optional 10×10 booth add-on +\$550



Floor Map

CENTER EXPO





— IDAHO —
OUTDOOR EXPO
PRODUCED BY IBL EVENTS

MAY 1-2, 2027 • EXPO IDAHO

Floor Map

NORTH EXPO

LARGE DISPLAY SPACE OPTIONS

400+ SQ. FT.
MINIMUM

30x40
1200 SQ FT
\$4,200
@ \$3.50/SQ. FT.

30x30
900 SQ FT
\$3,150
@ \$3.50/SQ. FT.

20x30
600 SQ FT
\$2,100
@ \$3.50/SQ. FT.

