

# NATIONAL WESTERN<sup>®</sup> *Stock Show*



January 10-25, 2026

## PROSPECTIVE TRADE SHOW VENDOR INFORMATION

- **700,000+** attendees
- **16** days
- **250** vendors
- **900** exhibit spaces located in **5** buildings
- Event includes **livestock shows, rodeos, equine events and trade show**. No carnival or concerts.
- Many national brand [sponsors](#) **Cavender's, Chevy, Cinch, Coors, Justin, John Deere, Boot Barn, Murdoch's, Ram**
- Supports **\$171 Million** in economic activity
- **\$3,610,317** spent on educational and scholarship programs

### APPLICATION PROCESS

Online applications are accepted starting in March of each year. You must complete a new application for each show. **Applications that do not include a picture of your booth display and pictures of your product will not be accepted.**

Applications are reviewed after it has been determined which vendors are returning from the previous show. Many factors are considered when choosing new vendors to include type of product, partner/sponsorship agreements, booth design, trade show participation history, popularity of your product and what is in the best interest of the show and attendees as a whole.

Notification of acceptance starts in September and will last until space is sold out. Upon acceptance, an offer will be sent via the email that you provided in your application. Once you agree to the space, an Exhibit Space Contract and sales order is sent. If space is offered before October, you are required to pay a 25% non-refundable deposit. If space is offered after October, all exhibit fees are due upon signing your Contract.

If you are not accepted, a notification will be emailed in September/October. Please keep in mind that space is limited and we receive hundreds of applications per show and the selection process is very competitive.

You may complete an online application at <https://nationalwestern.com/trade-show/trade-show-vendor-application/>.

### **FOOD VENDORS**

If you are an immediately consumable food vendor, please complete the online [application](#) and it will be sent to our onsite concessionaire (SSA) for review. They will notify you of space availability in the Fall. Please keep in mind that space is limited and most food vendors return from year to year.

### **SPONSORSHIP**

If you are interested in a [sponsorship](#) opportunity, please contact Matthew Seems at [mseems@nationalwestern.com](mailto:mseems@nationalwestern.com) or 303-299-8649.

### **SPACE RATES/SHOW SERVICE FEES**

The space fees for each exhibit area/building are listed below and are for the entire show (not per day). Prices are subject to change prior to Contracts being issued and at the sole discretion of NWSS. **Most booths are 10'w x 8'd (80sf) and not the typical 10'w x 10'd (100sf).**

- **Coliseum** \$18sf
- **Events Center** \$17sf
- **Expo Hall** \$20sf
- **Kids Area/Barns** \$16sf
- **Hall of Education** \$18sf
- **Stadium Hall** \$14sf
- **Stadium Hall Conn. Link** \$17sf
- **Sue Anschutz-Rodgers Livestock Center** \$18sf
- **Outside** \$16sf
- **SYEC Inside** \$18sf
- **Outside SYEC** \$16sf

In addition to the per square foot price above, all vendors pay a per show/vendor facilities fee of \$175 and a basic electrical fee of \$115. We do not charge corner fees for any exhibit area/building. Each vendor will receive two badges and one parking pass per booth free of charge and may purchase additional badges for \$25 per badge. Additional parking passes are not available for purchase. Other **optional** fees may include group insurance (\$125), WI-FI (\$450-\$650), trailer parking (\$250), additional electrical. Prices are subject to change prior to Contracts being issued.

### **EXHIBIT AREAS/BUILDINGS**

You can view floor plans on our website at <https://nationalwestern.com/trade-show/trade-show-exhibitor/trade-show-exhibitor-resources/>

**NW Complex Main Building:** Expo Hall, Expo Hall Third Floor, Hall of Education, Stadium Hall, Stadium Hall Connecting Link, Stadium Arena. This building is where the majority of the trade show booths are located. Expo Hall Third Floor is children's activities and the Stadium Arena has livestock shows.

**Events Center:** The Events Center is home to all of our horse shows and ticketed horse events. The concourse around the arena houses trade show vendors.

**Denver Coliseum:** Denver Coliseum is home to all of the National Western Rodeo performances. The exhibit spaces are located on the concourse surrounding the arena.

**Stockyards Event Center and Yards:** Home to livestock shows. There is very limited amount of exhibit space in this building and generally sold-out.

**Sue Anschutz-Rodgers Livestock Center: Opening for the 2026 show.** Home to livestock shows. There is very limited amount of exhibit space in this building.

### **SHOW HOURS OF OPERATION**

All trade show exhibits must operate during the following business hours and for **all** 16 days. We do not allow subleasing exhibit spaces and/or varied operation schedules.

Sunday - Thursday	9:00am – 8:00pm
Friday - Saturday	9:00am – 9:00pm
Closing Day	9:00am – 6:00pm

### **INSURANCE REQUIREMENTS**

All vendors licensed by the NWSS must have commercial general liability insurance coverage on their activities/operations at the NWSS.

Minimum of one million dollars combined single limits per occurrence insuring against claims for bodily injury, property damage and product liability. Commercial General Liability Insurance, including products liability and completed operations, personal and advertising injury and contractual liability with a minimum limit of \$1,000,000.00 per occurrence. Commercial Automobile liability covering all owned autos or any vehicle to be used on WSSA premises, including non-owned and hired auto, must have coverage with a minimum liability limit of \$1,000,000.00 per any one occurrence. Colorado Workers' Compensation Insurance covering all employees and/or sub-contractors. Group insurance is available for purchase if you do not have your own policy.

### **PERMITS**

All vendors are required to obtain and provide relevant permits to include resale, fire, and health.

### **TAXES**

A list of all vendors participating in the NWSS is given to the City of Denver and the State of Colorado. It is the vendors' responsibility to contact the Colorado/Denver tax department(s) to receive the appropriate procedures for reporting and submitting all taxes due.

### **GENERAL INFORMATION**

For complete Trade Show Exhibitor Rules and Regulations, please visit our [vendor resources](#) page on our [website](#).

- Each booth comes with blue 8' back drape and 3' side drape(s). There is no equipment included. The flooring is concrete.
- Vendors may not exceed the 10-foot height limit on the back or side walls. The side walls can be up to 10 feet tall provided the set up does not encroach on your neighbor's space.
- One 11x17 white sign and black lettering with your company name (what appears on your contract) and space number will be provided to each vendor.
- All signs must be professionally made and fit within booth dimensions without blocking the view of any other vendor. Handwritten signs are not acceptable.
- Each Contract is issued to sell specific goods, products and/or services. All items available for sale or distribution in your booth must be on your approved product listing.

- We encourage and prefer western, agricultural, rustic themed products and booth displays. We highly discourage pop-up booths/canopies and visible pipe and drape. Vendors with exceptional displays can win up to \$1K toward future shows.
- Most exhibit spaces are 10'w x 8'd (80sf). Please be prepared to adjust your booth display if you are used to 10 feet of depth at other shows. Your display must stay within the dimension of your exhibit space at all times.
- Freeman Decorating has been designated as the official show decorator. They offer many show services to include equipment, carpet, pipe and drape, shipping/receiving. Freeman Decorating can be reached at **303-356-2467**.
- No animals, other than those being exhibited, are allowed on National Western Stock Show grounds with the exception of "Service Animals as defined by the Americans Disabilities Act".
- National Western Stock Show and Rodeo is a registered trademark. Use of the official logo on any item sold, given away, on display or on advertising is prohibited without the express written permission from the National Western Stock Show.
- Solicitation of funds for any political, educational or charitable corporation or association of any other corporation, association, group, individual or cause of any kind or character is strictly prohibited. In rare cases, this may be approved by show management.
- NWSS offers free forklift service (on a first come basis) during move-in and move-out.
- There is no onsite RV parking.
- Onsite storage trailer parking may be available for purchase.
- It is recommended that you purchase the show WIFI as the cell phone service within the facility can be challenging during very busy times.
- Events Center vendors are only open for 15 days due to a private event in the building.

#### **HELPFUL LINKS**

[Vendor Resources](#)

[Floor Plans](#)

[Preferred Hotels](#)

[Event Center Schedule](#)

[Coliseum \(Rodeo\)](#)

[Schedule](#)

[Livestock Schedule](#)

[Overall Show Schedule](#)

[Coors Western Art](#)

[FAQ](#)

[Buy Tickets](#)

[Volunteer Program](#)

[Membership](#)

[Economic Impact](#)

[National Western](#)

[Center](#)

[Legacy Building](#)

#### **Questions? Contact**

Bridget Oakes, Trade Show Director  
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