

New Mexico 
**OUTDOOR
ADVENTURES**
NEW MEXICO DEPARTMENT OF WILDLIFE
Show

VENDOR OPPORTUNITIES

For businesses and non-profit organizations interested in promoting outdoor recreation, including watersports, angling, off-highway vehicles, camping, hiking, wildlife watching, hunting, target shooting and more!

ALBUQUERQUE, EXPO NEW MEXICO | FEBRUARY 13 – 15, 2026



» For questions call
505-476-8000 or email
ispa@dgf.nm.gov

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Show

NETWORK, CONNECT, EDUCATE AND SELL

New Mexico's celebration of Outdoor Recreation

The New Mexico Outdoor Adventures Show has a rich history rooted in New Mexico's great outdoor recreation. The New Mexico Department of Wildlife has been proud to continue the legacy that Bob Gerding created 28 years ago. New Mexicans travel many miles to be part of the three-day celebration of our wildlife, wild spaces and outdoor recreation. Whether your organization supports avid or novice recreationists, you won't want to miss this opportunity.

Sharing our passion with New Mexicans is important. In 2026, it's our goal to attract people who are interested in getting outside but don't know where to start. Now don't get us wrong, we will continue to have opportunities for those that have attended the show before...or who have made it a tradition to spend Valentine's weekend with us.

This year, we are featuring:

- » A new open layout allowing participants to flow throughout the event and vendors to have greater product exposure.
- » The opportunities for vendors to choose their booth space.
- » An expanded focus inviting outdoor recreationists including paddle sports, target shooting, mountain biking, hiking, photography, hunting, angling and more.
- » Discounts for non-profits and approved educational activities.
- » The third annual 3-D State Archery Tournament for schools
- » More education opportunities, presentations and contests to draw visitors



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Conserving New Mexico's Wildlife for Future Generations

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New Mexico's celebration of Outdoor Recreation

The New Mexico Outdoor Adventures Show presents a unique opportunity for vendors to share their products and expertise with outdoor enthusiasts from across the state.

With up to 10,000 attendees each year, the Outdoor Adventures Show brings the outdoor recreation community together for three days in one location and can help bring brand awareness for organizations and businesses based outside of the Albuquerque-Santa Fe urban corridor.

In addition, with over 80 available booths, the Outdoor Adventures Show also provides the opportunity for organizations to network and create future partnerships with each other as well as with the Department.

The Department promotes the Outdoor Adventures Show heavily in the weeks leading up to the event. It sends out multiple reminders of the event via e-mail, reaching approximately 430,000 constituents with each message. The event is also promoted through the Department's Facebook, Instagram and Nextdoor accounts, reaching over 100,000 users with each post. The show is also promoted through various paid advertising channels throughout the state.



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SPONSORSHIP OPPORTUNITIES

Would you like your logo prominently displayed in event advertising?
Become a title sponsor for only \$1,500.

As a sponsor, your organization will receive:

- » Sponsor's logo prominently displayed on the official Outdoor Adventures Show website, linked back to the sponsor's website.
- » Sponsor's logo and link posted on Department's Facebook and Instagram accounts as a thank-you prior to the show.
- » Sponsor's logo and link included in promotional e-mails regarding the Outdoor Adventures Show sent to Department's constituent list of over 400,000 outdoor enthusiasts.
- » Sponsor's name announced throughout the show.
- » Sponsor's name and logo displayed on signage throughout the show venue.
- » Two (2) additional parking passes and two (2) additional entry passes

Sponsorship must be paid in full by Jan. 15, 2026, for sponsors to receive full promotion. Payments received after Jan. 15, will receive fewer promotional opportunities.

Contest Sponsors:

- » During the Outdoor Show the Department will host four competitions: Elk Calling, Turkey Calling, Duck Calling and the state A.I.M. 3-D Tournament. For \$850/contest, an organization will be named as contest sponsor and will be listed in all material related to that contest.



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VENDOR OPPORTUNITIES

Reserve your spot at the 2026 Outdoor Adventures Show!
 This year vendors can choose indoor and/or outdoor spaces!

INSIDE VENDOR FEES FOR 2026

Size	SqFt	For-Profit Base	For-Profit w/ Approved Education Activity (25% Off Profit Base)	Non-Profit Base (40% Off For-Profit Base)	Non-Profit w/ Approved Activity (25% Off Non-Profit Base)	# Vehicle Passes	#Tables / Chairs*
10x10	100	\$250	\$188	\$150	\$113	2	1/2
10x20	200	\$350	\$263	\$210	\$158	2	2/4
15x15	225	\$375	\$281	\$225	\$169	2	2/4
10x30	300	\$425	\$319	\$255	\$191	2	3/6
20x20	400	\$475	\$356	\$285	\$214	3	3/6
20x30	600	\$575	\$431	\$345	\$259	3	3/6
40x75	3,000	\$1,200	\$900	\$720	\$540	4	3/6

OUTSIDE VENDOR FEES FOR 2026

Location/Size	Fee Each	Passes/Tickets
Main Street (100 x 40' each)	\$1,500	3/6 Tables/Chairs
Red Barn (100 x 35' covered)	\$1,750	3/6 Tables/Chairs

*Low pipe and drape will be provided to smaller booths. Table Linens and other booth accessories are not provided.

- » See all details for vendors, pages 6-7.
- » Approved vendors will hear from the planning committee by Jan. 30. 2026.
- » State agencies can pay via Operating Transfer.

» For more detail about the Outdoor Adventures show, [click here](#).

TO PARTICIPATE IN THE OAS:

- » Review this complete vendor packet, including all terms.
- » Fill out vendor application by [clicking here](#).
- » A committee will review the application and will call you to arrange payment.
- » The planning committee will work with vendors to determine booth location.



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TERMS OF PARTICIPATION

These terms of agreement are made by and between "Vendor" and the New Mexico Department of Wildlife, herein after known as "Producer." By registering to participate in the 2026 Outdoor Adventures Show, Vendor acknowledges that they shall adhere to the rules and requirements herein:

I. Producer agrees to provide the Vendor with a display space in the New Mexico Outdoor Adventures Hunting and Fishing Show ("Event") scheduled for February 13-15, 2026, at the Expo New Mexico State Fairgrounds ("Expo NM"), Albuquerque, New Mexico. Included in the display space are a draped table(s) and chairs at the rate advertised by booth size.

II. Show Hours: The Vendor agrees to staff the display space during all show hours specified below and not to remove the exhibit during the show hours specified below.

SHOW HOURS

Friday, Feb. 13, 12 Noon – 6 p.m.
Saturday, Feb. 14, 9 a.m. – 6 p.m.
Sunday, Feb. 15, 10 a.m. – 5 p.m.

III. Liability: The Vendor agrees to be fully responsible for the exhibit, the contents thereof, and the activities therein; to abide by all the rules and regulations of the State of New Mexico, Producer, Expo NM, the New Mexico Department of Environmental Health and the New Mexico Fire Marshal's Office and to hold harmless the Producer and Expo NM from any damages, thefts, show interruptions, or claims which might occur.

a. Vendor recognizes and acknowledges that it assumes full risk of any injury, property damage or loss which it may sustain as a result of any and all activities connected with or associated with its participation in the Event. Vendor agree that the Producer and Expo NM shall not be liable for any damages to its operation and equipment and that it shall be liable for any damages to the event premises in its assigned area, and to any State-owned or rented property. Furthermore, Vendor understands that it will carry its own insurance and that it must store products and equipment overnight at its own risk.

b. Vendor agrees to indemnify, defend, and hold harmless the State of New Mexico Producer and Expo NM from and against all claims, actions,

causes of actions, demands, judgments, costs, expenses and all damages of every kind and nature incurred by or on behalf of any person or corporation whatsoever, predicated upon injury to or death of any person, or loss of or damage to property of whatever ownership, including the parties to this Agreement and their employees, arising out of any act, or failure to act on the part of the Vendor's operation and its invitees, agents, or employees or in any other manner arising out of or directly or indirectly connected with Vendor's operation at the event and/or use of that part of its designated location made available for its operation at the Event.

c. Vendor acknowledges that in conjunction with this Agreement, materials, items, and other tangible property may be brought into the Outdoor Show at Expo NM. Such property is the sole responsibility of the Vendor and its invitees, agents, or employees and as such, vendors or its invitees, agents, or employees have the sole and exclusive responsibility for the care and safety of all such property brought into the Event. The Producer and Expo NM do not make any warranties or promises as to the care, maintenance or security of any such property. Any damage to said property caused by rain, hail, wind, fire, or any other natural phenomena shall be covered by the Vendor's own insurance policy. Additionally, the Producer is not responsible for any personal injury or damage to property, direct or incidental, caused by the negligent or intentional acts of a third party. Vendor and its invitees, agents or employees are responsible for the removal of all of Vendor's property from the premises at the termination of this Agreement. Any property remaining on the premises will be either (i) deemed as abandoned and therefore become the property of Expo NM; or (ii) be removed from the premises at the expense of Vendor.

IV. Security: Expo NM will provide security for non-show hours for the outside spaces only. During the show, Producer Conservation Officers will be onsite should security be needed.

V. Registration and Payments: Booth spaces and sponsorships will be reserved on a first-come-first-serve basis. Vendors must complete the online application form and complete payments to make the reservation.

a. Booth spaces that are not paid in full by Jan. 15, 2026 will not be listed in the program. Vendor registration not received by February 11, 2026



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will not be allowed to participate in the show. Once the Producer has reviewed the application and an invoice has been sent, the vendor will have seven (7) days to pay before the booth space is released, in which case the vendor will need to request a different space, subject to availability.

- b.** To be eligible for the published discount, non-profits will need to provide proof of 501(c)(3) or equivalent not-for-profit status.
- c.** To be eligible for the published educational activity or stage presentation discount, vendors must either provide a hands-on and engaging activity designed for youth through adults. Activities should take several minutes to complete and help participants learn about wildlife, conservation, outdoor safety or a related topic. Alternatively, a 30-minute stage presentation that presents information and education on topics such as wildlife, hunting, fishing, OHV, shooting sports, outdoor recreation or another approved outdoor activity that aligns with the Department's mission can qualify.

The activity or stage presentation description will be reviewed by a panel of the Producer's staff to ensure that it meets these requirements, is appropriate for the show and is not a duplicate activity or presentation before the discount is applied.

- d.** Both parties agree that the Producer may cancel the space of the Vendor, without refund, if the Vendor fails to submit required fees, information and documents by the dates stated herein.
- e.** This Agreement is non-cancelable for any reason and Vendor agrees to pay collection costs should any be incurred. Refunds will not be issued.

VI. Exhibitor booth, set up and tear down: Exhibitor set up will start on Wednesday, Feb. 11.

- a.** All vehicles and heavy equipment will be scheduled for load in beginning on Wednesday, Feb. 11 between 8 a.m. and 6 p.m. and must be loaded out between 5 p.m. and 8 p.m. on Sunday, Feb. 15, 2026, unless approved in writing by the Producer prior to beginning of load-out.

b. All other exhibitor equipment must be loaded in no later than Friday, Feb. 13 at 11 a.m. and loaded out between 5 p.m. and 8 p.m. on Sunday, Feb. 15, unless approved in writing by the Producer prior to beginning of load-out.

- c.** Vendor agrees to pay any additional fees resulting from equipment loaded in or out at other times.
- d.** The Producer will provide tables and chairs at a rate: of 10x10 @ 1 table; 10x20 @ 2 tables; All others @ 3 tables; 2 chairs per table.

VII. Other:

a. Vendors will not be allowed to sell snacks, bottled waters or soda, or any savory, hot, plated foods (burritos, hamburgers, etc).

b. The Vendor grants the Producer full right to use the Vendor's business name, logo, website, images, and public information, in addition to any photos or video taken during the event, in all media for the purpose of promotion and advertising.

c. Vendor is encouraged to display and make readily available for customers any and all Event marketing materials provided by Producer at any of Vendor's physical location(s). Vendor is further encouraged to utilize any and all online and social media resources (i.e. Facebook, email blasts, website mention, e-newsletters etc.) to advertise the Event.

d. Both parties agree that the Producer at its discretion may alter the floor plan of the Event and change the space of the Vendor.

e. It is agreed and understood that it is the Vendor's responsibility to abide by any applicable local, state and national business and tax regulations.

f. Indoor vendors may not use a canopy.

g. Vendor with smaller booths will have lower pipe and drape, larger vendors must provide its own pipe-drape. All vendors must provide tablecloths and other booth material.

h. Vendor must indicate if electrical connections are needed in their booth on the vendor application.

**By applying to have a booth at the 2026 Outdoor Adventures Show,
Vendor expresses their agreement with the terms stated herein.**



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