SEPTEMBER 25-26, 2026 | Pulaski, Virginia

OUTDOOR EXPO

The Pulaski MTN-X Outdoor Expo provides brands, businesses, and sponsors the opportunity to connect directly with gravel cyclists, outdoor enthusiasts, and race participants during one of the region's newest cycling events. Located next to Great Wilderness Brewing Company in downtown Pulaski, the expo will serve as the official packet pickup location and the kickoff destination for race weekend activities.

Exhibitors will have the opportunity to showcase products, services, and experiences to a highly engaged audience while being part of the excitement surrounding Pulaski MTN-X. With riders arriving for packet pickup, the Shake Out Ride, and pre-race activities, the Outdoor Expo offers sponsors and vendors a unique platform to build brand awareness, create meaningful connections, and celebrate the outdoor adventure community.

SCHEDULE OF EVENTS

FRIDAY, SEPTEMBER 25

- 2PM - 7PM **VENDOR EXPO**
- 3PM - 7PM **PACKET PICK UP**
- 4PM **SHAKE OUT RIDE START**

SATURDAY, SEPTEMBER 26

- 5:30AM **PACKET PICK UP**
- 7AM **100-MILE START**
- 7:15AM **50-MILE START**
- 7:30AM **30-MILE START**
- 10AM **VENDOR EXPO OPENS**
- 10AM **FINISH FESTIVAL STARTS**

www.PulaskiMTN-X.com

Contact Us

(540) 994-2526 www.PulaskiMTN-X.com

Pulaski MTN-X Outdoor Expo Vendor Application

Friday, September 25 – Saturday, September 26, 2026
Downtown Pulaski, Virginia | Next to Great Wilderness Brewing Company

Thank you for your interest in participating as a vendor at the inaugural **Pulaski MTN-X Outdoor Expo**. The Outdoor Expo will serve as the kickoff event for race weekend and provide businesses, brands, and organizations the opportunity to connect with gravel cyclists, outdoor enthusiasts, race participants, and spectators. The expo will be located next to **Great Wilderness Brewing Company**, the official packet pickup location for Pulaski MTN-X, creating a high-traffic experience as riders arrive for race weekend activities.

Vendors will have the opportunity to showcase products, services, and experiences to an engaged audience while being part of one of the newest national-caliber gravel cycling events on the East Coast. Vendor spaces are limited and will be assigned on a first-approved, first-paid basis.

Vendor Information

Business / Organization Name: _____

Contact Name: _____

Email: _____

Phone: _____

Website: _____

Social Media Handles: _____

Business Category / Products or Services Offered:

Vendor Space Selection

Vendor Space Includes (please check one):
☐ 10’ x 10’ Vendor Space ($375)
☐ 10’ x 20’ Vendor Space ($700)
☐ 20’ x 20’ Vendor Space ($900)
☐ Additional Space Request (please describe): _____

Vendor fee includes designated vendor space, event listing recognition, and access to event attendees. Vendors are responsible for providing their own tent, tables, chairs, displays, electricity needs, and other equipment unless otherwise approved.

Vendor Description

Please provide a brief description of your business, products, or services that will be featured at the Pulaski MTN-X Outdoor Expo:

On-Site Requirements

Will you need electricity?
☐ Yes
☐ No

If yes, please describe your needs: _____

Will you be selling products onsite?
☐ Yes
☐ No

Will you be offering demonstrations, giveaways, samples, or activities?
☐ Yes
☐ No

If yes, please describe: _____

_____

Vendor Setup & Event Schedule

Friday, September 25, 2026

Vendor Setup: 8:00AM – 1:00PM

Outdoor Expo Hours: 2:00PM – 7:00PM

Packet Pickup: 3:00PM – 7:00PM

Shake Out Ride: 4:00 PM – UNTIL

Saturday, September 26, 2026

Vendor Setup: not available

Outdoor Expo Hours: 10:00AM – 5:00PM

Packet Pickup: 5:30AM – 7:00AM

Finish Festival: 10:00 AM – UNTIL

Vendors must remain open during official expo hours unless approved by event management.

Insurance Requirements

All vendors participating in the Pulaski MTN-X Outdoor Expo must maintain appropriate commercial general liability insurance coverage for their participation in the event. Vendors may be required to provide a Certificate of Insurance naming the **Pulaski County Sports & Entertainment Authority**, its affiliates, employees, agents, and representatives as additional insureds.

Minimum insurance requirements may include:

- Commercial General Liability coverage
- Minimum limit of $1,000,000 per occurrence / $2,000,000 aggregate

Proof of insurance must be submitted prior to event participation if requested by event management.

Vendor Agreement & Release

By submitting this application, the vendor agrees to comply with all event rules, policies, and instructions provided by Pulaski MTN-X event organizers. Vendor acknowledges responsibility for all booth equipment, products, inventory, staffing, and personal property.

Vendor assumes all responsibility for loss, theft, damage, or injury involving vendor operations, displays, equipment, products, or personnel. Pulaski MTN-X, the Pulaski County Sports & Entertainment Authority, and event partners are not responsible for damage, loss, weather-related impacts, cancellations, or interruptions beyond their reasonable control.

Vendor agrees to indemnify, defend, and hold harmless Pulaski MTN-X, the Pulaski County Sports & Entertainment Authority, and their respective officers, directors, employees, agents, and representatives from claims, damages, liabilities, expenses, or losses arising from vendor participation in the event.

Signature

I acknowledge that I have read and agree to the terms and conditions outlined in this vendor application.

Authorized Representative: _____

Signature: _____

Date: _____

Submit completed applications to:

Pulaski MTN-X
Email: info@pulaskimtn-x.com
Phone: (540) 994-2526