



TRAILHEAD PROGRAM

An Emerging Brands Incubator for the Overland, Off-Road, Camping & Outdoor Adventure Industries



MOORE Expo | 2027 Program Guide

PROGRAM PURPOSE

INVESTING IN THE NEXT WAVE OF BUILDERS

The MOORE Expo Trailhead Program is an emerging brands incubator designed to help launch and support small, early-stage companies in the overland, off-road, camping, and outdoor adventure industries, offering a curated space for the next wave of builders.

Many promising startup brands struggle to afford the cost of exhibiting at large industry events. This program is MOORE Expo's investment in the future of the industry.

PROGRAM STRUCTURE

33 DEDICATED EXHIBITOR SPACES

Booths are grouped within a designated MOORE Expo Trailhead Area — creating a high-energy environment where attendees can discover new companies and products.

18

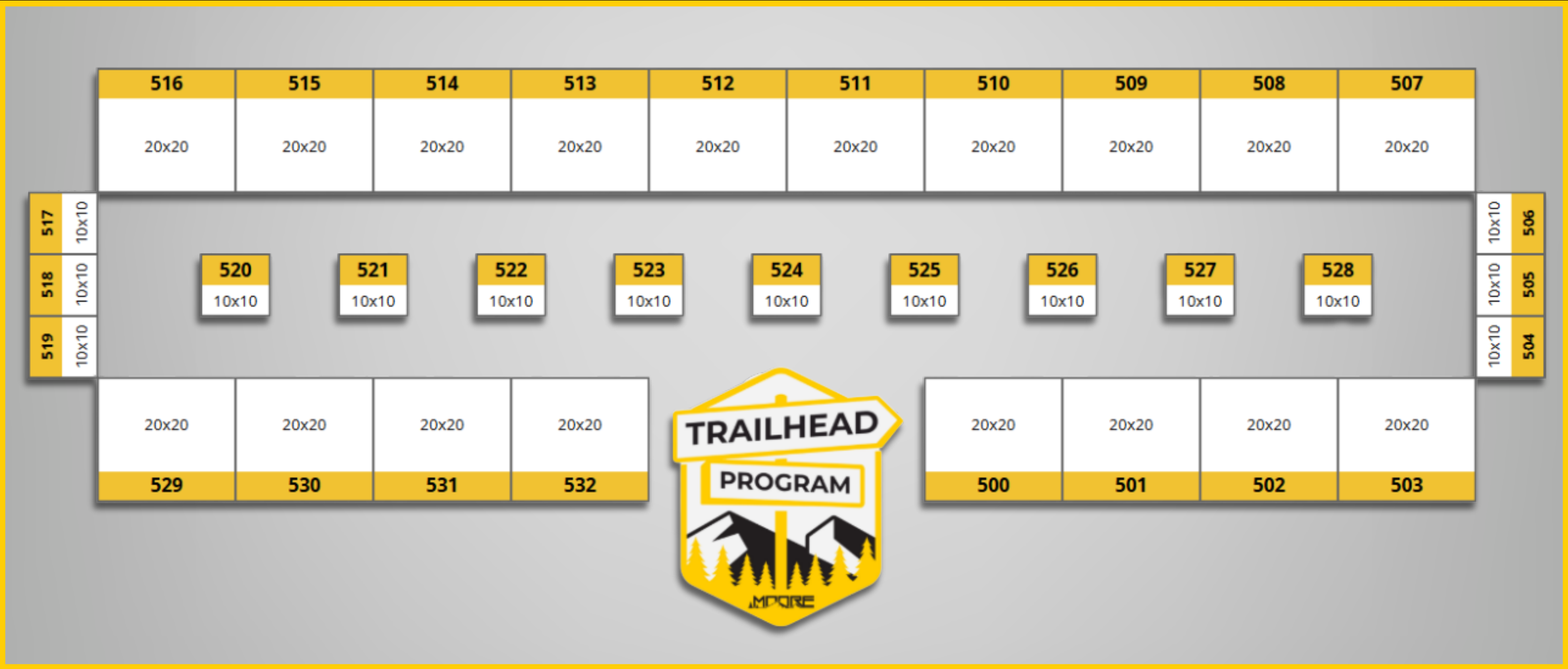
BOOTHS

20' X 20' Outdoor Spaces

15

BOOTHS

10' X 10' Outdoor Spaces



ELIGIBILITY REQUIREMENTS

BUILT FOR BUILDERS AND INNOVATORS

Designed specifically for entrepreneurs creating new products for the industry who may not yet have the resources for traditional expo booth pricing.



Early- or growth-stage company, or a new brand



Founder-led, or run by a small team



Product or service relevant to overlanding, off-road, camping, outdoor travel, or adventure lifestyle



Willing to actively show, demo, and engage the audience



Agrees to participate in promotional storytelling highlighting emerging brands

GENERAL GUIDELINES

AT A GLANCE: QUALIFYING CRITERIA



≤ 3

TEAM SIZE

Founder-led or a small team of three or fewer employees



$< \$300K$

ANNUAL REVENUE

\$300,000 or less in gross revenue



≤ 3 YEARS

TIME IN BUSINESS

Have been in business for no more than three years

APPLICANTS MUST MEET 2 OF THE 3 REQUIREMENTS TO HAVE AN APPLICATION CONSIDERED

PARTICIPATION & PRICING

A TWO-YEAR PATH TO **FULL EXHIBITOR STATUS**

50% OFF

YEAR 1 PARTICIPATION

Participants receive 50% off standard booth pricing within the incubator.

25% OFF

YEAR 2 PARTICIPATION

Returning participants receive 25% off standard booth pricing within the incubator.



GRADUATE

YEAR 3 AND BEYOND

After two years, brands graduate into standard exhibitor participation.

ATTENDEE VOTING & RECOGNITION

TWO AWARDS, CHOSEN BY THE CROWD

MOORE Expo attendees vote for their favorite companies and products within the incubator area, via digital voting or ballot, throughout the event.



BEST BOOTH EXPERIENCE

Awarded to the startup company that creates the most engaging, creative, and memorable booth presence.



BEST NEW PRODUCT

Awarded to the company with the most innovative or exciting product introduced at the expo.

GRAND PRIZE FOR WINNERS

ACCELERATING GROWTH FOR THE BEST OF THE BEST

\$5,000

TOTAL PRICE VALUE

Booth placement and advertising package
combined



PREMIUM BOOTH SPACE AT MOORE EXPO 2028

A high visibility booth space within the main hall



MARKETING & PROMOTION PACKAGE

Amplified visibility across MOORE Expo channels to help winners transition from the startup stage into full industry participants.

RESERVE YOUR PLACE FOR APRIL 16-17, 2027

Talk with the MOORE team about placement, floor plans, availability, and pricing.

MOOREEXPO.COM

Midwest crowd. Bigger stage. More room to sell.



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STEELDRIVER MEDIA GROUP

Where Outdoor Passion Meets Unforgettable Events



MOORE

BIG IRON
OVERLAND RALLY

SHOW ME
WATERSPORTS EXPO

PSE POWER
SPORTS
EXPO