

2026 Get In Gear Fest

Vendor Information Sheet

Event Overview

Get In Gear Fest is the leading Outdoor Industry demo and sales event in Western North Carolina. In its 11th year, we'll be celebrating everything outdoors at New Belgium Brewery, located at 21 Craven St, Asheville 28806. There is ample parking in the area and opportunities will abound for a bit of adventure. Targeted national, regional, and local press will be on site alongside an estimated 3000-5000 visitors.

Vending space is extremely limited and 10x10 spots will be available on a first-come first-serve basis with a priority on for OBA MEMbers 2.0-5.0 gear manufacturers/outfitters, retailers and non-profits in WNC. Please Register Online **as soon as possible** to secure your booth at Get In Gear Fest 2026.

Vendor registration is now open!

Event Contact Information

- Event Questions: info@outdoorbusinessalliance.org
- Sponsor Opportunities: Caroline Paulsen, caroline.e.paulsen@gmail.com
- Vendor Coordinator (email with questions):
 - Dorene O'Malley, dorene@canecreek.com

Vendor Booth Info & Schedule

Booth Details

Get in Gear Fest will take place **RAIN or SHINE** as always. All Vendors will be assigned a 10x10 booth space, unless otherwise approved by festival management. Any additional space needed outside of your assigned booth size must be approved by the festival management team in advance of the set up of your booth.

Booth Relocation: All vendors must utilize their assigned spaces. Sharing, trading, or relocating assigned booth spaces is not allowed unless pre-approved by the festival management team, and may result in your forfeiture of space.

There is extremely limited space at this venue, to maximize the amount of vendors the layout can accommodate, vendors will receive a 10x10 booth space unless an alternate size is specifically confirmed in advance with the festival management team.

GIGF Expo Schedule (subject to change)

Saturday, April 25, 2026**Saturday, September**

8 AM-11AM	Vendor set up (designated arrival time will be sent closer to event)
11:30 AM	Vendor Meeting (All vehicles must be off-site)
12:00 PM	GIGF Opens to the Public
5:00 PM	GIGF Closes
5:00 PM-6:00PM	Vendor Tear Down
5:15 - 7:30PM	AFTER-PARTY (on-site) for Vendors, Sponsors, and other OBA members.

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Set Up

Check-in during designated Vendor set up time. Depending on weather (event will take place RAIN or SHINE) vendors will be able to drive into the parking area next to the field to unload gear, and then park off-site in designated areas before setting up booth space. Please set-up within your designated area only. Tents and pop-ups must be neat and in good repair. Vendors

must supply their own tables, chairs, tablecloths, signs, decorations, etc. Housekeeping of the Vendor booth and its immediate vicinity will be the responsibility of the Vendor.

Vendors will likely be set up on grass and will be required to weigh down tents and pop-ups. By law, you MUST bring your own anchors to tie/weigh your booth down regardless of the weather. New Belgium does not allow staking on the field.

Vehicles

With the exception of pre-approved vehicles as part of your display - (which will not be allowed on the field and will be in an area off the field), vendor vehicles will only be permitted on-site (in the parking area) during load-in and load-out. **We encourage you to be prepared with a hand cart/dolly for transporting your booth supplies during set up and tear down.** If we can secure enough event day volunteers, there may be additional support in set up and/or tear down, but not guaranteed. Therefore, plan accordingly.

No vehicles will be allowed on the festival site from 11:30 am - 5 pm. Please indicate in the vendor application if a vehicle of any sort is part of your booth. Breakdown cannot occur until 5:00pm at the close of the event. We highly encourage you to be prepared with a hand cart/dolly.

Vendor Parking

Free vendor parking will be available adjacent to the festival property. With the exception of vehicles approved as part of your display, there will be NO onsite parking for vendors from 11:30am - 5pm.

Public Parking

There is ample parking in all the surrounding areas and we are looking at having pedi-cabs. But since it is an outdoor event, please encourage your staff and others you may invite to use alternative means of transportation (public transport, walk, bike, roller skate, OneWheel, skip, jump, or paddle, etc) to access the event.

Electricity

There is very limited access to electricity and any electrical needs must be agreed upon by the Vendor and the event team prior to the start of the event. Electricity is not provided with standard booths. There is no guarantee that the Festival can accommodate the electrical needs of every Vendor and the addition of electricity will come with an additional fee.

Anyone requiring electricity in order to have a functioning booth must contact us at the time of application to ensure we can accommodate the request.

Demos/Activities

If you plan to facilitate a demo of any kind where attendees will be physically testing out your product, leaving your booth area, or in any way associated with the event, you will need to submit a COI. Inform us so we can include it in the list of experiences and ensure all risk management practices and permitting are covered. All attendees who participate in a demo

will need to sign a waiver.

Certificate of Insurance

If you plan on offering on-site demos or off-site demos that originate from the festival, you are required to submit a Certificate of Insurance (COI) naming Outdoor Business Alliance (PO Box 6216, Asheville, NC 28816) and New Belgium Brewery (91 Craven St, Asheville, NC, 28806) as additional insured with Outdoor Business Alliance, PO Box 6216, Asheville, NC 28816 as the certificate holder. All COIs must be submitted to Vendor Coordinator: Dorene O'Malley, dorene@canecreek.com, by April 15, 2026. If no COI is on file, no demos will be allowed.

Tear Down

Vendors can begin breaking down ONLY after the 5:00pm closing of the event. Vendors are responsible for leaving the space in the same condition as when vendors arrived at the space. Any damage to the space must be reported ASAP. Trash must be taken to the designated area. Vehicle access is extremely limited and we encourage you to bring a cart or help to transport your gear to your vehicle.

2026 Safety Protocols

Both the leadership of the OBA and New Belgium Brewery are committed to doing what we can to ensure a safe and comfortable experience for all attendees, volunteers, and vendors. At this outdoor event we encourage everyone to wash their hands regularly, and to stay home if you are not feeling well.

For site safety and security, the staff of New Belgium Brewery and the Get in Gear Fest operations team plus volunteers will be on-site and available throughout the day. Keep your product and property secure in your booth, and make sure not to leave any valuables out in the open in your vehicles.

Food

No Food may be sold by any vendor on the property without prior approval. Sampling is permitted but must be approved by the event team and New Belgium Brewery.

Alcoholic Beverages

No alcohol may be sold, sampled, or provided to attendees by any vendor on the property without prior approval by the event team and New Belgium Brewery.

Waivers

A signed waiver provided by each vendor offering demos will be required for attendees who want to participate in activities and demos at the event.

After Party

Please plan to attend our after party which will be inside the Liquid Center. Food and beverages will be provided for all vendors.