



VENDOR BOOTH PRICING

Texas Diesel Expo • October 15–16, 2027

EVERY VENDOR BOOTH INCLUDES

One table • Two chairs • Four show passes • Electricity • Wi-Fi • Access to the VIP Lounge

INDOOR VENDOR BOOTHS

Climate controlled • A/C • Electricity

Booth Size	Price	Availability / Notes
10' × 10'	\$1,200	
10' × 20'	\$2,200	
20' × 20'	\$4,000	Minimum size for a vehicle in booth
20' × 40'	\$7,000	

PERMANENT DIRT ARENA SPACES

Large-format indoor display areas

Booth Size	Price	Availability / Notes
100' × 100'	\$15,000	4 available
100' × 200'	\$20,000	2 available
100' × 300'	\$30,000	1 available

COVERED OUTDOOR VENDOR SPACE

Electricity included

Booth Size	Price	Availability / Notes
100' × 200'	\$15,000	Permanent dirt arena • 1 available

SHOW & SHINE VENDOR SPACE

Outdoor • No electricity

Booth Size	Price	Availability / Notes
20' × 50'	\$4,000	5 available

Vendor pricing and availability are subject to change. Final booth placement and exhibitor approval are determined by Texas Diesel Expo.



MASTER VENDOR ADD-ONS & SPONSORSHIP OPPORTUNITIES

Texas Diesel Expo • October 15-16, 2027 • Internal Working Menu

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The opportunities below can be added to a vendor booth package or sold as stand-alone sponsorships where appropriate. Pricing and availability remain subject to final event production requirements.

DIGITAL / MEDIA

Opportunity	Price	Availability
Social media story mention	Included	With booth
Dedicated social post	Included	With booth
Dedicated social package - 2 stories + 1 Reel + 1 collab post	\$500	Unlimited
30-second commercial loop on show TVs + 4 VIP Lounge TVs	\$2,500	Limited

PRINT / FLYERS / MAPS

Opportunity	Price	Availability
Logo on official event flyer	\$1,000	Limited
Logo on official show map	\$1,000	Limited
Schedule / program sponsor	\$1,000	Limited

PHYSICAL SIGNAGE

Opportunity	Price	Availability
Standard indoor banners - pair of 3' x 6'	\$1,000	Multiple
Premium indoor banners - pair of 3' x 8'	\$1,500	Limited
Entrance banners / flags - sold as a pair	\$2,500	Limited

ATTENDEE ITEMS

Opportunity	Price	Availability
Branded Goodie Bag insert	\$500 + product	Multiple
Branded logo Goodie Bags	\$5,000 + production	1
Official rubber wristband sponsor	\$5,000 + production	1



TDE LIVE / STAGE CONTENT

Opportunity	Price	Availability
30-minute LIVE podcast - filmed and posted to TDE social media	\$5,000	Limited
15-minute product launch / announcement stage slot	\$1,500	Limited
45-minute technical seminar / educational session - classroom	\$1,000	Limited

The 30-minute TDE LIVE podcast is conducted live on the event stage, professionally filmed, and published afterward through Texas Diesel Expo social media channels.

TROPHY SPONSORSHIPS

Opportunity	Price	Availability
Best in Show Trophy	\$750	1
Kids' Choice Award	\$500	1
Best Big Rig	\$500	1
Best Fabrication	\$500	1

Each trophy sponsorship gives one company naming association and recognition with that specific award presentation.

VIP EXPERIENCE

Opportunity	Price	Availability
VIP Lounge presenting sponsor + large banner + 8 VIP passes	\$7,500	1
Additional VIP pass	\$250	Max qty. 200

Vendor booth packages already include VIP Lounge access. Additional VIP passes can be purchased separately, subject to the event maximum.

CUSTOM VENDOR ADD-ON

Opportunity	Price	Availability
Custom sponsorship / activation / promotional opportunity	Custom Quote	By request

Have an idea that is not listed? Vendors may propose a custom sponsorship, activation, branding placement, content opportunity or other promotional concept. Texas Diesel Expo will work with the vendor to determine feasibility, placement, exclusivity and pricing.



RECOMMENDED VENDOR PACKAGES

Simple bundles for sales conversations

Visibility Upgrade - \$1,500

Enhanced event visibility built around available print placement, signage and social promotion.

Featured Vendor - \$3,000

A stronger on-site and digital presence combining premium placement opportunities with additional promotional exposure.

TDE Media Package - \$5,000

Built around the 30-minute live TDE podcast, including filming and post-event social distribution.

Custom Major Sponsor - Quote

For brands seeking major naming rights, large-scale activations, feature ownership or a custom event-wide presence.

INTERNAL NOTES

Keep the customer-facing add-on menu simple and easy to buy. Use this master inventory internally to build custom packages for larger companies. Physical production costs should be sponsor-supplied or billed separately where applicable unless specifically included in the agreement.