



VENDOR FLOOR PLAN

BELL COUNTY EXPOSITION CENTER – BELTON, TEXAS

OCTOBER 15-16, 2027



BOOTH LEGEND

 ANCHOR / ISLAND 20' x 40' (9 TOTAL)	 LARGE 20' x 20' (8 TOTAL)	 STANDARD 10' x 20' (17 TOTAL)	 SMALL / LIFESTYLE 10' x 10' (19 TOTAL)
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FLOOR PLAN NOTES

- Total Indoor Vendors: 80 booths
- Indoor Exhibit Hall: Approx. 50,000 sq. ft.
- Indoor Arena: 100' x 200' (Approx. 20,000 sq. ft.)
- Outdoor Covered Dirt Arena: 100' x 200' (Approx. 20,000 sq. ft.)
- Main Entrance: South side (new doors)
- Additional Entrances: North side (overhead door 16' W x 10' H), East side (two overhead doors 25' W x 14' H)
- All aisles sized for easy traffic flow (main aisles 20', cross aisles 15', secondary aisles 12')
- Column grid: 25' x 50' (approx.)
- Booth locations and sizes are subject to final facility measurements and production requirements.



**BELL COUNTY
EXPOSITION CENTER**
1005 121 WEST | BELTON, TEXAS

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TEXAS DIESEL EXPO

VENUE VISUAL GUIDE

Bell County Exposition Center | Belton, Texas

October 15-16, 2027

Actual venue photography paired with conceptual event renderings.

MAIN EXPO HALL

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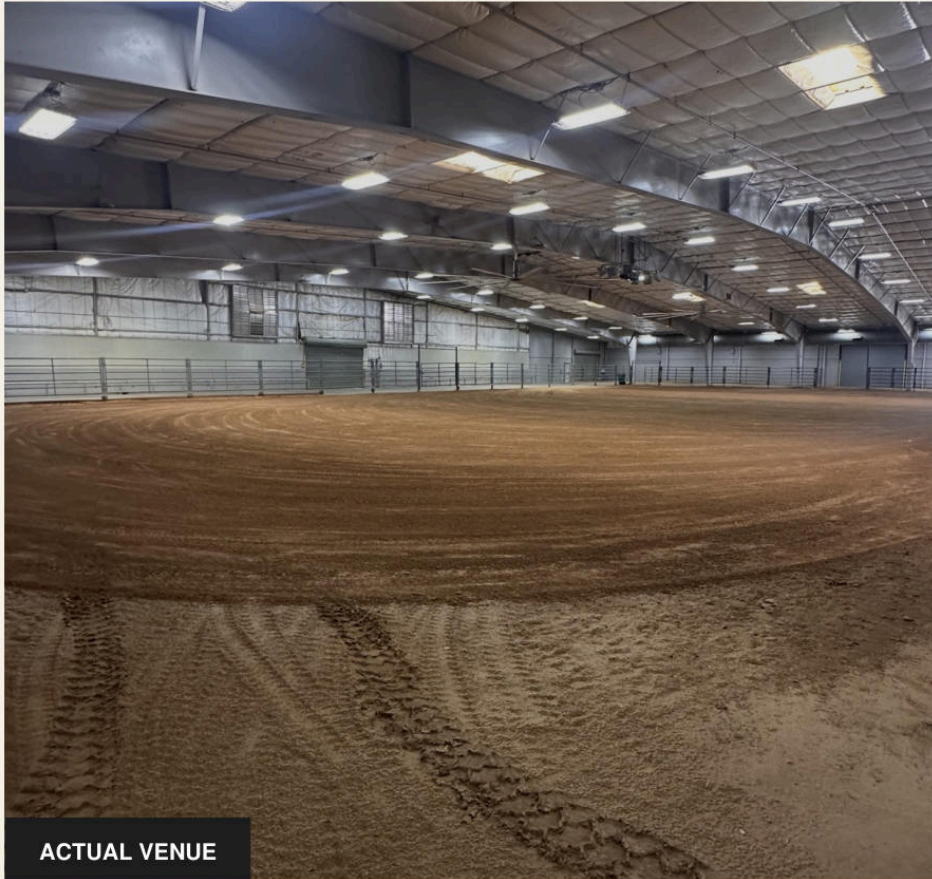
55,000 SQ. FT. EXHIBITOR HALL

A large indoor exhibit floor designed for vendor booths, featured products, custom diesel builds and attendee traffic.

Concept images are illustrative and subject to final event configuration.

INDOOR DIRT ARENA

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INDOOR DIRT DISPLAY AREA

A unique dirt-floor environment for premium truck displays, branded activations and specialty vendor showcases.

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COVERED OUTDOOR DIRT ARENA

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ACTUAL VENUE



CONCEPT EXAMPLE

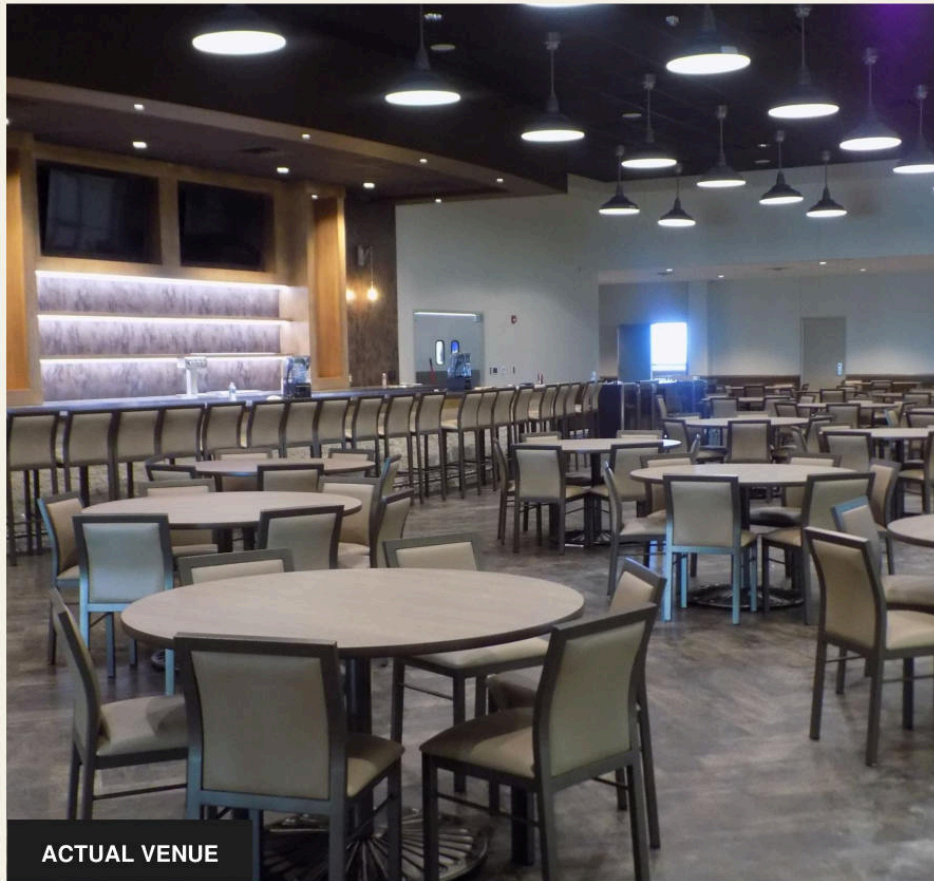
COVERED OUTDOOR DISPLAY AREA

An open-air covered arena that gives vendors room for larger displays, show trucks and high-impact brand experiences.

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VIP LOUNGE

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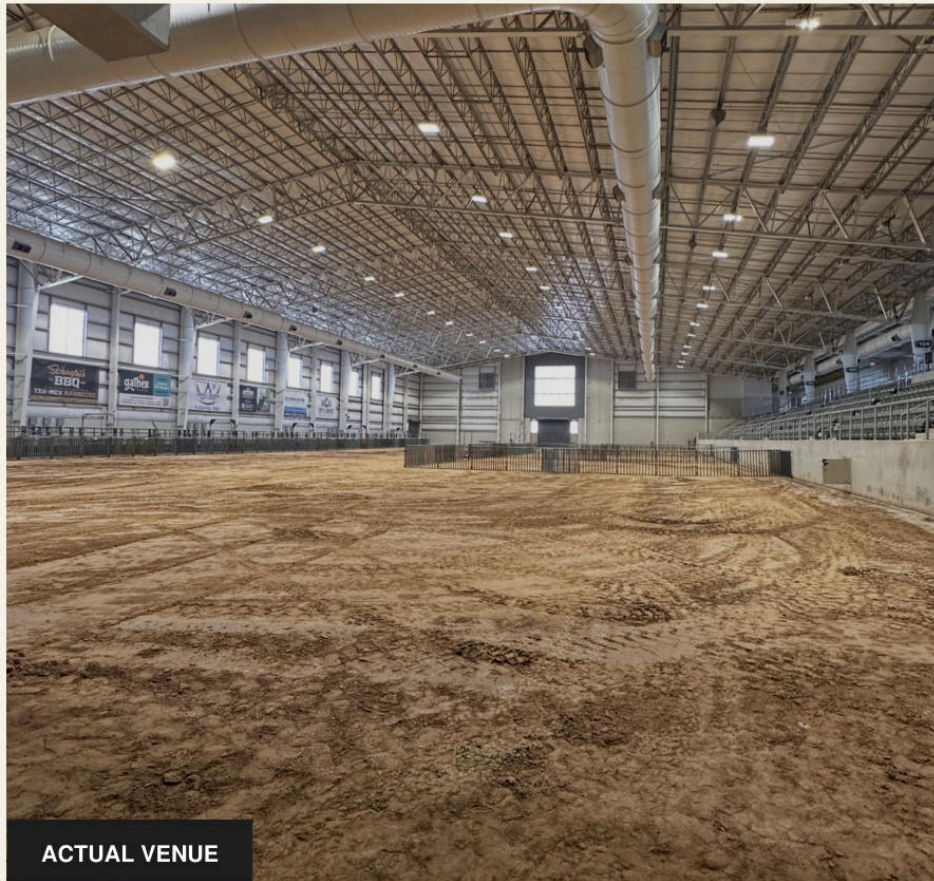
VIP HOSPITALITY LOUNGE

A dedicated hospitality space overlooking the arena - ideal for networking, sponsor hosting and premium guest experiences.

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SHOW ARENA

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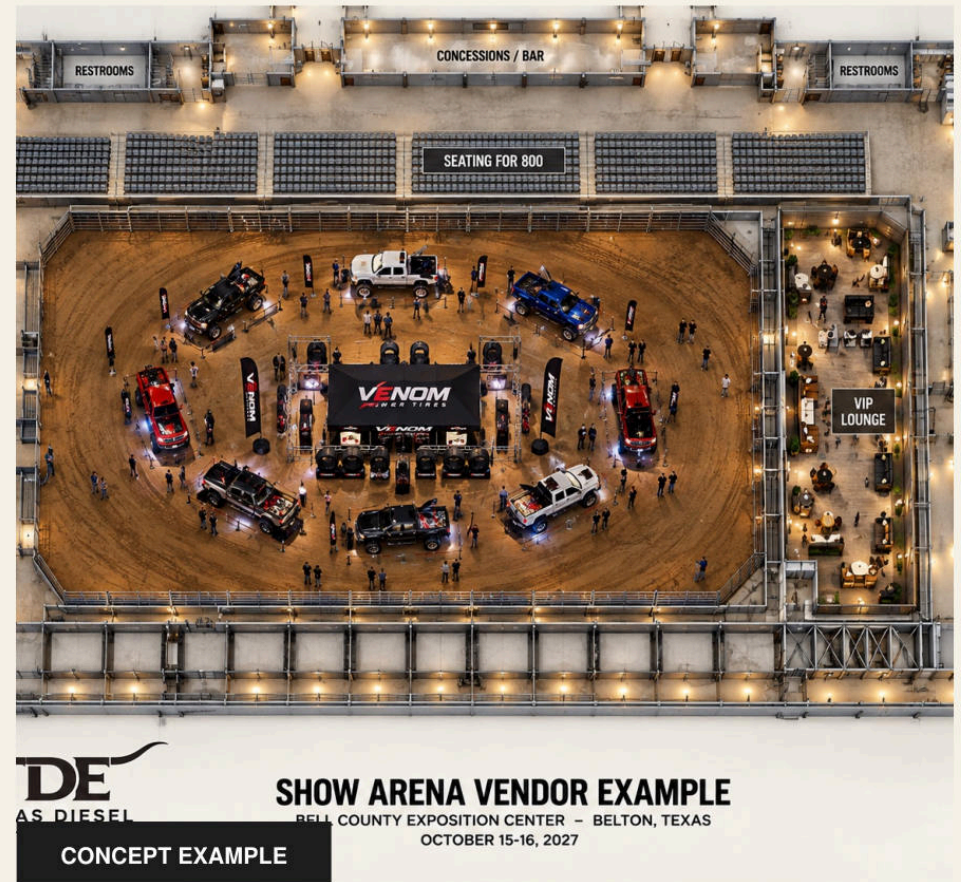
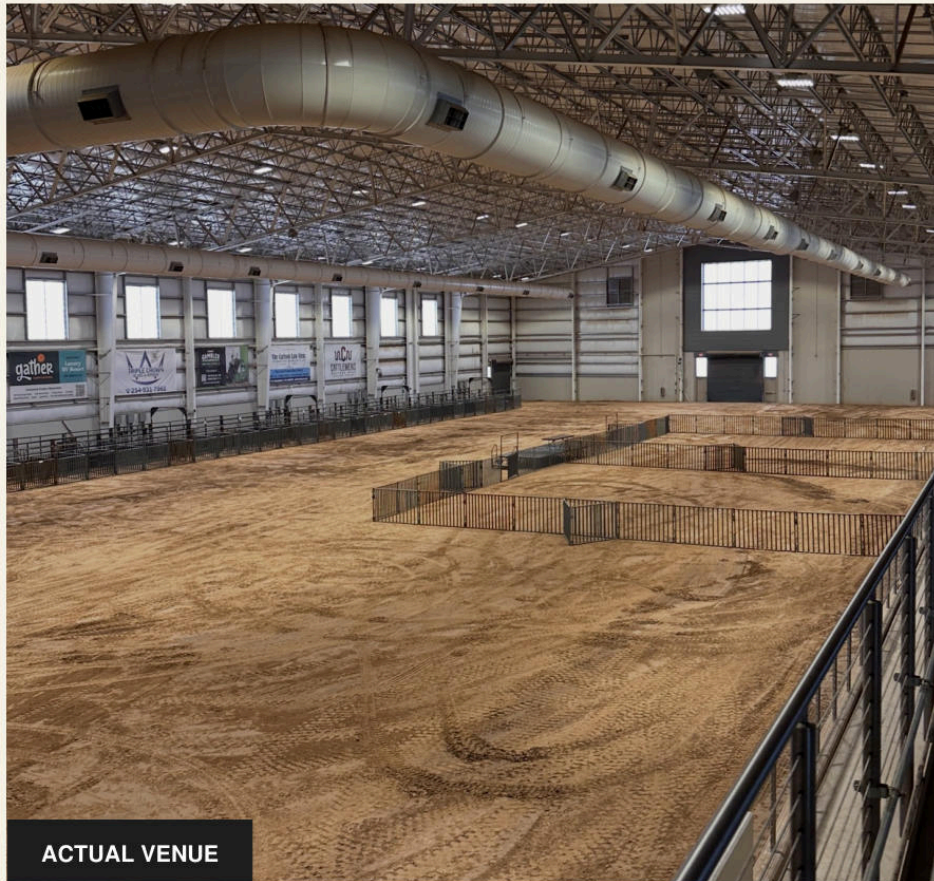
PREMIUM SHOW ARENA

A dramatic dirt-floor showcase with stadium seating and visibility from the VIP level, designed for a major featured vendor activation.

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SHOW ARENA - OVERHEAD CONCEPT

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FEATURED VENDOR LAYOUT EXAMPLE

Conceptual layout showing how a premium vendor can build a central activation surrounded by featured show trucks and attendee circulation.

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