



Vendor Info Sheet

Welcome to WinterFest 2026! Thank you for participating in our vendor village as we kick off the first year of WinterFest and host the 2026 UIAA Ice Climbing & Dry Tooling World Championships here in Longmont!

Where should I park/unload?

- Our address is 155 Pinnacle St. Longmont, CO 80504
- When you arrive, pull into our main parking lot (google will give you great directions), and head towards the parking circle.
- Once you have unloaded (see wave assignment below for your arrival time,) we will direct you to nearby vendor parking, a less than 5min walk from the event site.

What to expect:

- The box office for customers opens at 8:30 AM Saturday and 11:30 AM Sunday for the World Cup Competition, but the Vendor Village will open at 12PM each day. This allows family and friends to come cheer on our athletes, but shorten the day for Vendors/Sponsors to just the prime hours.
- We are building a welcoming, inclusive festival-like atmosphere with music, commentary, incredible climbing, activities and of course, tons of great vendors and booths to check out. If you are curious for what to do and how to plan, we recommend interactive activities, giveaways, and pretty much anything fun!
- We will be setting up tents in 3 waves.

How does my team get tickets?

- All Sponsors and Vendors will have a ticket "pouch" at the Box office, based on your sponsor level.
 - Sponsor - 4 VIP - 2 GA
 - Partner - 2 VIP - 2 GA
 - Supporter / Vendors - 2 GA



- Once you drop off your materials and tent. Please send a representative from your team to pick up your wristbands.
- All attendees, including sponsors and vendors, must have a wristband.
- If you need to purchase additional tickets, please contact Bryan Hylenski - bryan@climbingcollective.co

Field Requirements:

- **No driving or drop-off vehicles will be allowed on the field.** We will have a team of 15-30 Volunteers that will assist in the movement and set-up of your tents, products, displays etc., as long as you show up during your assigned time.
- **We recommend all tents/tables/materials be secured with weights or straps.** It can get windy at times and the Climbing Collective may not be held responsible for damage to your tents or equipment due to weather or outdoor conditions.
- **Overnight Security** - We will have security patrolling the grounds and keeping an eye on tents, tables and the weather for us. But, all valuables should be removed from the site and cleaned up at the end of the night on Saturday. Climbing Collective will not be held responsible for damaged goods or goods stolen from your tent area.

What your booth may include:

- Space for a 10x10 tent on the field! If you have special needs or sizes, please let us know ASAP.
- Your own lighting, games, interactive activities, etc. We simply ask that your activities don't encroach on your neighbors space.
- We are providing several large light towers on the field so there should be some light after the sun goes down, but having your own lights if you plan to stay with us after 6pm, will really make your space pop!
- All electricity requirements have been confirmed with each vendor. If you are unsure, please contact us.

What to bring with you:

- A 10x10 tent



- Tent weights
- Table(s)
- Chair for you
- All your gear/merch/products!
- Signage/booth decor!
- Please note that we ask your tent to be properly weighted. This is an outdoor event and flying tents are not acceptable. We are not responsible for damage caused by your tent not being properly weighted or materials not being secured.

Where will you be on the field?

- We are working on our vendor map, but we do not have it finalized at this time.
- When you arrive at the event, please check in at our box office and one of our volunteers will direct you to your marked spot on the field.
- We are doing our best to ensure that everywhere on the field has a variety of different vendors and that different industries are all mixed together.

Other Important Details:

- Please keep your booth staffed and running until at least dusk (6-7pm) each day.
- You are a key part of the attendee experience and we want to make sure that all guests get a chance to say hi, even if they arrive around dark to watch the finals.
- If for any reason you are unable to staff your space for the entire time during the event, please be sure you have signage up to direct guests when you will return or when your booth will re-open.
- Sale or giveaway of any alcoholic or THC product is expressly prohibited, unless provided permission from the Climbing Collective.
- We are NOT responsible for theft of any valuables or products/merchandise or materials. We will have a 24/7 security guard patrolling the site to keep an eye on tents, tables and large items, but we are not responsible for your merchandise if you leave it out on the tables or at your booth overnight.
- Please arrive during your assigned loading time, so we can help you unload and then allow you to park your car.



Schedule & Wave Assignment

Please arrive during your assigned wave. if you do not see your name, contact us.

Saturday February 21st

8:00AM - Sponsor Set-up Begins

Wave 1- Sponsors & Partners

- Nextlight
- Visit Longmont
- Stapp Toyota
- Rockfan
- Georgia Boys
- CAMP
- Lefthand
- JARS
- City of Longmont
- Mindful
- Jetpack
- UC Health
- Fresh Air
- Eldo
- TruBlue
- High Country Bank
- Ziggis

9:00 AM -

Wave 2 - Supporters

- BG Automotive
- First Tier
- Champion
- Ignite
- American Alpine Club
- Proudly Addicted
- Expedia Cruises
- Morganize Move It
- St. Vrain Cidery



- Village at the Peaks
- Skazma
- South State Bank
- Best Day Brewing
- Bank of Colorado
- Longmont Bicycle Company
- Main Stage Brewing
- Tune-up

10:00 AM

Wave 3 - Vendors & Inflatables

- Topo Designs
- ABC Climbing
- LoCO Cotton Candy
- Face Party Entertainment
- Axe Me Out
- Grip Better
- High Society
- Quarters
- Whitefields Church
- Wagon Wheel Smokehouse
- The Spot Gym
- Summit Journal
- Vectra Bank
- Apollo Energy
- Climb Avy Aware
- Ice Coop
- Angles
- Tinkermill
- Girl Scouts of America
- Flagstaff Academy

Noon on Saturday - WinterFest Gates open! Please have your booth ready by noon on Saturday.



~6:30 (dusk) - Kids area closes and vendors may begin to shut down. We will be hosting a party and all vendors are welcome to stay and take advantage of the additional hours to meet and greet with the community. But, you are NOT required to stay after 7pm.

8:00PM - Afterparty Begins

11:00PM - Site Closed to Everyone

Sunday February 23rd

10:00AM *Site opens to All Sponsors & Vendors for setup.*

11:30AM WinterFest Gates Open. Please have your booth ready by noon on Sunday.

12:00PM Climbing begins

6:00PM Kids Area Closes & Vendors are allowed to begin clean-up.

7:30PM Site closes to everyone besides essential competition staff & athletes

Important Contacts:

- Vendor Relations/Payments: Bryan Hylenski - bryan@climbingcollective.co

Day of Show Logistics:

- Kaylee Woodford - Events@climbingcollective.co - (860) 575-6782
- Eric Kean - eric.kean1@gmail.com - (303) 981-9250

We look forward to welcoming you on the 21st! Please reach out if you have any questions we can answer in advance of the event!

Cheers!

Longmont Climbing Collective Events Team