



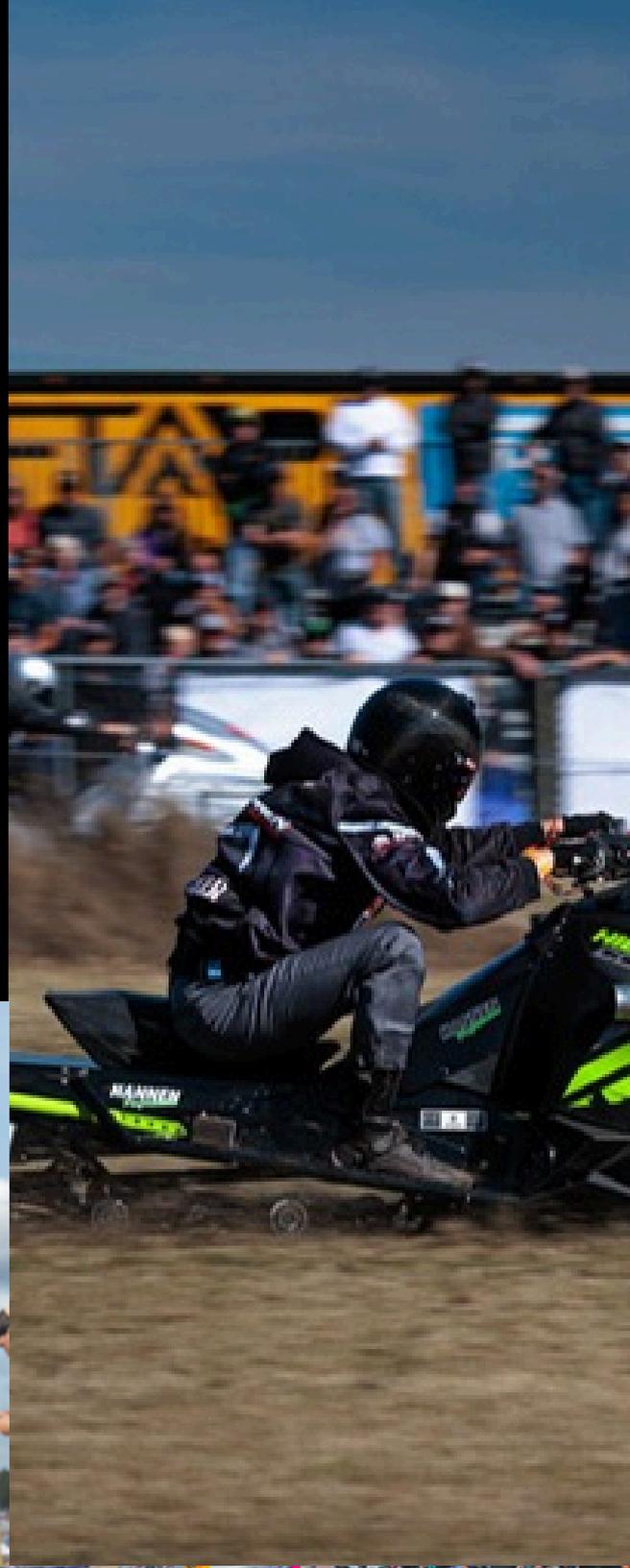
**HAY DAYS
2026**

Vendor Prospectus

WHAT IS HAY DAYS?

Hay Days is the undisputed kickoff to winter for powersports fans across North America. Hosted by the volunteer-driven Sno-Barons Snowmobile Club, this legendary event blends high-octane racing, massive swap meets, and brand showcases into one unforgettable weekend. Spanning hundreds of acres in North Branch Minnesota, Hay Days draws tens of thousands of enthusiasts ready to explore the latest machines gear and innovations. From the grassroots to the industry's biggest names, it's not just an event, it's a culture.

**Hay Days 2026 will be held
September 12-13th in North
Branch, Minnesota.**



Vendor Benefits

- ▼ Hay Days is where brands come to make noise. As a vendor, you'll tap into one of the most passionate and purchase-ready audiences in powersports. Whether you're building brand awareness, launching new gear, or moving serious product, **this is the place to connect and convert.**

KEY ADVANTAGES



Exposure

Connect with **thousands of engaged attendees** from across the country and beyond, all gathered with one thing in mind: powersports.



Networking

Build valuable **connections with fellow industry pros** including dealers, manufacturers, media, and loyal enthusiasts who shape the market year-round.



Sales Opportunities

Promote and sell products **directly to a motivated, targeted audience** ready to discover what's new and stock up for the season.



Momentum That Lasts

Leave with **more than just sales**. Vendors gain long-term brand traction, new customers, and a stronger presence in the powersports world.

Registration Process



APPLY AS A NEW VENDOR

New vendor registration opens in **December**. To apply, complete the **New Vendor Interest Form**. You'll be asked to provide basic business info and a brief description of your products or services.



WAITLIST & OFFER PROCESS

Applications are reviewed throughout May. **Acceptance is based on product fit, requested booth size, and space availability.** Due to high demand, not all applicants can be accommodated.

Offer emails begin in late May and continue through August as additional space opens up. If you're not accepted right away, **you may still be offered a spot later in the season.**



ACCEPT OFFER + FINALIZE REGISTRATION

If accepted, you'll receive an offer email with booth placement, pricing, and next steps. **Confirm your booth, submit payment, and complete all required paperwork through our Vendor Portal, ExpoGenie** to finalize your spot.

Costs & Deadlines

Understand Your Investment for Hay Days

PRICING STRUCTURE

- ▼ We keep the pricing straightforward so you can plan with confidence. Booth fees vary based on size, layout, and location, with a limited number of premium and high-visibility spaces available. All fees must be paid in full to secure your space.
- ▼ Booth sizes range from compact **10x10 pop-up spaces** to **premium 38x50 sites** and **expanded 50x50 footprints** for larger activations, with pricing between **\$350** and **\$2,000**. You'll be asked to indicate your **preferred size** during the application process.
- ▼ **For first-time vendors, sites are assigned based on your requested size.** Final booth placement, footprint, and pricing will be clearly outlined in your offer email if accepted.

REGISTRATION DEADLINES

- ▼ Timing matters, especially at Hay Days. Vendor spots are in high demand, and space fills quickly as the event approaches.
 - **May 18:** First round of new vendor offers begins
 - **May through August:** Additional offers issued on a rolling basis based on availability
 - **Offer-specific deadlines:** Payment and paperwork must be completed by the deadline listed in your offer email.
 - Late fees and forfeiture of sites apply for missed deadlines.



Required Documents

Once accepted, vendors must complete all registration tasks and upload the following documents through ExpoGenie to finalize participation.

CERTIFICATE OF INSURANCE

Must list Sno Barons Snowmobile Club Inc. as an additional insured.

Minimum coverage limits:

\$1,000,000 per occurrence

\$2,000,000 general aggregate

Including Products/Completed Operations

Coverage must be active for the full event period, including setup and teardown (September 8–15, 2026).

MINNESOTA ST-19 SALES TAX FORM

Required for all vendors operating during Hay Days. If you are conducting sales of any kind, it may require you apply for a MN Tax ID, including all out of state businesses.

Not sure if you will need to apply? Find out [HERE](#).

Support Available

Email: Vendors@haydays.com

Call or Text: 952-820-5191

What to Expect During the Event

Set Up and Operation

ARRIVAL + SET UP

- ▼ Vendors may access the grounds for site set up September 7–11, from 7:00 am to 6:00 pm. *(times subject to change)

REQUIRED EXHIBIT HOURS

- ▼ Vendors must have their booths fully staffed during the following hours:
 - Saturday, September 12: 7:00 am – 5:00 pm
 - Sunday, September 13: 7:00 am – 4:00 pm

WRISTBANDS

- ▼ Every staff member working your booth must obtain the proper credentials and have a wristband beginning Friday afternoon through the end of the event— no exceptions. Wristbands are included based on booth size and distributed during check-in. Additional wristbands may be purchased in advance.

WI-FI

- ▼ Complimentary event Wi-Fi is included in your site fee. Login details will be provided onsite.

ELECTRICITY

- ▼ Standard and premium sites do not come equipped with electricity. Vendors are responsible for providing their own electricity and will be subject to state inspection.

SECURITY

- ▼ While Hay Days provides general grounds security, vendors are fully responsible for securing their own property — especially during overnight hours and outside exhibit times.



Additional Services

Forklift Services: Available for a fee.

Parking: Designated areas with valid parking passes. Additional paid parking available outside of the venue.

Vehicle Use: UTV/ATV/Golf Cart permits for onsite operation are available for a fee

READY TO JOIN US?

Become part of the vibrant Hay Days community and showcase your products to thousands of potential customers.

Register now for your chance at a spot for the 2026 event!



For more information, visit www.haydays.com or contact Vendor Support at vendors@haydays.com