



# **2026 GREAT ALASKA SPORTSMAN SHOW EXHIBITOR MANUAL**

Briefly written to advise you of your rights, restrictions and requirements.  
Please read carefully & save for future reference.

## **Sullivan Arena**

1600 Gambell St.

Anchorage, AK 99501

## **Show Dates & Hours:**

Friday, March 6: 10AM – 7PM

Saturday, March 7: 10AM – 7PM

Sunday, March 8: 10am – 5PM

## **Show Office Phone Number:**

503-246-8291

## **Produced by:**

**MARKETPLACE | EVENTS**

**PO Box 80750**

**Portland, OR 97280-1750**

**503-246-8291**

[www.greatalaskasportsmanshow.com](http://www.greatalaskasportsmanshow.com)

**This was printed on 2/25/26. There WILL be changes made to this document before the show.**

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## **SHOW PREPARATION**

### **Move In Schedule**

Thursday, March 5 – 9AM – 8PM

All exhibits must be in place no later than 8:00PM on Thursday, March 5. No vehicular traffic/forklifts will be allowed in the building after 4:00PM on Thursday, March 5. There will be no placing, moving, altering or dismantling of a display after 9:00AM on Friday March 6. If you cannot adhere to this schedule, please contact your Sales Representative immediately.

If you have any display items that require special handling due to size, weight, etc., and feel there will be a problem during your move in please contact your sales representative. The show does not supply hand trucks, dollies, or carts. All boats must be completely drained outside. No boats are allowed in the building with water in them. Pets are not allowed in the building. Venue policy prohibits any pets in the building unless they are part of a show display. Please do not bring children during move in or move out. You are personally responsible for any injuries or damage to another person's property.

### **Forklift Service**

Forklift service for move-in or move-out will be run through the Sullivan Arena. Please contact the show office to schedule service on site. It will be on a first come first serve basis.

### **Exhibitor Early Admittance**

One hour prior to the show opening, the Sullivan Arena and the Show Office will be open. Electrical power will be turned on at this time. You must have your Wrist Bands, or One Time Passes in order to enter the show at this time through the Exhibitor Entrance in the SE corner of the venue. The front doors to the venue, on the NW corner of Sullivan Arena, will not open until the show starts. If you have a circumstance that requires admittance at an earlier time, you MUST sign the early admittance list by stopping by the Show Office prior to the show closing the night before. To enter the buildings before public show hours, come through the Exhibitor's Entrance located at the Southeast corner of Sullivan Arena. See Page 4 for a Map of the Venue.

### **Show Office**

The Show Office is on the rink level under the Northwest bleachers of Sullivan Arena, and the telephone number will be 503-246-8291, effective Wednesday, March 4. The Show Office will not page any individual or company during public show hours. Show Office hours are from 8:00AM to 8:00PM during the show. No office supplies, stationery, cleaning equipment, etc. will be available at the Show Office.

## **ORDERING SHOW SERVICES**

### **Decorator/Electrical**

Your booth space will be furnished with black & white pipe & drape and a 5amp 110volt electrical outlet. The Show Decorator & Electrician is Alaska Event Services. You may contact them at (907) 345-8789 for rental of drapes, carpets, furniture, additional electrical needs, sign-making, and cleaning of displays. Please be advised; if not ordered in advance, services and equipment will be subject to “floor order” rates. [Their order form can be found online here](#)

### **Internet**

The Sullivan Arenan provides free Wi-Fi. Please come to the Show Office for log-in information during Move in. If you have specific questions about Wi-Fi access & connection speed in the venue, please contact Sullivan Arena 907-868-4340 for more information.

### **Exhibitor Insurance**

As per the Terms and Conditions section of your contract, each exhibitor shall secure and maintain liability insurance. See item 5 on the back of contract. Fiesta Insurance Inc. is pleased to offer exhibitors/vendors discounted exhibitor liability insurance while participating in the Great Alaska Sportsman Show. This program is affordable and easy to purchase. To expedite coverage please call Pete Mendez at 503-409-3039 or [pete@fiestainsurance.com](mailto:pete@fiestainsurance.com).

## **EXHIBITOR PASSES, TICKETS**

### **Exhibitor Credentials – Wristbands & Exhibitor Work Passes**

Exhibitors will be provided with Exhibitor Wrist Bands to wear around either wrist for the duration of the show & one-time Exhibitor Work Passes. The wrist band must be securely attached around the wrist for the gate attendant to allow you entry into show. No Exceptions! If wrist bands are used by people other than those immediately connected with staffing of exhibits, those people will be asked to leave.

The number of Exhibitor Wrist Bands and One-time Exhibitor Work Passes will be issued as follows: the first 10'x10' booth space will receive two (2) Exhibitor Wrist Bands and three (3) One-time Exhibitor Work Passes; one (1) additional wrist band for each additional 10'x10' of space will be issued thereafter. The One-time Exhibitor Work Passes will be valid for this show only!

Bulk, Outside and Larger Space Exhibitors: your sales representative will be contacting you to request the number of staff members working in your exhibit space. The number of Exhibitor Wrist Bands and One-time Exhibitor Work Passes will be agreed upon at this time with your sales representative.

We do not mail Exhibitor Wrist Bands and Work Passes. Both forms of credentials must be picked up at the Show Office Thursday during move-in hours. Wrist Bands and One-time Exhibitor Work Passes will not be issued until exhibitor space is paid in full.

Please Note: After 10:00AM opening day, March 6, no more Exhibitor Wrist Bands or One-time Exhibitor Work Passes will be issued unless prior arrangements with Show Management have been made ahead of your late arrival time. If you need additional passes you will have to purchase Guest Passes at the Show Office during show hours for \$5.00 each.

### **Organizations, Associations, and Non-Profits**

A list of the staff working in your booth must be broken down by day. No more than 6 people per day! ID will be required for entrance to the show at the Will Call booth located at the Main Gate. This list must be submitted to the Show Office or to your sales rep during regular move-in hours before the opening day or mailed to our office prior to the show. Your sales representative will email you with a form that lists time slots for each of the show days.

### **“Be My Guest” Tickets**

You, the exhibitor, may purchase these discounted tickets for any interested customers who would like to return to your display to further discuss your products, services, etc. The tickets will be available at the Show Office on all show days for \$5.00 each. No Refunds.

### **Will Call Instructions**

1. Wristbands, Passes or Special Guest Tickets must be placed in a sealed envelope. The Show Office has printed a “Will Call” envelope available at the Show Office or use one(s) that you have furnished. No loose wristbands, passes or tickets will be accepted.
2. Each envelope is for a single pick-up, and all contents will be given to the person requesting the envelope with proper ID.
3. The person’s name and company who is to receive the wristbands, passes or tickets is to be printed on the envelope.
4. No wristbands, passes, tickets will be held in the Show Office after move-in. You are entirely responsible for their distribution. The Show Management will not be responsible for wristbands, passes or tickets once they have been picked up and signed for.
5. Will Call is located at the Main Entrance of Sullivan Arena and is open before the Show.

FLOOR PLAN

Great Alaskan Sportsman Show  
March 6 - 8, 2026  
Sullivan Arena

1600 Gambell St. Anchorage, AK 99501



TURNOUT

PUBLIC ENTRANCE

CONCOURSE LOAD IN/OUT

SHOW OFFICE

RINK LOAD IN/OUT  
RAMP DOWN

EXHIBITOR ENTRANCE

EXHIBITOR PARKING  
C - LOT

OS1

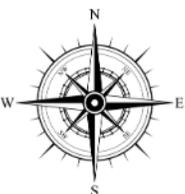
OS2

OS3

OS4

OS10

OS11



\*Floor plan subject to change at any time, for any reason

## EXHIBITS

### Display Regulations

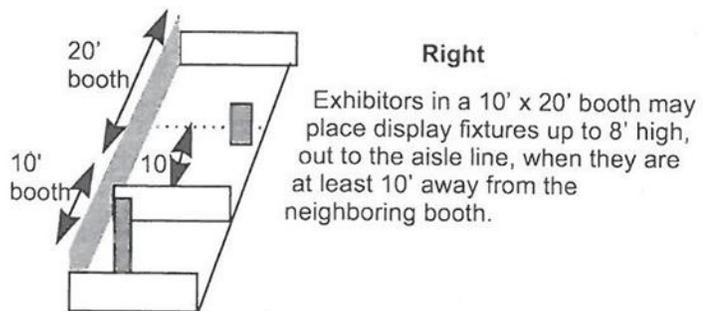
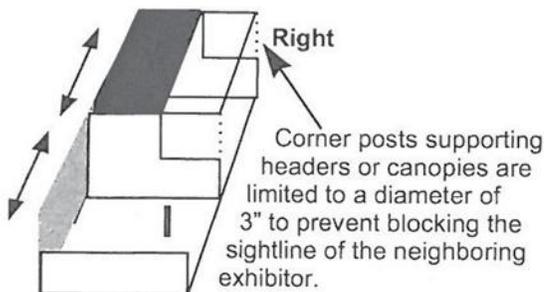
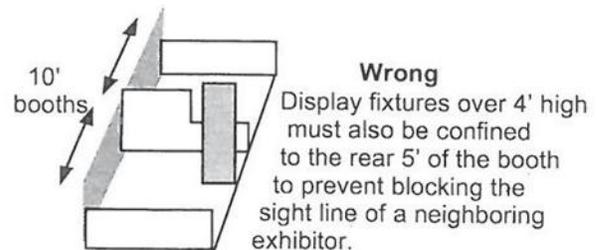
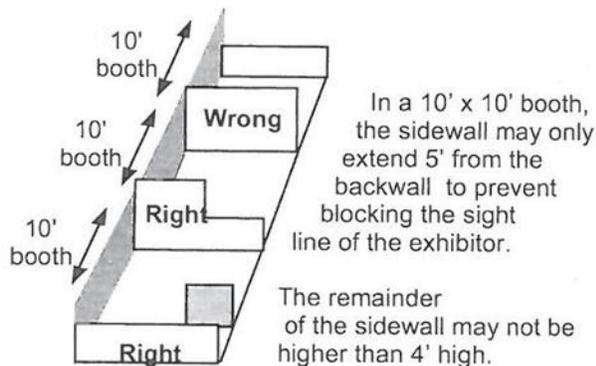
Standard Booth Definition: One or more standard 8'/10' x 10' booth(s) in a straight line. Each booth is furnished with one (1) 5-amp electrical outlet.

Display rules and regulations specify what an exhibitor can and cannot do with their booth space. These are based on the physical characteristics of the Exhibit Hall, the intent to be equally fair to all exhibitors, and the concern for the safety of all attendees. Show management has provided the following design layouts to make sure each exhibitor is within show guidelines. A quick review of these booth regulations can save you costly and potentially embarrassing changes on site.

### Booth Design

- Booth back walls may not exceed 10' height, plus 2' for signs (the backside of any such signs must be properly covered).
- All display fixtures over 4' in height and placed within 10' of an adjoining exhibitor must be confined to an area that is at least 5' from the aisle. The back of any such sidewalls must be covered so as not to appear unsightly.
- Exhibitors using canopies or false ceilings over their exhibit may use vertical supports up to 3" in width in the corner of their space. Vertical supports that are strictly decorative will not be permitted if in conflict with the rules stated above.
- Nothing may be suspended from the ceiling in a standard booth.

Intent: Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the space size. Exhibitors with larger space (30' or more) should also be able to effectively use as much of the total floor space as possible if they do not interfere with the rights of others.



## EXHIBITS

### **Bulk Space**

No space dividers or drapes are furnished.

### **Proper Aisle Flow**

The aisles are property of Show Management and must be free for easy flow of traffic throughout the entire show. Aisles must not be obstructed at any time by merchandise or vendors selling merchandise.

### **Sound**

Noise level from any demonstrations or sound systems must be kept to a minimum. Under no circumstances will the following be allowed in the Show: megaphones, loudspeakers, microphones, side show tactics, or undignified methods of attracting attention. All sound systems and demonstrations must be strictly approved by Show Management prior to the show. No exceptions!!!

### **Signage**

No signs are to be hung over the aisles as they are the property of the Show Management. No double-faced signs allowed for exhibitors in the booth areas, 10 x 10, 10 x 20, etc. No helium balloons.

### **Merchandise Sales**

If you are selling items that are to be hand carried, please issue your customer a Bill of Sale. This will serve as proof of ownership in the event of questioning by a door attendant.

### **Exhibitor Restock & Early Admittance**

Everyone is allowed entry into the show (1) hour prior to show time daily. You MUST sign the early admittance list the night before at the show office if you would like to be let in earlier. Exhibitor entry is at the Southeast corner of the Sullivan Arena. No other doors to the venue will be open prior to the show opening each day.

### **Anchorage Fire Department**

The fire marshal will be on site enforcing local code. If you have any questions in advance please call, 907-267-4901. Pop Up Canopies are not allowed in the building.

Extension cords shall not be used as a substitute for permanent wiring. Minimum 14-gauge extension cords shall be used to extend electrical service. Fire Marshal regulations, no exceptions!

- Extension cords shall only be used with portable appliances while such appliances are in immediate use.
- Extension cords shall be plugged directly into an electrical outlet and shall, except for approved multi-plug extension cords, serve only one portable appliance.
- The amperage of the extension cords shall not be less than the rated capacity of the portable appliance supplied by the cord.
- Extension cords shall be maintained in good condition without splices, deterioration, or damage.

The extension cords shall be grounded when servicing grounded portable appliances.

### **Firearms**

Are allowed to be displayed at the show. Normal display of firearms in exhibitor space with chamber flags, trigger guards and magazines pulled is required. Concealed and open carry is not allowed in the Sullivan Arena by their jurisdiction. Please contact the Sullivan Arena directly for any inquiries. All firearm sales are required to meet federal, state and local laws.

## EXHIBITS

### Liquid & Gas Fueled Vehicles & Equipment

Display of liquid and gas fueled vehicles and equipment inside an assembly occupancy shall be in accordance with UPC 2505.2 and shall meet the following requirements:

- Batteries shall be disconnected in an approved manner.
- Vehicles or equipment shall not be fueled or have fuel removed within any building.
- Fuel tanks shall not be more than ¼ full nor exceed 5 gallons, whichever is less, and fuel systems shall be inspected for leaks.
- Fuel tanks shall be locked or sealed with tape to prevent escape of vapors. UPC Section 2505.2.3.4
- The location of vehicles or equipment shall not obstruct or block exits.

Failure to comply with any of the above requirements or any other requirements of the Anchorage municipal code constitutes cause for appropriate legal action.

All boats must be completely drained outside. No boats are allowed in the building with water in them.

### Walls & Floors

Please do not attach any type of tape, tacks or nails on the walls or floors in Sullivan Arena.

Do not use any type of clear plastic packaging tape when putting down carpet in your display area. You will be charged any time and labor for the removal of the adhesive that does not come up when the tape is removed.

### Pets

Pets are not allowed in Sullivan Arena unless they are ADA service animals. The venue prohibits any pets being loose on the Sullivan Arena property unless they are part of a show display. If you are planning to be accompanied by your dog or pet, please be responsible and clean-up waste discharged anywhere on the Sullivan Arena property.

### Children

Please do not bring children to move-in or move-out as you are personally responsible if they are injured or if they damage another person's property.

### Exhibitor Parking

Please pick up your FREE parking placards from the show office during Move in. Free parking is available for all exhibitors in C – Lot at the Sullivan Arena (see the map on Page 4). In & Out privileges are allowed, with the parking placard provided during move in from the show office. Parking is first come first served. Sullivan Arena will not reserve parking spaces for anyone.

**ARRIVE EARLY DURING SHOW DAYS. PLEASE NOTE: IF YOU PARK IN FRONT OF THE VENUE, IN A – LOT, YOU ARE TAKING PRIME PARKING SPOTS AWAY FROM THE PUBLIC, WHO ARE YOUR PATRONS. IN ADDITION, THE ONLY ENTRANCE INTO THE SHOW BEFORE IT OPENS IS THE SOUTHEAST CORNER OF THE VENUE. THAT IS A LONG WALK. DON'T BE THAT PERSON.**

### RV Parking

There is no Overnight RV Parking at Sullivan Arena.

## FACILITY

### Receipt of Exhibits

**Advanced Shipments**– Monday, February 23 through Friday, February 27

Alaska Event Services will accept all shipments between Monday, February 23 through Friday, February 27. It must be addressed to:

Exhibitor Name  
Booth Number – Greak Alaska Sportsman Show  
Alaska Event Services  
737 E 13<sup>th</sup> Ave.  
Anchorage, AK 99501

**Direct Shipments** – Monday, March 2 through Thursday, March 5

The Sullivan Arena will not accept any shipments prior to March 2. It must be addressed to:

Exhibitor Name  
Booth Number – Greak Alaska Sportsman Show  
Sullivan Arena  
1600 Gambell St.  
Anchorage, AK 99501

All shipments must be prepaid and consigned to Alaska Event Services and must be scheduled to arrive during Exhibitor move-in days. If you have any questions, please call Alaska Event Services at 907-345-8789.

### Sweeping

Sullivan Arena will sweep the building at 9:00 am on opening day, March 6. It is mandatory that all packing cases are removed and vitally important you observe this “clean up” deadline, as debris not ready for removal by this hour will be picked up at your expense.

Neither Sullivan Arena nor Show Management have brooms or vacuum cleaners available.

### Smoking

Smoking/Vaping is prohibited in Sullivan Arena by law.

### Liquor & Food

Powerplay Concessions LLC is the licensed caterer and exclusive concessionaire. They are the only company who can bring or serve food & beverages on the premises at Sullivan Arena. If you plan on sampling F&B or have any questions regarding F&B, please contact Bradi Rathbun at 907-302-0463 or [brandi@tikipetesdogs.com](mailto:brandi@tikipetesdogs.com).

Ginger LLC is the licensed alcohol provider. They are the only company who can bring or serve alcohol on the premises at Sullivan Arena. If you have any questions regarding sampling Alcohol, please contact James Oliver at 907-290-0501. You are not allowed to sell alcohol at Sullivan Arena.

## **FACILITY**

### **Music**

You must not play music in any form without the proper license of copyrighted music. You, the Exhibitor, shall protect, defend, indemnify and hold harmless the Show Management and Sullivan Arena from and against any and all claims, damages, losses and expenses including attorney fees arising out of or resulting from performance of live or recorded music or other copyrighted works with the exhibit, or the offices, contractors, licenses, agents, employees, guests, invitees or visitors of Exhibitors.

### **Storage**

You are expected to arrange for storage of empty crates off premises at your own expense. Fire Marshal Regulations prohibit the storage of boxes, crates, packing materials etc. and not more than one day's supply of literature in your display.

### **Souvenirs**

Show Management requests that you do not distribute yardsticks or other items in that category to avoid injury. Due to building regulations, no helium inflated balloons or gummed stickers are allowed in the building.

### **Security**

Sullivan Arena will provide necessary security during the life of the show. No other people will be permitted in the building after the closing hour. Show Management and Sullivan Arena cannot guarantee against loss of any nature (See your insurance policy). Be sure to pack away small and valuable items each night.

### **Liability**

You are solely responsible for the space you have leased. Please read the TERMS AND CONDITIONS in your show contract. You have agreed to reimburse Sullivan Arena for any damage to the floors, walls or equipment occurring in the space you have leased. Automobiles, trucks, and similar conveyances shall have a drip pan or protective material under them to safeguard the floor from dirt, oil, stains etc. All matters not covered in these conditions are subject to the decision of Show Management.

Note: No sprays on tires – it makes the floors slippery and presents a liability!

## MOVE-OUT

### **Forklift Services**

Forklift service for move-in or move-out will be run through the Sullivan Arena. Please contact the show office to schedule service on site. It will be on a first come first serve basis.

### **Specifications**

Exhibits cannot be disassembled or moved out until the show is over. The public pays to see an entire show. You may begin move-out at approximately 5:30 P.M. on Sunday, March 8.

Please do not bring children or pets to move-in or move-out, as you will be personally responsible if they are injured or if they damage another person's property.

No vehicles are allowed in the building until the public has been cleared. Please be courteous and do not block the entrances. Your patience is appreciated as some displays must be removed before any vehicles and/or trailers come into the building.

Please Note: Due to time restrictions and building use, all exhibits must be removed in their entirety no later than noon, Monday, March 9. No Exceptions!

### **MAP AROUND SULLIVAN ARENA**

