



Sponsored By



May 2-4 2025

Oshkosh, WI  
Sunnyview Expo Center  
[www.letsrideexpo.com](http://www.letsrideexpo.com)



# Overview of the Expo

\* subject to change

Welcome to the inaugural Let's Ride 2025 Expo, the ultimate celebration of off and on-road motorized recreation opportunities in Wisconsin! Join us at the Sunnyview Expo Center in Oshkosh from May 2-4, 2025, for an action-packed weekend dedicated to all things that move on wheels and water. Whether you're an ATV enthusiast, UTV adventurer, snowmobile rider, motorcycle lover, 4WD truck driver, e-bike rider, or boating aficionado, this expo has something for everyone.

## Discover, Engage, and Enjoy

**Vendors:** Meet industry-leading vendors showcasing the latest gear, vehicles, and accessories. From high-performance ATVs to cutting-edge e-bikes, you'll find everything you need to elevate your outdoor adventures.

**Activities for All Ages:** The Let's Ride Expo is packed with activities designed to thrill and entertain. Kids can enjoy interactive exhibits and fun rides, while adults can participate in demos, workshops, and test drives.

**Entertainment:** Enjoy live entertainment throughout the weekend, featuring a live lumberjack show, a vintage powersports show, Friday night show and shine, a Bigfoot hunt and more!

**Local Food Trucks:** Satisfy your cravings with delicious offerings from the best local food trucks. Sample a variety of cuisines and treat your taste buds to something special.

**Statewide Clubs:** Come meet and join a wide range of clubs that are the backbone to your off and on-road access.

Don't miss out on the Let's Ride 2025 Expo! Mark your calendars, gather your family and friends, and get ready for a weekend full of adventure, discovery, and excitement. We can't wait to see you there!



The RideSafe Foundation will be on hand with a powerful safety messages and hands-on activities for today's youth.

Our volunteer trail ambassadors will be assisting the foundation with hands-on activities.

# State Association Partners

of the Let's Ride Expo



The **Wisconsin ATV / UTV Association** promotes shared leaderships that strengthen the ability of organizations at the most local level. To best support and offer effective assistance to our members, our focus remains on helping form new OHV groups, offering meaningful help to existing ones, promoting a positive image in all things we do, and by establishing a communications network in which all can share their successes or ask for assistance with particular challenges. WATVA remains committed to provide educational programs and materials for youth and adults alike, to encourage awareness of the impact we all have on the future of the sport and industry of off-highway vehicles (OHV).



The **Association of Wisconsin Snowmobile Clubs** is dedicated to the preservation of snowmobiling throughout the state by monitoring regulations and proposed legislation that could affect our sport. The AWSC is the legislative voice for Wisconsin's snowmobilers and snowmobile clubs. Wisconsin is home to more than 25,000 miles of trails thanks to the efforts of local snowmobile clubs with their tireless volunteers and the support of State and Federal organizations.



We are the **Wisconsin Coalition of Four Wheel Drives**, a non-profit organization of 4WD clubs, groups and individuals in Wisconsin. We are dedicated to promoting four wheel drive recreation on public and private lands, responsible land usage, safety, education and trail conservation.

WC4WD supports and coordinates many projects throughout the year. Consistent with our stated mission, we are dedicated to respecting and protecting our valuable natural resources as well as promoting responsible land usage in public and private sectors. WC4WD works with the U.S. Forest Service (USFS), state agencies and private land owners. The WC4WD member clubs and groups contribute thousands of man-hours each year on 4WD projects. Our member clubs and groups work on projects such as trail development and maintenance, organizing and supporting charity events, clean-up efforts, and organizing 4WD workshops at locations throughout Wisconsin.



**Wisconsin Off-Highway Motorcycle Association** is a non-profit association that represents the interests of off highway motorcyclists in Wisconsin. Membership includes various motorcycle clubs and associations as well as individuals and businesses concerned with promoting and enjoying off road motorcycle recreation.



# THE NOHVIS GROUP INC.

## IMAGE IS EVERYTHING

The leadership team of the nationally acclaimed NOHVIS Group is excited to utilize our background with representing the powersports industry in Wisconsin to host the Let's Ride Expo. Our team has a long history of working partnerships with the Wisconsin ATV UTV Association and the manufacturers and dealerships that serve the Wisconsin powersports industry. Throughout the years, our association has championed our talents and hosted state wide events that benefited the entire industry.



Our success story couldn't be without the anchor of the program, our uniquely structured and professionally implemented Trail Ambassador network of dedicated volunteers. The NOHVIS Group professionals provide quality administrative and management duties, which in turn provides the volunteer corps with a meaningful and worthwhile experience while interacting with the ATV UTV riding public. Our trained volunteers are very visible, serving as positive role models for others to follow. Trail Ambassadors provide an invaluable community service, providing the ATV UTV world with real life, personal contacts while providing educational opportunities with riders out on the public trail systems. We will be utilizing these volunteers for the Let's Ride Expo to ensure a solid workforce committed to the events success.

As important as the trail ambassador's role is, our overall program is more than just implementing the trail patrol program. Our NOHVIS Group core team works alongside many different entities and agencies, always striving to develop a positive direction for the ATV / UTV sport. Together with our many private and public working relationships, we promote safe and responsible riding while serving as strong leaders for the sport and industry.



# Using letsrideexpo.com + app

letsrideexpo.com and our white labeled app (Google & Apple) is your go-to platform for managing your participation in the Let's Ride Expo. Sponsors and exhibitors can use this website to maximize their visibility, engage with attendees, and efficiently manage their presence at the event. Here's a quick guide on how to make the most of letsrideexpo.com.

## Getting Started

Visit letsrideexpo.com and sign up using your business email. Follow the invitation email from the Let's Ride Expo organizers to join the event on letsrideexpo.com.

## Key Features for Sponsors and Exhibitors

### Event Dashboard

Your central hub for:

- Viewing event details and updates.
- Accessing your sponsorship or exhibitor profile.
- Managing your booth and resources.

### Profile Management

Complete and update your business profile:

- **Company Info:** Add a description of your company, products, and services.
- **Logo and Branding:** Upload your company logo and branding materials.
- **Contact Info:** Provide contact details for attendees.

### Efficiently manage your booth:

- **Virtual Booth:** Set up with engaging content, such as videos and brochures.
- **Onsite Booth:** Coordinate with event organizers for setup requirements.
- **Lead Generation and Engagement**

### Maximize engagement with:

- **Lead Retrieval:** Capture attendee information

through QR codes or forms.

- **Live Chat:** Engage with attendees in real-time.
- **Surveys:** Collect valuable feedback from attendees.

## Session Participation

If included in your package:

- **Session Management:** View and manage your session schedule.
- **Speaker Profiles:** Complete profiles with bios and photos.
- **Presentation Uploads:** Upload materials ahead of time.

## Measure your success with:

- **Booth Traffic:** Monitor visitors to your booth.
- **Lead Reports:** Access detailed reports on leads collected.
- **Engagement Metrics:** Track chat interactions, session attendance, and survey responses.

## Tips for Maximizing Your Presence

- **Promote Your Participation:** Use your marketing channels to share booth details and session times.
  - **Engage Early:** Start engaging with attendees before the event begins.
  - **Leverage Multimedia:** Use videos and interactive elements to attract attendees.
  - **Follow Up:** Use lead information and analytics to follow up with potential customers post-event.
- Conclusion

letsrideexpo.com offers a comprehensive set of tools to help sponsors and exhibitors maximize their impact at the Let's Ride Expo. For additional support, the Let's Ride Expo team is available to assist you.



# Let's Ride Expo Activities

\* subject to change

## May 2, 2025 | Volunteer Day

Outdoor Event	Indoor Event
Exhibitor Setup	Exhibitor Setup
Volunteer Appreciation Party	Vintage Show Setup
Show & Shine	Club Workshop - How to Host A RideSafe Event
Evening Ground Parade	Club Workshop - How to Exhibit Successfully
Food Trucks Open	

## May 3, 2025 | Main Event Day

Outdoor Event	Indoor Event
4WD Crawl Demo	Vintage Show
Lumberjack Show	CVT Belt Replacement Demonstration
RideSafe Presentation	Chilton Trailer Demo
Food Trucks	WI DNR Hands On Activities
UTV & 4WD Demo Drive & Rides	Northeast Club Showcase
	Northwest Club Showcase
	Southern Club Showcase
	UTV Virtual Simulator
	Youth Hands-On Activities

## May 4, 2025 | End Day & Cleanup

Outdoor Event	Indoor Event
4WD Crawl Demo	ATV / UTV Town Hall
Limited Food Trucks	WATVA Annual Meeting

# Exhibitor Opportunities

## Grassroots Club

**\$60**

10' x 10' Booth

- 10 ft x 10 ft space, one table & two chairs
- 4 exhibitor passes
- Lead capture
- Website listing & links

## Standard Exhibitor

**\$350**

10' x 10' Booth

- 10 ft x 10 ft space, one table & two chairs
- 2 exhibitor passes
- Up to two videos on listing page
- Lead capture
- Website listing & links

## Standard Corner

**\$450**

10' x 10' Corner Booth

- 10 ft x 10 ft space, one table & two chairs
- 2 exhibitor passes
- Up to two videos on listing page
- Lead capture
- Website listing & links

## Premium Exhibitor

**\$650**

20' x 10' Non-Corner Booth

- 20 ft x 10 ft space, two tables & four chairs
- 4 exhibitor passes
- Up to two videos on listing page
- Lead capture
- Website listing & links

## Outdoor Exhibitor

**\$650**

100' x 100' Non-Corner Booth

- 100 ft x 100 ft outdoor space
- 4 exhibitor passes
- Up to two videos on listing page
- Lead capture
- Website listing & links

## Food Truck

**\$100**

10' x 50' Food Truck Lot

- 10 ft x 50 ft outdoor space
- 2 exhibitor passes
- Dedicated food truck court access
- Lead capture
- Website listing & links



Want to participate in our Bigfoot Hunt? Let us know!

Attendees will have the opportunity to win prizes for finding clues throughout our exhibitor spaces. This is a fun way to get potential customers into your booth.

# Sponsorship Levels

## Why Sponsor the Let's Ride Expo?

- Targeted Exposure: Reach a dedicated audience passionate about off-road vehicles and the lifestyle that comes with it.
- Brand Visibility: Your brand will be prominently displayed across various platforms including major signage, the expo website, and the attendee booklet.
- Networking Opportunities: Connect with industry leaders, enthusiasts, and potential customers.  
Support a Growing Community: Be a part of a community-focused event that celebrates and promotes safe and responsible off-road vehicle use.

### Weekend Warrior - \$350.00

- Business Name on Major Signage
- Listed on the Expo Website
- Option to advertise in Attendee Booklet (Available at an extra cost)

### Dealership - \$750.00

- Business Name on Major Signage
- Listed on the Expo Website
- Listing in Attendee Booklet

### Trailblazer - \$3,000.00

- Business Name on Major Signage
- Listed on the Expo Website
- Listing in Attendee Booklet
- Full Page Ad in Attendee Booklet
- Major Exhibitor Area (If requested)

### Trailhead - \$5,000.00

- Business Name on Major Signage
- Listed on the Expo Website
- Listing in Attendee Booklet
- Full Page Ad in Attendee Booklet
- Major Exhibitor Area (If requested)
- Expo Section Naming Rights

### Trail Builder - \$8,000.00

- Business Name on Major Signage
- Listed on the Expo Website
- Listing in Attendee Booklet
- Full Page Ad in Attendee Booklet
- Two Page Spread Ad in Attendee Booklet
- Major Exhibitor Area (If requested)
- Expo Section Naming Rights
- Special Event Naming Rights



SPONSOR CATEGORIES	WEEKEND WARRIOR	DEALERSHIP	TRAILBLAZER	TRAILHEAD	TRAIL BUILDER
PRICE	\$350.00	\$750.00	\$3,000.00	\$5,000.00	\$8,000.00
Business Name on Major Signage	✓	✓	✓	✓	✓
Listed on the Expo Website	✓	✓	✓	✓	✓
Listing in Attendee Booklet	Available at an extra cost	✓	✓	✓	✓
Full Page Ad in Attendee Booklet	⊖	⊖	✓	✓	⊖
Two Page Spread Ad in Attendee Booklet	⊖	⊖	⊖	⊖	✓
Major Exhibitor Area	⊖	if requested	if requested	if requested	if requested
Expo Section Naming Rights	⊖	⊖	⊖	✓	⊖
Special Event Naming Rights	⊖	⊖	⊖	⊖	✓

## Benefits of Sponsorship

**Increased Brand Recognition:** High visibility across multiple channels ensures your brand is seen by thousands of attendees.

**Enhanced Marketing:** Feature your brand in advertisements, signage, and online promotions associated with the expo.

**Customer Engagement:** Opportunities to directly interact with attendees, providing a personal touch to your marketing efforts.

**Exclusive Rights:** Depending on your sponsorship level, enjoy exclusive naming rights for sections or events within the expo.

### Act Now!

Secure your sponsorship today and be part of an event that promises excitement, engagement, and endless opportunities for your brand. Contact us at [Your Contact Information] to learn more about how you can become a sponsor of the Let's Ride Expo 2025.



May 2-4 2025

Oshkosh, WI  
Sunnyview Expo Center  
[www.letsrideexpo.com](http://www.letsrideexpo.com)