

# RAGBRAI EXPO



## Where RAGBRAI Begins!

**BE A PART OF THE WORLD'S  
LARGEST CYCLING EXPERIENCE!**

**SATURDAY, JULY 18, 2026**

The RAGBRAI Expo, the largest in the Midwest, offers a unique opportunity to exhibit, sell, sample and demonstrate products and services to more than 25,000 bicycle enthusiasts.

RAGBRAI attracts participants from all 50 states, 20 countries, and provides an excellent opportunity for you to showcase your products and services to an enthusiastic, active and loyal group of cyclists.



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# 2026 RAGBRAI EXPO

RAGBRAI®, the Register's Annual Great Bicycle Ride Across Iowa, is the oldest, largest and longest multi-day bicycle tour in the world by which all others are measured. RAGBRAI's loyal followers are engaged with us year-round and are active on our web and social media sites providing excellent return for our friends and advertising partners.

## RAGBRAI EXPO DEMOGRAPHICS

- > 25,000 plus participants
- > 77 exhibitors
- > 65% Men
- > 31% Women
- > Average age of participant is 51
- > 81% have household incomes over \$75,000
- > 63% have household incomes over \$100,000
- > RAGBRAI Participants came from all 50 states, and 20 countries

## EXPO DATES

### SET UP HOURS

Friday, July 17th - Saturday, July 18th

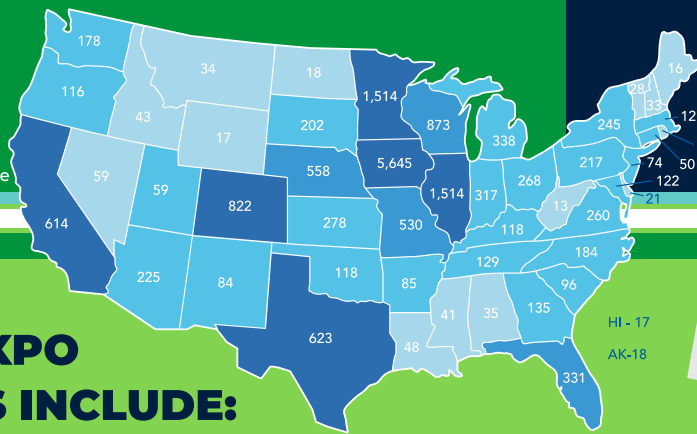
### EXPO

Saturday, July 18th • Noon - 9 pm

### EXPO LOCATION

Onawa, IA - Main Street

\*2025 Rider Registration per State



# 2026 RAGBRAI EXPO



## IMPORTANT DATES:

- Digital Participant Guide \_\_\_\_\_ May 15, 2026  
Ad Deadline
- Expo Registration Deadline \_\_ June 15, 2026
- RAGBRAI Expo \_\_\_\_\_ July 18, 2026
- RAGBRAI LIII \_\_\_\_\_ July 18 - 25, 2026

**RETURNING VENDORS:** You will receive a coupon code emailed to you before Jan. 24th to use for your discounted registration.  
\*returning vendor pricing expires Jan. 25, 2026



## BOOTH ONLY

PACKAGE	*RETURNING '25 VENDOR	EARLY BIRD RATE	RATE AFTER 3/1/26	RATE AFTER 5/1/26	PUBLICITY
20x40 COMMERCIAL	\$1,000.00	\$1,250.00	\$1,550.00	\$1,650.00	Listing on RAGBRAI.com website, printed materials, and social media
20x40 NON-PROFIT	\$750.00	\$1,000.00	\$1,250.00	\$1,350.00	Listing on RAGBRAI.com website, printed materials, and social media
10x20 COMMERCIAL	\$800.00	\$1,050.00	\$1,300.00	\$1,400.00	Listing on RAGBRAI.com website, printed materials, and social media
10x20 NON-PROFIT	\$500.00	\$750.00	\$850.00	\$950.00	Listing on RAGBRAI.com website, printed materials, and social media
10x10 COMMERCIAL	\$600.00	\$850.00	\$1050.00	\$1150.00	Listing on RAGBRAI.com website, printed materials, and social media
10x10 NON-PROFIT	\$300.00	\$550.00	\$675.00	\$775.00	Listing on RAGBRAI.com website, printed materials, and social media

## MEDIA ONLY

PACKAGE	*RETURNING '25 VENDOR	EARLY BIRD RATE	RATE AFTER 3/1/26	RATE AFTER 5/1/26	SIZE	DATE	MEDIA
Full Page Ad Only-COMMERCIAL	\$750.00	\$850.00	\$1,050.00	\$1,100.00	8" H x 5.5" W	5/15/2026 Ad Deadline	Four-color ad in the Digital Participant Guide
Full Page Ad Only-NON PROFIT	\$450.00	\$550.00	\$675.00	\$725.00	8" H x 5.5" W	5/15/2026 Ad Deadline	Four-color ad in the Digital Participant Guide
Half Page Ad Only-COMMERCIAL	\$450.00	\$550.00	\$675.00	\$725.00	4" H x 5.5" W	5/15/2026 Ad Deadline	Four-color ad in the Digital Participant Guide
Half Page Ad Only-NON PROFIT	\$300.00	\$400.00	\$500.00	\$550.00	4" H x 5.5" W	5/15/2026 Ad Deadline	Four-color ad in the Digital Participant Guide



## PARTICIPANT GUIDE AD SPECIFICATIONS

- Hi-Res CMYK, 300 dpi PDF
- Ad Sizes:  
Full page ad size: 8" high x 5.5" wide  
Half page ad size: 4" high x 5.5" wide (horizontal)
- @ required with any use of the word RAGBRAI®
- **DEADLINE FOR SUBMISSION:** May 15, 2026