



# 2022 Steel Horse Rally Vendor Areas

## May 6th & 7th, 2022, Fort Smith, AR, 72901

(479) 414-3775 info@TheSteelHorseRally.com  
www.TheSteelHorseRally.com

Vendors at the 2022 Steel Horse Rally are located close to all of the main rally events that center around Garrison Avenue, one of the widest historic downtown streets in the USA. The Steel Horse Rally Thunder Through the Valley Motorcycle Parade features thousands of bikes and rides beneath a huge American flag on Garrison Ave. Motorcycles are allowed to park in the middle and along the sides of Garrison Ave., just steps away from the vendor areas. In 2021, an estimated 130,000 people attended the Steel Horse Rally.



### 2022 Steel Horse Rally Map Legend:

- A.** A. Vendor Village - Area A (closest to Garrison Ave.)
- B.** B. Vendor Village - Area B (closest to Rogers Ave.)
- C.** C. Vendors at SHR Main Stage at First National Bank Lot (Parking Lot at 601 Garrison Ave.)
- D.** D. Vendors at Cisterna Park (Towson Road at 1100 block of Garrison Ave.)
- ★ Steel Horse Rally Main Entertainment Stage & Handle Bar & Very Important Biker Area
- Motorcycle Parking in the Middle of Garrison Avenue during the Steel Horse Rally
- ➔ Official 2022 Steel Horse Rally Motorcycle Parade Route
- ★ Huge American Flag on Display during SHR Parade
- ★ Cops & Cones Motorcycle Exhibition on Garrison Ave.
- ★ Statue of General William Darby on Motorcycle



The Steel Horse Rally Vendor Village



## The 2022 Steel Horse Rally Vendor Village

### **A. Vendor Village - Area A (closest to Garrison Ave.) 800 block of Garrison Ave.**

Vendor Village Area A is closest to Garrison Avenue which is open to motorcycle traffic only. The SHR Thunder through the Valley Parade rides by and ends here and motorcycle parking is allowed in the middle of the street during the event. Vendor Village is the location of the SHR Very Important Biker Check-In & Official SHR Charity Tent, is a live media broadcast location, is a pick-up/drop off location for Steel Horse Taxi and hotel/resort shuttles, & more.

### **B. Vendor Village - Area B (closest to Rogers Ave.) 800 block of Garrison Ave.**

Vendor Village Area B is closest to Rogers Avenue, one of the main streets in Fort Smith connecting to the Interstate and is closest to several main lodging locations, the Convention Center, and the nearby Bakery District. It is the location of the main Food Court and offers easy access to Rogers Ave. for motorcycles that are being serviced. Vendor Village is the location of the SHR Very Important Biker Check-In & Official SHR Charity Tent & more.



### **C. Vendors at SHR Main Stage/ Entertainment Area in First National Bank Lot (FNB Parking Lot at 601 Garrison Ave.) (paved lot, pedestrians only)**

Vendor Area C, (First National Bank lot) contains the Steel Horse Rally Main Entertainment Stage featuring live music & entertainment, the Steel Horse Rally Handle Bar and Very Important Biker Area & private bar. It is adjacent to Garrison Ave., the street that is open to motorcycle traffic only, where the SHR Thunder through the Valley Parade ends, and motorcycle parking is located in the middle of the street during the Steel Horse Rally.



### **D. Vendors at Cisterna Park (1100 block of Garrison Ave.; Towson Rd.) (paved street closed to traffic, pedestrians only)**

Vendor Area D is located on the paved street next to Cisterna Park which touches Garrison Ave. and features a statue of Gen. William Darby on a motorcycle. This area is a visual focal point as it is located next to the huge American flag displayed from a Fort Smith Fire Truck, the highlight of the Thunder through the Valley motorcycle parade, as thousands of motorcycles ride underneath it on Saturday. This area is also closest to the fastest-growing new event, the Cops & Cones Motorcycle Exhibition.