SINCE 1965: THE UTAH

# BUA SHO & WATERSPORTS EXPO

JAN 29 - FEB 1 2026

# MOUNTAIN AMERICA EXPO CENTER

## **FUTURE SHOW DATES:**

February 4-7, 2027 | February 1-4, 2029 February 3-6, 2028 | Jan 31- Feb 3, 2030

# WHY ARE OUR SHOWS SUCCESSFUL? **BECAUSE WE PROMOTE!**

- Outdoor: Bustails, Billboards, and Digital Boards
- TV, Radio and Live Remotes
- Internet Banners on TV and Radio websites
- E-mail and Text Blasts
- Online Ticket discounts
- Extensive Social Media













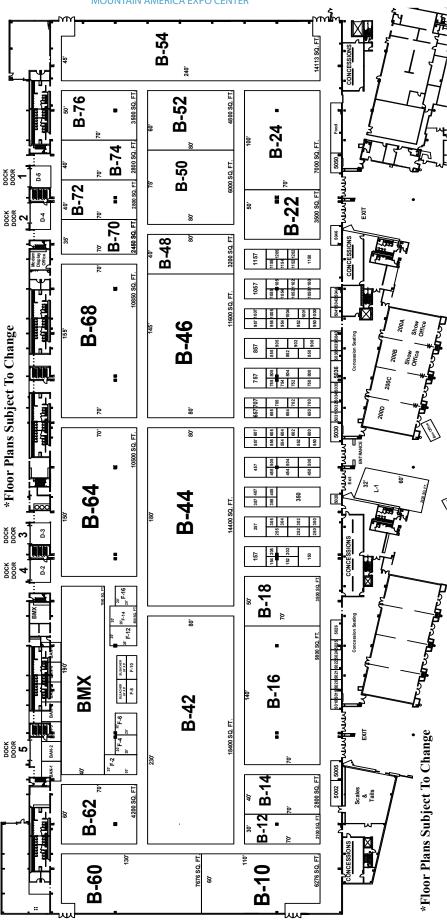






BOAT SHOW & WATERSPORTS EXPO

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### **SHOW HOURS**

Thursday, January 29th	2	рm	to	9	pm
Friday, January 30th	Ν	oon	to 1	0	pm
Saturday, January 31st	1	l am	ı to	9	pm
Sunday, February 1st	1	l am	to	6	pm

### **MOVE-IN SCHEDULE\***

Monday, January 26th	Noon to 9 pm
Tuesday, January 27th	
Wednesday, January 28th	9 am to 9 pm
Thursday, January 29th	9 am to Noon
(No Move-in after 12pm on opening de	ay)

### **MOVE-OUTSCHEDULE\***

BOOTH SPACES are reserved for surf boards, water skis, wakeboards, SUPs, tubes, lights, audio, video, security, towers, covers, wraps, coatings, awnings, storage, platforms, morrings, docks, lifts, decking, bumpers, hitches, e-bikes, scooters, travel, guides, resorts and much more. Not sure if your product is a good fit for the show? Give us a call! 801-485-7399.

### **ACCESSORY BOOTH RATES**

10X10	\$1,595	20X20	\$6,380
10X20	\$3,190	20X30	\$9,870
10X30	\$4,785		

Add \$150 for each corner. Rates subject to change.

### **BULK SPACE FOR DEALERS EXHIBITING BOATS**

- \* No accessories or vehicles are allowed in bulk boat space.
- \* Rates are subject to change.

<u>Space Footage</u> : <u>Rates</u> :	Without Carpet	With Carpet
2000 - 3000 sq. ft.	\$7.25/sq.ft.	\$7.50/sq.ft.
3001 - 4000 sq. ft.	\$6.50/sq.ft.	\$6.75/sq.ft.
4001 - 5000 sq. ft.	\$6.25/sq.ft.	\$6.50/sq.ft.
5001+ sq. ft.	\$5.35/sq.ft.	\$5.60/sq.ft.

### **ADDITIONAL MARKETING OPPORTUNITIES**

- Banners above the BMX stunt team
- Ad on digital signs located throughout the show
- Ad in digital buyer's guide (Contact Dave Baker)
- Logo on E-tickets
- Entrance bag rights

### **DEMOGRAPHICS FOR BOAT SHOW\*\*\***

- 75.9% of attendees are between the ages of 18-56
- 56% of attendees earn over \$80,000+ per year
- 73% are home owners
- 66% are married
- 40.5% plan to buy a new boat in the next year
- 46.5% own a boat?

### **RESERVE SPACE NOW**

Call 801.485.7399

Debra Greenband ~ dmgreenband@greenband.com Jon Greenband ~ jon@greenband.com 4525 S. 2300 E. Suite 200, Salt Lake City, UT 84117 Greenband.com UtahBoatShow.com Fax: 801.485.0687

\*Move-in and move-out times subject to change. Please refer to exhibitor manual. Floor plan and rates for exhibit space subject to change without notice. For an up-to-date floor plan visit greenband.com

\*\*\*Surveyed at the 2025 show.