

SINCE 1965: THE UTAH

BOAT SHOW

& 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



greenband.com

801.485.7399

On Instagram @UtahBoatShow

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SHOW HOURS

Thursday, January 29th 2 pm to 9 pm
Friday, January 30th Noon to 10 pm
Saturday, January 31st 11 am to 9 pm
Sunday, February 1st 11 am to 6 pm

MOVE-IN SCHEDULE*

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

MOVE-OUT SCHEDULE*

Sunday, February 2nd 6:15 pm to 11:55 pm
Monday, February 3rd 8 am to 5 pm
(No move-out before 6:15pm on Sunday)

BOOTH SPACES are reserved for surf boards, water skis, wakeboards, SUPs, tubes, lights, audio, video, security, towers, covers, wraps, coatings, awnings, storage, platforms, mornings, 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.

Space Footage:	Rates: 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
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*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.

