

SINCE 1965: THE UTAH

# BOAT SHOW

& WATERSPORTS EXPO

FEBRUARY 4 - 7  
2027

MOUNTAIN AMERICA EXPO CENTER

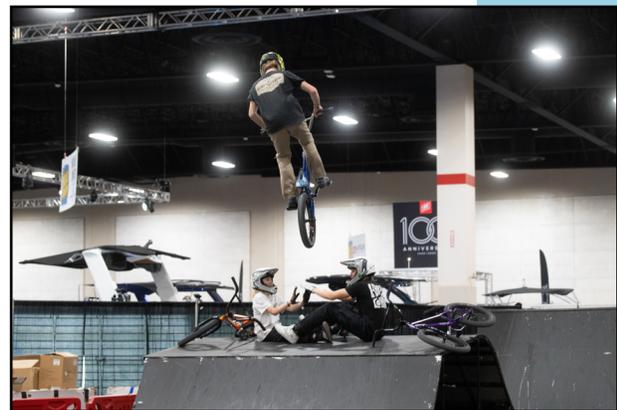
FUTURE SHOW DATES:

February 3-6, 2028 | Jan 31- Feb 3, 2030

February 1-4, 2029 | Jan 30 - Feb 2, 2031

## 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



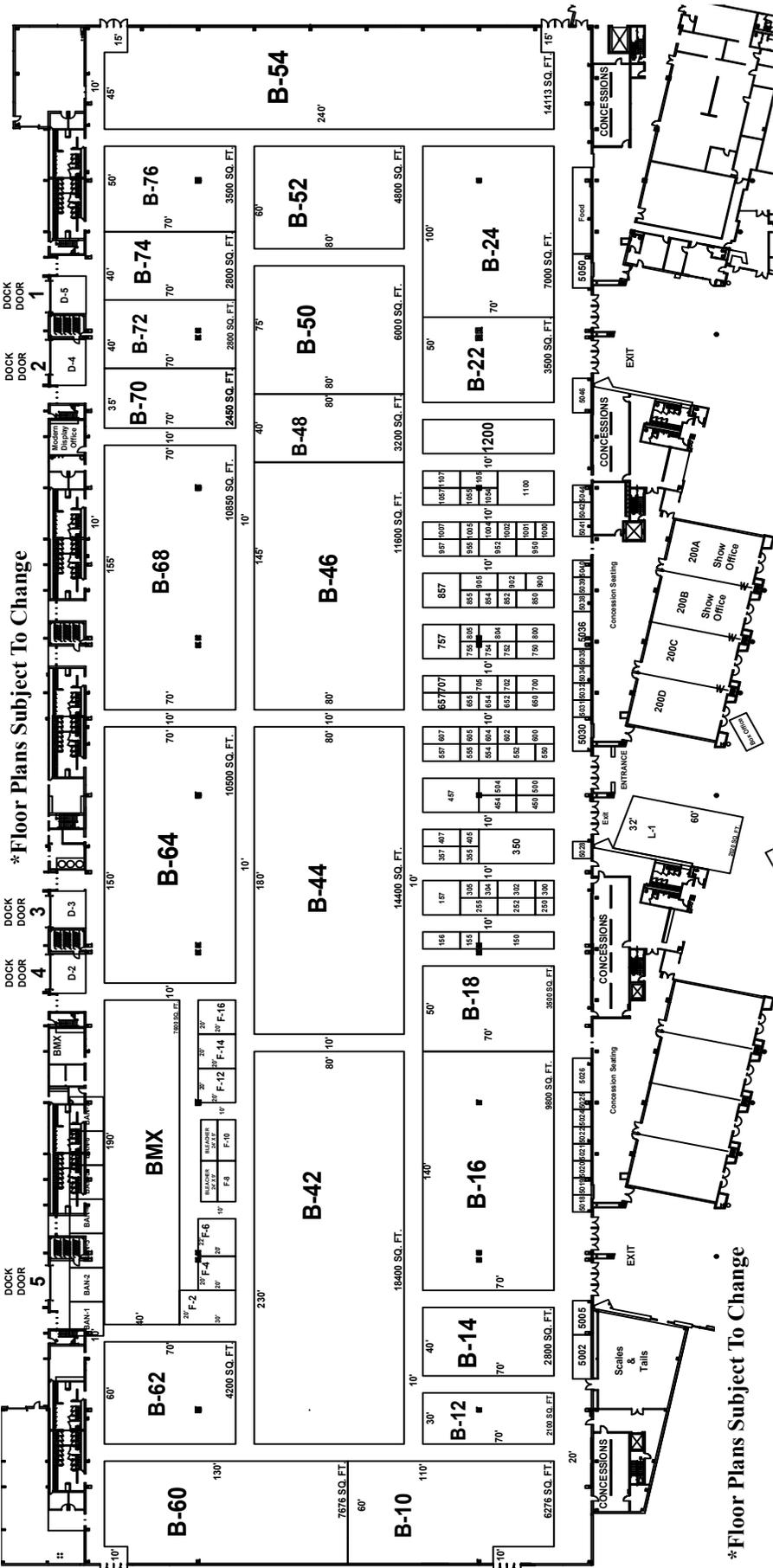
greenband.com

801.485.7399

On Instagram @UtahBoatShow

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**SHOW HOURS**

Thursday, February 4th ..... 2 pm to 9 pm  
 Friday, February 5th ..... Noon to 10 pm  
 Saturday, February 6th ..... 11 am to 9 pm  
 Sunday, February 7th ..... 11 am to 6 pm

**MOVE-IN SCHEDULE\***

Monday, January 31st ..... Noon to 9 pm  
 Tuesday, February 1st ..... 9 am to 9 pm  
 Wednesday, February 2nd ..... 9 am to 9 pm  
 Thursday, February 3rd ..... 9 am to Noon  
 (No Move-in after 12pm on opening day)

**MOVE-OUT SCHEDULE\***

Sunday, February 7th ..... 6:15 pm to 11:55 pm  
 Monday, February 8th ..... 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, marrings, 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 ..... \$1,695      20X20 ..... \$6,786  
 10X20 ..... \$3,390

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
2000 - 3000 sq. ft.	\$8.50/sq.ft.
3001 - 4000 sq. ft.	\$7.50/sq.ft.
4001 - 5000 sq. ft.	\$6.95/sq.ft.
5001+ 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.

\*Floor Plans Subject To Change