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















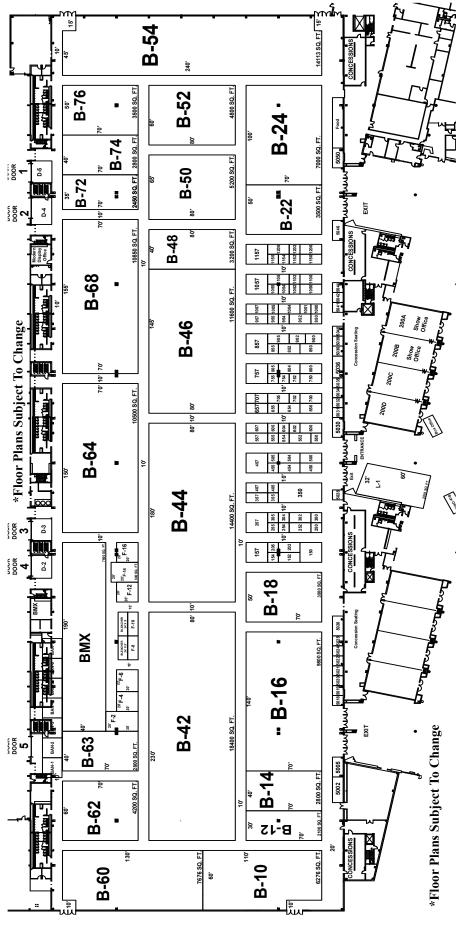






BOAT SHOW & WATERSPORTS EXPO

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SHOW HOURS

Thursday, January 29th	2	pm	to 9	9 pr	n
Friday, January 30th	Ν	oon	to 1	0 pr	n
Saturday, January 31st	11	am	to	9 pr	n
Sunday, February 1st	11	am	to	6 pr	n

MOVE-IN SCHEDULE*

Monday, January 26th Noon to 9 pm
Tuesday, January 27th9 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-OUTSCHEDULE*

Sunday, February 2nd6:15 pm to 11:55 pm Monday, February 3rd8 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, 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			

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

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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.