

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



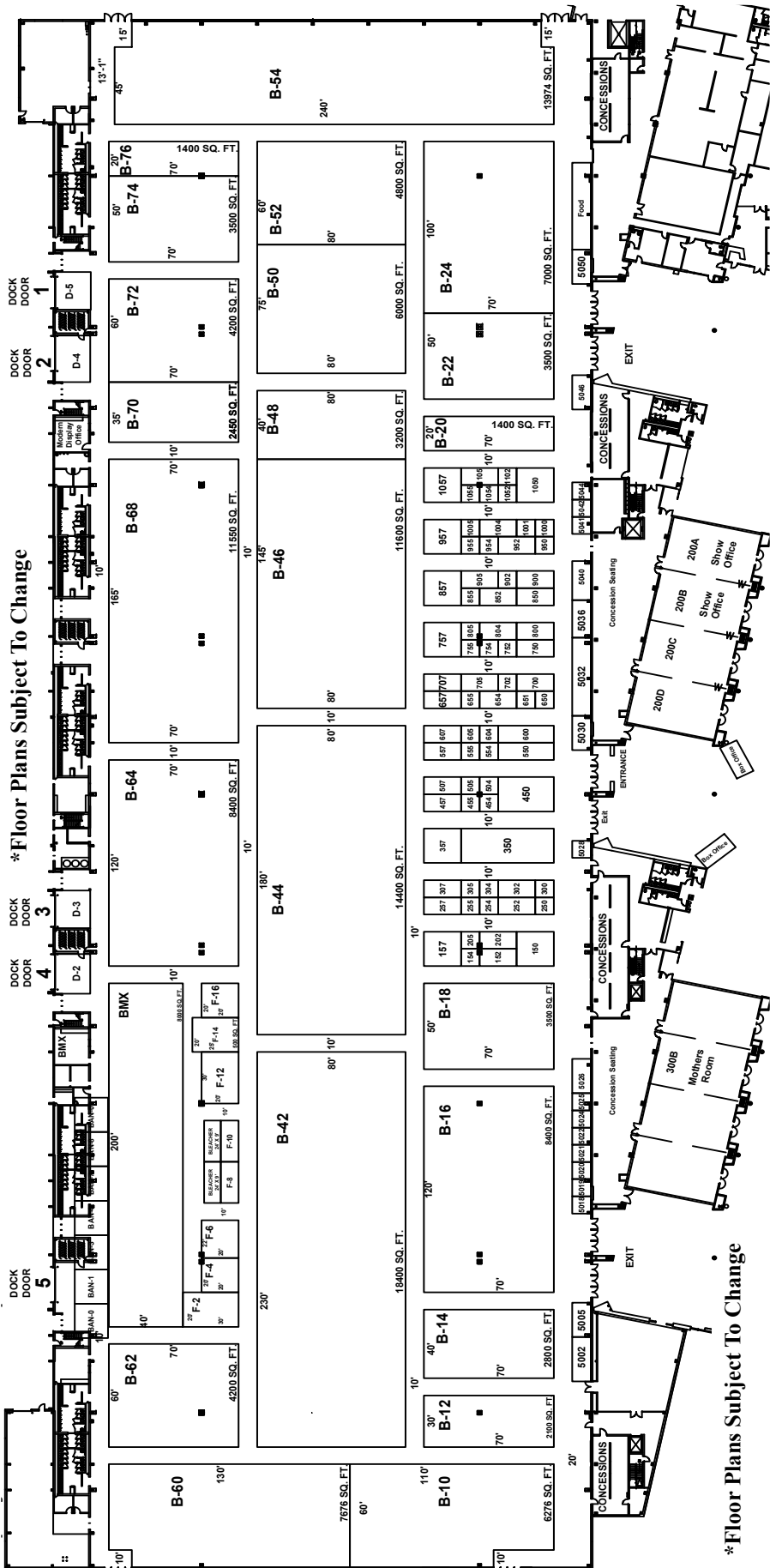
greenband.com

801.485.7399

On Instagram @UtahBoatShow

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\*Floor Plans Subject To Change

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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\*

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 - 3999 sq. ft.	\$6.95/sq.ft.	\$7.45/sq.ft.
4000 - 4999 sq. ft.	\$5.95/sq.ft.	\$6.25/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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 Greenband.com UtahBoatShow.com  
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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.