

SINCE 1965: THE UTAH

# BOAT SHOW

& WATERSPORTS EXPO

JAN 30 - FEB 2  
2025

MOUNTAIN AMERICA EXPO CENTER

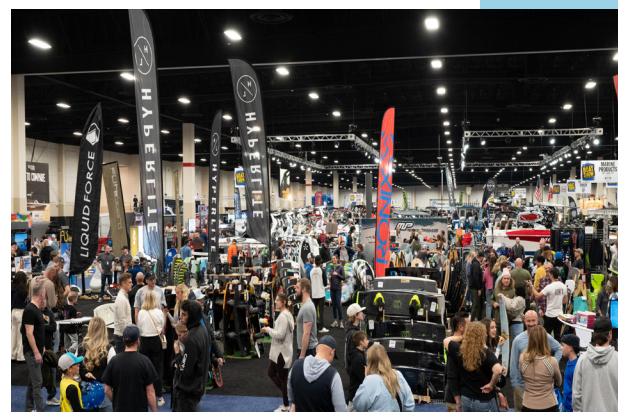
FUTURE SHOW DATES:

Jan. 29-Feb. 1, 2026 | February 3-6, 2028

February 4-7, 2027 | February 1-4, 2029

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

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



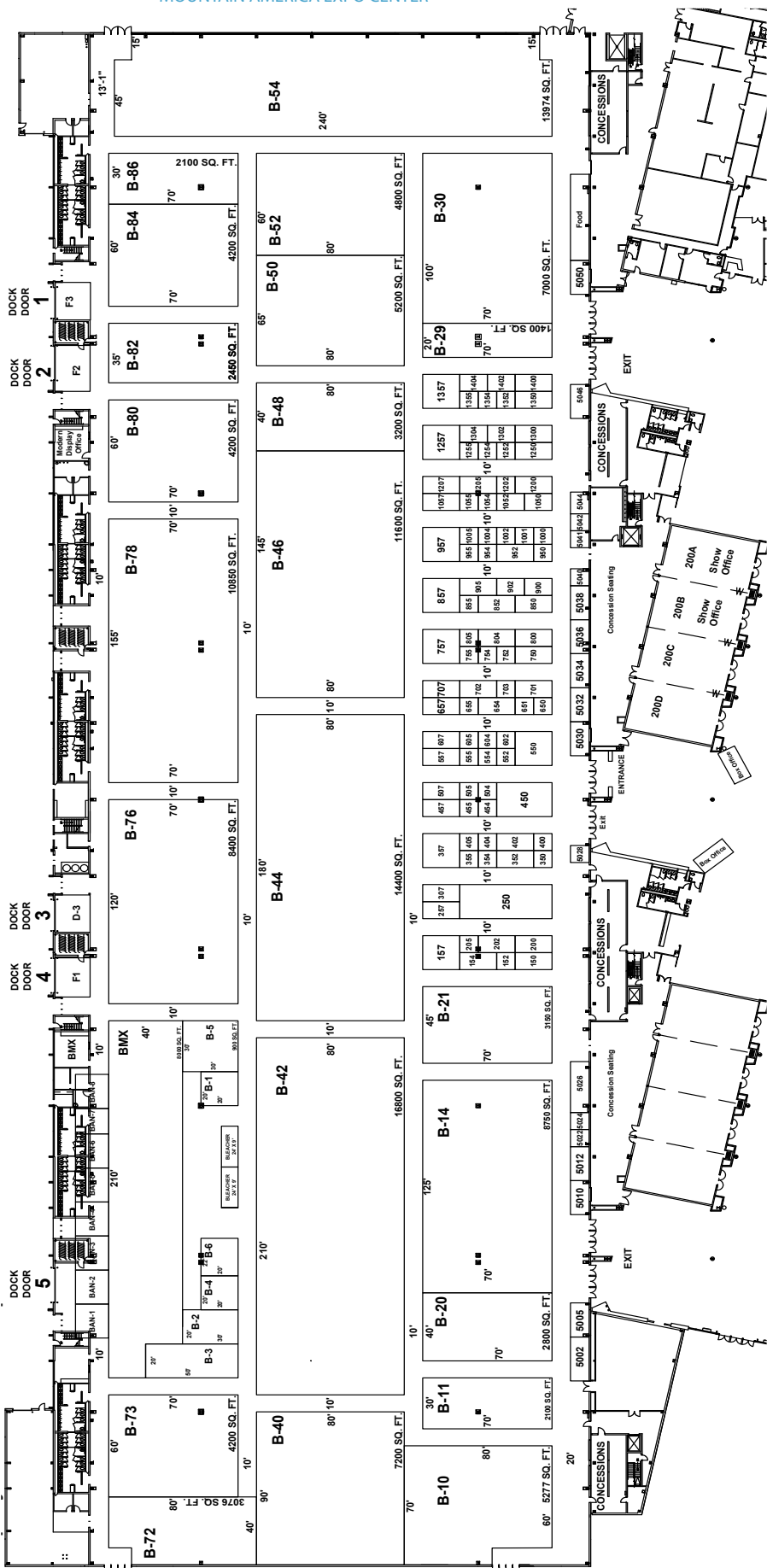
greenband.com

801.485.7399

On Instagram @UtahBoatShow

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### SHOWHOURS

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

### MOVE-IN SCHEDULE\*

Tuesday, January 28th ..... 9 am to 9 pm  
 Wednesday, January 29th ..... 9 am to 9 pm  
 Thursday, January 30th ..... 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

Boating & Marine Accessories, Guides and Outfitters, Tourism, Resorts, Travel, Bimini's, Boat Covers, Boating Safety and more. Sell to thousands of your customers face-to-face.

### ACCESSORY BOOTH RATES

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

Add \$150 for each corner.

More information may be found in the Exhibitor Manual at [greenband.com](http://greenband.com)

### BULK SPACE FOR DEALERS EXHIBITING BOATS

(Note: Rates include carpet; No accessories sales are allowed in bulk space.)

1000 sq. ft. min. ....	\$15.00/sq.ft.
3000 sq. ft. min. ....	\$7.45/sq.ft.
4000 sq. ft. min. ....	\$6.25/sq.ft.
5001+ sq. ft. min. ....	\$5.40/sq.ft.

### ADDITIONAL MARKETING OPPORTUNITIES

- Banners above the BMX stunt team
- Ad on digital signs located throughout the show
- Ad in buyers guide
- Logo on E-tickets
- Entrance bag rights

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

- 89.9% of attendees are between the ages of 18-56
- 60% of attendees earn over \$80,000+ per year
- 68% are home owners
- 63% are married
- 41.5% plan to buy a new boat in the next year
- 41.5% own a boat between 21'- 35'

### RESERVE SPACE NOW

Call 801.485.7399

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[Greenband.com](http://Greenband.com) [UtahBoatShow.com](http://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](http://greenband.com)

\*\*\*Surveyed at the 2024 show.