



LOS ANGELES BOAT SHOW

www.theLAboatshow.com



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POWERED BY 20 YEARS OF BOAT SHOW + EVENT PRODUCTION EXPERIENCE

Backed by a team of seasoned event production professionals with decades of experience in boating and outdoor consumer events, the Los Angeles Boat Show blends the legacy of past shows with a fresh focus on quality, innovation, and modern consumer engagement.

The 2026 Los Angeles Boat Show is your chance to showcase your brand and connect with thousands of ready-to-buy consumers in one of the nation's most dynamic boating markets.



WHY EXHIBIT AT THE LOS ANGELES BOAT SHOW?

HIGH-ENERGY ENVIRONMENT

We're creating a buzzworthy experience with the latest boats, gear, and marine lifestyle products.

SERIOUS BUYERS, REAL SALES

Our attendees aren't just looking, they're ready to buy.

PRIME WINTER TIMING

Kick off the boating season strong in late January while buyers are planning and budgeting.

EXPERTLY PRODUCED

Our experienced team understands how to deliver results for exhibitors.

AGGRESSIVE MARKETING

We'll drive traffic to the show through digital, social, PR, and more.



SHOW DETAILS

SHOW DAYS

January 30 - February 1, 2026

LOCATION

Long Beach Convention Center
300 E Ocean Blvd
Long Beach, CA 90802

SHOW HOURS

Friday, 1/30/26 | 11:00am - 8:00pm
Saturday, 1/31/26 | 10:00am - 8:00pm
Sunday, 2/1/26 | 10:00am - 6:00pm

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AVAILABLE SPACE

BULK SPACE

\$3.75sq ft

BOOTH SPACE

10x10 | \$1,000

10x20 | \$2,000

Let's Put Your Brand in the Spotlight

Whether you're launching a new product or expanding your reach, the Los Angeles Boat Show offers a proven platform to grow your business and connect with engaged, affluent buyers.



WHO *we're* SPEAKING *to*

DEMOGRAPHICS & PSYCHOGRAPHICS

- Income: \$100K+ annually
- Interests: Boating, luxury lifestyle, outdoor recreation, water sports
- Behaviors: Active on social media, subscribe to boating/luxury publications, attend relevant events

PRIMARY AUDIENCE: HIGH-END BOAT BUYERS

- Affluent individuals actively in the market for new boats or marine products
- Interested in luxury, leisure, and lifestyle experiences
- Typically 30–65 years old, with high disposable income

BOATING ENTHUSIASTS & HOBBYISTS

- Existing boat owners looking to upgrade or explore new products in the market
- Passionate about water sports, cruising, and marine activities
- Engaged in boating communities, clubs, and online forums

LIFESTYLE & LUXURY CONSUMERS

- Interested in premium outdoor, travel, and lifestyle experiences
- Follow luxury brands, marine publications, and social media influencers
- Open to discovering new high-end products and services

KEY DECISION-MAKERS

- Individuals with purchasing authority for high-value boats or marine services
- Likely to influence friends, family, and peers within the boating community

REGIONAL FOCUS

- Southern California residents, primarily Los Angeles, Orange County, Riverside, San Bernardino, Ventura, and SoCal coastal communities

DIGITAL MARKETING

Digital reach prioritized to connect with serious, ready-to-buy attendees

- Targeted digital advertising (display, programmatic, paid search)
- Social media marketing (Instagram, Facebook, TikTok, LinkedIn)
- Meta (Facebook & Instagram) audience targeting and retargeting
- Email marketing campaigns and qualified prospects (Eventbrite)
- Influencer collaborations and sponsored content
- Engaging video content (social, pre-show promos, ads)
- Paid social media ads to drive awareness and ticket sales
- Local targeted ads (Nextdoor, Google)



PUBLIC RELATIONS & MEDIA

Beyond digital - Aligning all channels to create excitement, anticipation, and attendance reach of 18 million+

- Strategic PR initiatives (press releases, media outreach)
- Earned media coverage in boating, lifestyle, and luxury publications
- Partnerships with regional lifestyle, outdoor, and marine outlets
- Event press previews and media partnerships
- Print advertisement
- Traditional (vinyl) / Static Billboards, Digital Billboards (LED)
- Long Beach Convention Center marquee display



SPONSORSHIP OPPORTUNITIES

PARTNER WITH LOS ANGELES BOAT SHOW

Los Angeles Boat Show goes beyond just hosting an event, we deliver powerful promotion across every channel.

By combining strong industry connections with a smart mix of social media, traditional media, podcasts, and influencer outreach, we maximize your brand's visibility at boat shows in Los Angeles. As a sponsor, you'll benefit from ongoing exposure that extends well beyond the event itself.

We offer multiple opportunities at various budget levels, partners can align with the show in ways that best fit their goals. All sponsorships include brand visibility across event marketing, ensuring strong exposure before, during, and after the show.

View Sponsorship deck at: theLAboatshow.com

www.theLAboatshow.com

LOS ANGELES BOAT SHOW

POWERED BY PROFESSIONALS WHO KNOW BOATS AND KNOW SOUTHERN CALIFORNIA EVENTS

For inquiries or sponsorship opportunities please contact us at:

email | info@thelaboatshow.com

phone | 800-261-0271

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THANK YOU