

VENDOR DECK 2027

LOS ANGELES BOAT SHOW

JANUARY 29 - 31, 2027

www.theLAboatshow.com



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SOUTHERN CALIFORNIA'S PREMIER BOAT SHOW BACK IN 2027!

Following a successful 2026 debut, the Los Angeles Boat Show quickly established itself as Southern California's premier boat show, exceeding expectations for exhibitor sales, attendees, and industry partners alike.

Building on that momentum, the 2027 Los Angeles Boat Show is expected to be even bigger, attracting thousands of boating enthusiasts from across Southern California. With strong exhibitor demand and limited space available, we anticipate the 2027 show will sell out quickly.



POWERED BY 20 YEARS OF BOAT SHOW + EVENT PRODUCTION EXPERIENCE

Produced by Legacy Show Productions, a team with more than 20 years of event experience, the show provides a high-energy marketplace for boats, marine products, accessories, technology, and on-water lifestyle brands.

Secure your space early and showcase your brand to an audience actively shopping, comparing, and buying. Join us at the 2027 Los Angeles Boat Show and be part of Southern California's premier boating event.

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WHY EXHIBIT AT THE LOS ANGELES BOAT SHOW?

HIGH-ENERGY ENVIRONMENT

We've created 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.

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SHOW DETAILS

SHOW DAYS

January 29 - 31, 2027

LOCATION

Long Beach Sports Arena + Convention Center
300 E Ocean Blvd
Long Beach, CA 90802

SHOW HOURS

Friday, 1/29/27 | 11:00am - 8:00pm

Saturday, 1/30/27 | 10:00am - 8:00pm

Sunday, 1/31/27 | 10:00am - 6:00pm

www.theLAboatshow.com

AVAILABLE SPACE

BULK SPACE

\$4.50sq ft

BOOTH SPACE

10x10 | \$1,200

10x20 | \$2,400

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

A large blue marquee sign for the Los Angeles Boat Show. The sign is mounted on a structure, and the background shows a cityscape with palm trees and buildings under a clear blue sky. The text on the sign is white and bold.

LOS ANGELES
BOAT SHOW

JAN 29 31, 2027

LONG BEACH CONVENTION CENTER

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