



FOR IMMEDIATE RELEASE

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The Jersey Shore's Ultimate Boating Weekend Returns September 25 - 27, 2026

New boats, new exhibitors, an expanded Boater's Marketplace, live music and family fun highlight the 2026 Jersey Shore Boat Sale & Expo at ShoreTown Ballpark.

BRIELLE, NJ - Boating enthusiasts and families are invited to experience the Jersey Shore's ultimate boating weekend when the 2026 Jersey Shore Boat Sale & Expo returns to ShoreTown Ballpark, home of the Jersey Shore BlueClaws, September 25–27, 2026.

Organized by the Marine Trades Association of New Jersey (MTA/NJ), the annual event brings together marine dealers, manufacturers, exhibitors and boating businesses for three days of boat shopping, boating products, live entertainment and family-friendly activities.

With more than 200 boats on display, new exhibitors and boat lines, an expanded Boater's Marketplace, and the return of live music, this year's show offers even more opportunities to explore the boating lifestyle and prepare for the next adventure on the water.

More Than 200 Boats, Including New 2027 Models

Attendees can climb aboard and compare more than 200 boats, including the latest 2027 models, from leading marine dealers and manufacturers. The impressive selection includes center consoles, fishing boats, bowriders, pontoons, cruisers, luxury yachts, family boats and pre-owned vessels, offering something for virtually every type of boater and budget.

Whether shopping for a first boat or upgrading to a new model, visitors can explore new boat lines, speak directly with knowledgeable dealers and take advantage of special show pricing, package deals, financing opportunities and end-of-season incentives.

"The Jersey Shore Boat Sale & Expo gets bigger and better every year, and 2026 is shaping up to be an exciting show," said Melissa Danko, MTA/NJ Executive Director. "We're bringing together new exhibitors, new boat lines, more boating products and electronics, and the great live music our attendees

enjoyed last year. It's a fun, affordable way to experience everything the boating industry has to offer in one place."

Expanded Boater's Marketplace Offers More to Explore

The expanded Boater's Marketplace will feature an even wider selection of products, services and equipment for today's boaters. Visitors can shop marine electronics, boating gear, accessories, safety equipment, kayaks, apparel and more. Chart House Marine Electronics & Outfitters, the show's Premier Sponsor, will showcase its marine electronics and outfitting products, giving boaters an opportunity to explore the latest technology and upgrades for their vessels.

Yakkity Yak Kayaks will also join the marketplace with kayaks on display and on-site demonstrations, allowing attendees to get a closer look at the products and experience them firsthand.

From outfitting a new boat and upgrading existing equipment to shopping for needed services to prepare for next season, the expanded marketplace offers something for every boating enthusiast.

Rock the Boat Show Returns with Live Music

After adding new energy to last year's event, live music is back for 2026! Attendees can enjoy live bands throughout the weekend while shopping for the show, exploring boats, enjoying food and spending time with family and friends. The entertainment creates a relaxed Jersey Shore atmosphere and makes the event an enjoyable destination for boaters and non-boaters alike.

Family Fun at ShoreTown Ballpark

The Jersey Shore Boat Sale & Expo offers plenty of activities for younger visitors, too. Children can participate in the nautical "I Spy" Scavenger Hunt, searching the show for boating-related items and entering for a chance to win fishing and boating prizes.

Families can also enjoy activities and entertainment throughout the weekend, along with the unique atmosphere of ShoreTown Ballpark, including opportunities to run the bases at the home of the Jersey Shore BlueClaws.

One Online Ticket, Three Great Events

Purchasing a Jersey Shore Boat Sale & Expo ticket online also includes admission to two additional events, giving attendees three opportunities to enjoy boating and family fun with one online ticket purchase.

The ticket includes admission to:

- **Jersey Shore Boat Sale & Expo:** September 25 - 27, 2026, at ShoreTown Ballpark.
- **New Jersey Boat Sale & Expo:** February 4 - 7, 2027, in Edison.
- **Jersey Shore BlueClaws Opening Day** in April, 2027

It's an opportunity to enjoy three great events with family and friends throughout the year.

Affordable Fun at the Jersey Shore

As a nonprofit organization dedicated to promoting and protecting New Jersey's recreational boating industry, MTA/NJ works to keep the Jersey Shore Boat Sale & Expo affordable and accessible.

Admission is just \$10 per person, and children under 12 are admitted free when accompanied by an adult. Parking is free and a variety of food, beverages, beer and snacks will be available for purchase throughout the event.

Whether actively shopping for a boat, searching for the latest marine electronics and boating gear, looking for end-of-season deals or simply planning a fun family weekend, the Jersey Shore Boat Sale & Expo offers something for everyone.

2026 Jersey Shore Boat Sale & Expo Sponsors

The 2026 Jersey Shore Boat Sale & Expo is proudly supported by Premier Sponsor Chart House Marine Electronics & Outfitters and Supporting Sponsors Travelers Ocean Marine, Pettit Paint and ValvTect Marine Fuel.

MTA/NJ extends its sincere appreciation to these industry leaders for their support of the show and their commitment to New Jersey's recreational boating community.

Event Information

2026 Jersey Shore Boat Sale & Expo

Dates: September 25–27, 2026

Show Hours: Friday	12PM - 6 PM
Saturday	10AM - 6 PM
Sunday	10 AM -5 PM

Location: ShoreTown Ballpark, home of the Jersey Shore BlueClaws

Admission: \$10 per person; children under 12 admitted free with an adult

Parking: FREE

For more information and to purchase tickets, visit JerseyBoatExpo.com.

Come see what's new, climb aboard, shop the marketplace, check out the kayaks and rock with the bands. Don't miss the Jersey Shore's ultimate boating weekend!

Contact: Phone: 732-292-1051; Fax: 732-292-1041; Email: info@jerseyboatexpo.com.

All proceeds from the event return to the MTA/NJ to support its efforts to promote, advance, and protect the recreational boating industry in New Jersey.

About the MTA/NJ

The Marine Trades Association of New Jersey (MTA/NJ), established in 1972, is a non-profit organization dedicated to promoting, advancing and protecting the recreational marine industry and waterways in the State of New Jersey. The MTA/NJ is dedicated to the interests of the industry as a whole for the benefit of its individual members and the consumers whom they serve. In addition to many accomplishments, the MTA/NJ produces two boat shows, the Jersey Shore Boat Sale & Expo held in September at ShoreTown Ballpark in Lakewood and the New Jersey Boat Sale & Expo held in February at the New Jersey Convention & Expo Center in Edison. The MTA/NJ proudly endorses the Discover Boating Atlantic City Boat Show produced by the National Marine Manufacturers Association.