

SELL YOUR BOATS AT THE JERSEY SHORE BOAT SALE & EXPO



CONNECT WITH THOUSANDS OF JERSEY SHORE BOATERS

Display your products and services to thousands of prospects at the region's most convenient boat show.



Get ready to dive into one of the best boating events in New Jersey! The **Jersey Shore Boat Sale & Expo** takes place entirely outdoors at Shore Town Ballpark in Lakewood, turning the parking lot into a sea of boats. Hundreds of brand-new vessels will be on display, plus a special section just for quality pre-owned boats - perfect for every kind of boater. Hosted by the Marine Trades Association of New Jersey (MTA/NJ), this exciting event is more than just a boat show - it's a celebration of the boating lifestyle. Even better? Every dollar raised goes right back into supporting and growing New Jersey's recreational marine industry and protecting its beautiful waterways.



Thousands of prospective leads over 3 days



Convenient and central location, unique venue and plenty of free parking



Very affordable exhibit cost



Excellent return on investment unlike any other boat show



Easy move in and out for all exhibitors



ALL proceeds support the recreational boating industry

Reserve as much bulk space as you need in the parking lot.





September 25-27, 2026

ShoreTown Ballpark- Home of the Jersey Shore BlueClaws
Lakewood, NJ

JerseyBoatExpo.com



Plenty of outdoor space for consumers to board and shop for both new and pre-owned.

Now is the time to showcase your boat brands to thousands of local boaters. The MTA/NJ is committed to delivering a boat sale event that is successful and prosperous for you.

Vast, Affordable Space

Bulk space starts at just \$3900 for 3650 square feet. You can add an additional half space at a reduced rate. With the unique parking lot setup, you can greatly customize your own booth with exactly the square footage you need. The footprint of the show expands as required across the parking lots of ShoreTown Ballpark.

Bring Your Prior Year Models

Another characteristic that sets this show apart from the rest is the unique pre-owned boat section. Make even more deals to close out the season by targeting the budget-minded or first time boater. Pre-owned space is just \$8 per foot for dealers with existing bulk space in the event.

HEAR WHAT OUR PREVIOUS EXHIBITORS HAVE TO SAY:

We have continuously participated at the Jersey Shore Boat Sale & Expo since its inception. We find it to be conveniently located and a great venue which provides an excellent opportunity to meet qualified boating enthusiasts. Being that it takes place in September we are able to display and offer the buyers savings on current and leftover models as well as premiering the newest offerings. We have had tremendous success and look forward to continuing our relationship with the Marine Trades Association at the Jersey Shore Boat Sale & Expo.

- Pete F., Toms River Marine & Motorsports

JSBSE is an affordable boat show that gets RESULTS! Centrally located, outdoors, reasonably priced and ease of setup and breakdown make this one of our favorite shows with a great ROI.

- Don D., Comstock Yacht Sales & Marina

This is one of my favorite shows to do and the people at the MTA do a great job organizing and marketing the show. Move-in and move-out is easy and our expense to return ratio is a Homerun.

- Dean M., Riptide Marine Center

I've been doing the Jersey Shore Boat Sale & Expo each year since its inception, and though it's just one of well over a dozen various shows that we have done over a great many years, it has without question provided the best return on investment of any show in any year. The venue is ideally located, and the show is super easy to setup and break down. Add in that due it's very low cost for exhibit space, there is minimal risk should we not have a typical year where we sell lots of boats and get lots of leads, and it's a winning proposition. Plus... There's a Used Boat Section too! How could you go wrong?

- Paul T., Causeway Marine Sales

READY TO GET STARTED? Email us at info@jerseyboatexpo.com for an application.