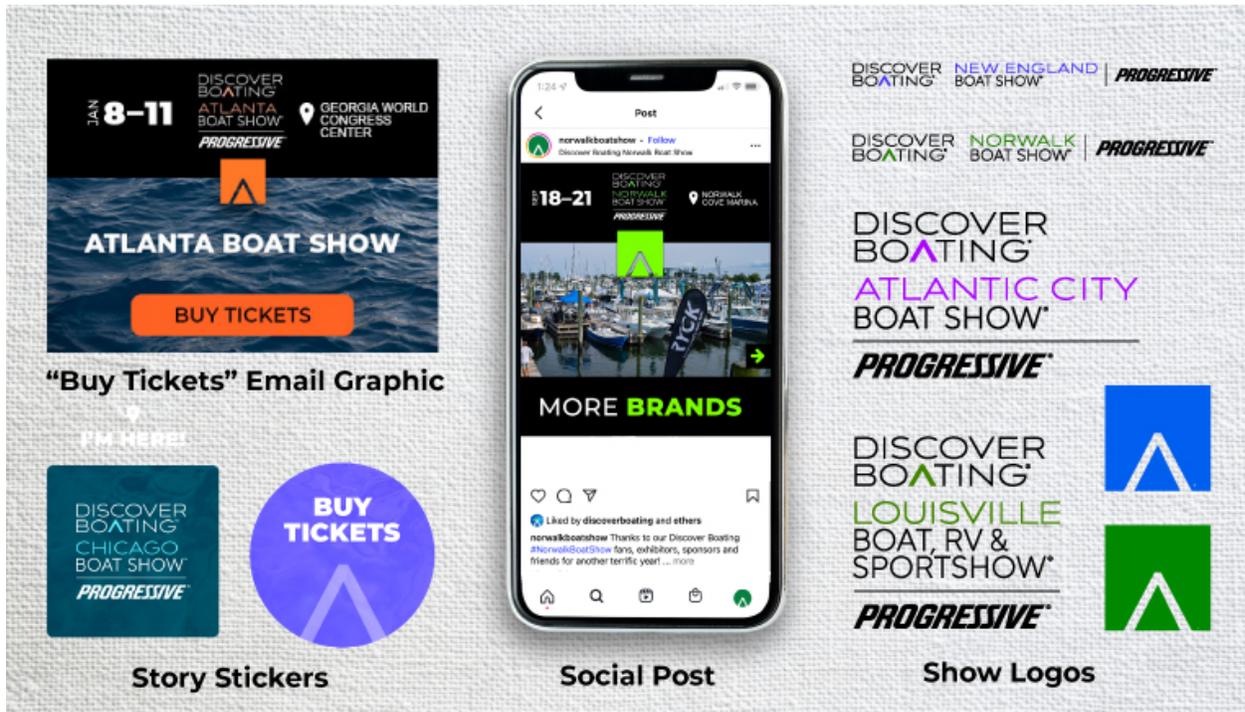


Discover Boating Toolkit Available to Support Industry Boat Show Marketing

12/12/2025 12:00:00 AM | Boat/Sportshows



As Discover Boating prepares to welcome thousands of consumers across the country to its boat shows in 2026, show marketing is in full swing. To help the industry maximize its investment at boat shows, the [Discover Boating Boat Show Promotional Toolkit](#) is now available.

The industry's Discover Boating boat show assets include logos and banners, social creative and more. [Access the toolkit here.](#)

The 2026 Discover Boating boat show schedule is as follows:

- Discover Boating New England Boat Show®, in partnership with Progressive®—Jan. 7–11, 2026
- Discover Boating Atlanta Boat Show®, in partnership with Progressive®—Jan. 8–11, 2026
- Discover Boating New York Boat Show®, in partnership with Progressive®—Jan. 21–25, 2026
- Discover Boating Minneapolis Boat Show®, in partnership with Progressive®—Jan. 22–25, 2026

- Discover Boating Chicago Boat Show™, in partnership with Progressive®—Jan. 28–Feb. 1, 2026
- Discover Boating Louisville Boat, RV, & Sportshow®, in partnership with Progressive®—Jan. 28–Feb. 1, 2026
- Discover Boating Mid-Atlantic Boat Show®, in partnership with Progressive®—Feb. 5–8, 2026
- Discover Boating Miami International Boat Show® – Feb.11-15, 2026 ([Miami assets available here](#))
- Discover Boating Atlantic City Boat Show®, in partnership with Progressive®—Feb. 25–Mar. 1, 2026
- Discover Boating Norwalk Boat Show®, in partnership with Progressive®– Sept. 24-27, 2026

Visit DiscoverBoating.com/boatshows for a comprehensive calendar of shows happening across the country.