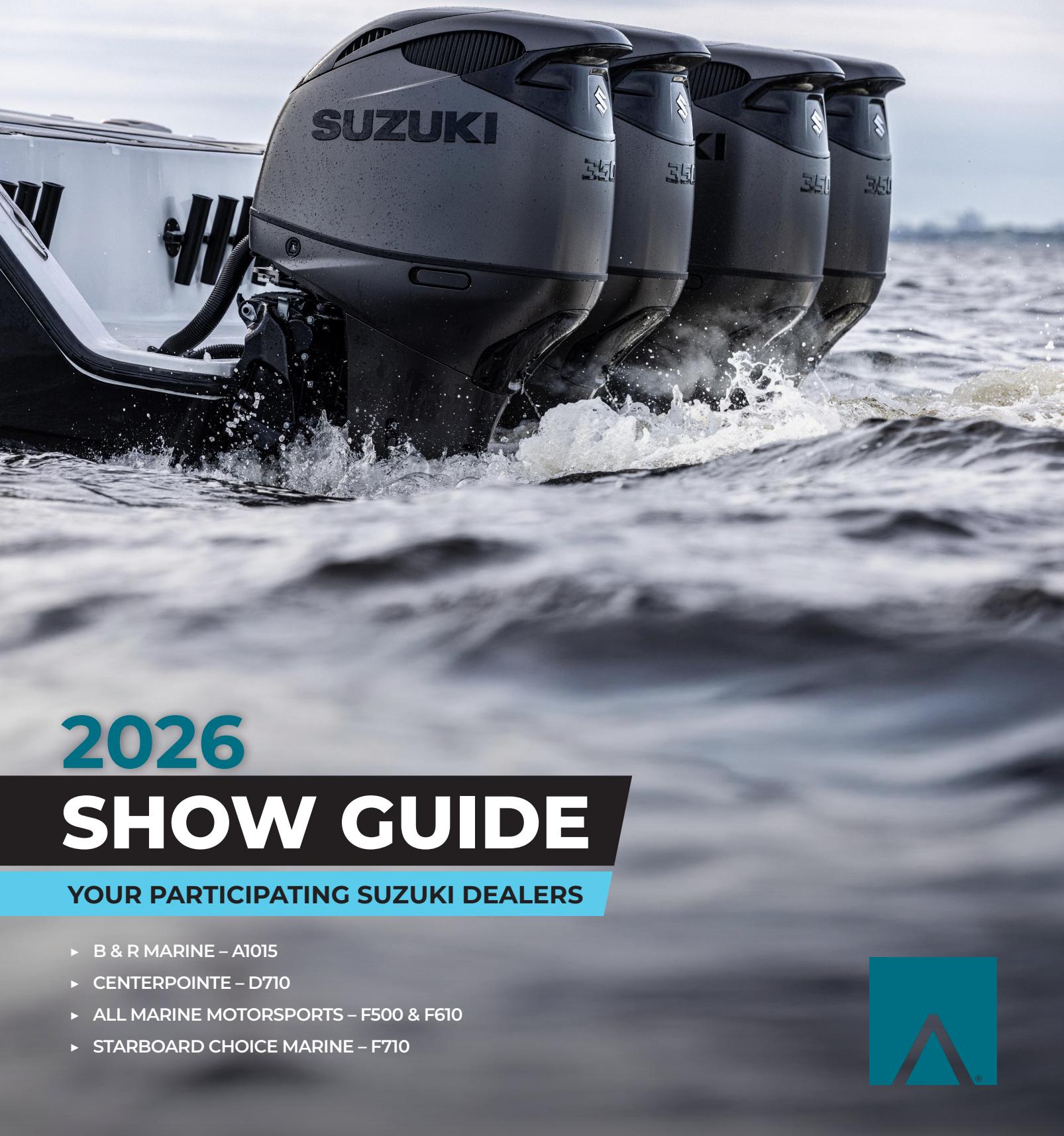


DISCOVER
BOATING®

CHICAGO
BOAT SHOW®

PROGRESSIVE®

JANUARY 28–FEBRUARY 1, 2026



2026 SHOW GUIDE

YOUR PARTICIPATING SUZUKI DEALERS

- B & R MARINE – A1015
- CENTERPOINTE – D710
- ALL MARINE MOTORSPORTS – F500 & F610
- STARBOARD CHOICE MARINE – F710





SP 2500 MTF

THE SANPAN EXPERIENCE

Relaxation comes effortlessly on the reimaged Sanpan. Board through a smooth-gliding magnetic push-button door and take command with a redesigned helm featuring a bright 12" MFD and modern interface. Need shade? The Grand Luxe Arch deploys instantly, blending style with exceptional function.

XP | SANPAN | AQUAPATIO | MONACO | SWEETWATER | XPERIENCE | MIGHTY G



THE REFRESHED MONACO. MADE FOR MEMORABLE DAYS.

Experience smoother days on the water with a modern helm featuring a 5" MFD, digital switching, and a refined glass windscreens. A redesigned rail system adds contemporary style, while touches like a pass-thru trash can reduce clutter. And with the new SeaView™ bow gate, your four-legged crew gets the best seat onboard.



GODFREY
PONTOON BOATS

Make it last.

Visit us at godfreypontoonboats.com to learn more about our new 2026 lineup.

Come See us in Booth **A310** to Learn More About Our Boats!

Godfrey is a registered trademark of Highwater Marine LLC, a wholly-owned subsidiary of Polaris Industries Inc. Unless noted, all trademarks are the property of Highwater Marine, LLC, a wholly-owned subsidiary of Polaris Industries Inc. When you're enjoying your new Godfrey Pontoon Boat, make sure you and all passengers aboard obey all applicable laws and follow all warnings and instructions in the owner's manual. Never boat under the influence of drugs or alcohol. Boats depicted may depict parts that are subject to availability and subject to change without notice. Yamaha® is a registered trademark of Yamaha Hatsudoki Kabushiki Kaisha Corporation; Suzuki® is a registered trademark of Suzuki Motor Corporation; © 2026 Highwater Marine LLC.



DISCOVER BOATING® CHICAGO BOAT SHOW™ | PROGRESSIVE®

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BBQ
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CHAMPION
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DISCOVER BOATING® CHICAGO BOAT SHOW™ | PROGRESSIVE®



DISCOVER
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Welcome to the Discover Boating® Chicago Boat Show® in partnership with Progressive®!

We're excited to kick off the 94th edition of Chicagoland's biggest boating event. It's great to have you with us—and we think your summer self will thank you, too!

Boating adventures begin here. There are endless ways to enjoy being out on the water. If you're a boater, you know. And if you're new to boating, you're about to find out. This is THE place to escape winter for a few hours and plan for summer and sunny days spent on the water.

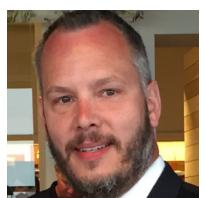
What will you find at this year's show? For starters—an incredible lineup of new boats. So, whether you're looking for your first boat or leveling up to your next boat, you'll have plenty of options to shop and compare (plus take advantage of show deals and incentives). Not ready to buy right now? It's still fun to see what's new and geek out on the latest innovations and cutting-edge designs.

You'll also find a terrific assortment of gear—accessories for all your favorite on-water activities and upgrades to enhance your time on the water. Not to mention items you didn't know existed—or realize you needed.

Finally, to round out your day at the show, be sure to check out all the attractions, interactive exhibits, and boating resources. Take a paddleboard or kayak out for a spin at the PaddleFest Pool, visit Fred's Shed How-To Center for DIY advice, and let the kids enjoy bumper boats and catch-and-release fishing at the Huck Finn Trout Pond. When you need a break, swing by the Discover Boating Beach Club to enjoy a drink, music and snacks.

Bottom line: There's something for everyone, whether you're a serious boater or just figuring out what your life on the water should look like.

We hope you enjoy the show. Live better. Boat more. See you out here!



Jeff Marquard
Show Manager

P.S. Be sure to check out DiscoverBoating.com for boating tips, expert advice, resources and more.



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BUILT FOR BATTLE. DESIGNED FOR FISHING.
FOR UNMATCHED PERFORMANCE.



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F910



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SHOW HIGHLIGHTS



Discover Boating Beach Club Space F220

Enjoy a splash-tastic adventure without leaving the show floor. This hands-on VR experience brings boating to life so you can virtually experience the excitement of a day on the water.

Virtual Reality Adventure Game

Enjoy a splash-tastic adventure without leaving the show floor. This hands-on VR experience brings boating to life so you can virtually experience the excitement of a day on the water.

Golf Simulator

Tee off at Tahoe! Step off the show floor and onto the fairway to experience the iconic 17th Hole of Lake Tahoe's Edgewood Golf Course. Grab a club, take a swing and see what it feels like to play like the pros.

Get Sparked Pop-Up Shop

Bling your boat show experience! Get Sparked is a local boutique that specializes in water-resistant permanent jewelry and charms, just perfect for boaters. Stop in to buy and customize a bracelet that can handle the splash zone or style a keychain for your boat keys. It's on trend and a fun way to create a one-of-a-kind keepsake.

First 25 guests per session get a FREE bracelet + nautical charm. After that, purchase and add charms to make it uniquely yours.

FRIDAY: 4:30 PM–6:30 PM

SATURDAY: 4:00 PM–6:00 PM

SUNDAY: 11:00 AM–1:00 PM

*Pop-up dates and hours subject to change.

Surf Simulator

Surf's up! Can you ride the waves like you own them or "hang ten" like a pro? Only one way to find out—take a ride on the Surf Simulator. This immersive attraction pairs a dynamic moving surfboard with a vivid screen to offer you the sensation of carving across real ocean swells.

 **DISCOVER
BOATING™
BEACH CLUB**



Work Boat Zone Space F20 & F30

Check out a lineup of workboats, all actively operating on Illinois waterways. See vessels from the Illinois Conservation Police alongside watercraft from the United States Army Corps of Engineers.



Fred's SHED How-to Center—presented by Progressive® | Space C1120

Tips, tricks, and DIY advice for every boater—from first-timers to experienced captains. Have a boat or engine problem you haven't been able to fix? Stop by and ask our tech expert about it.



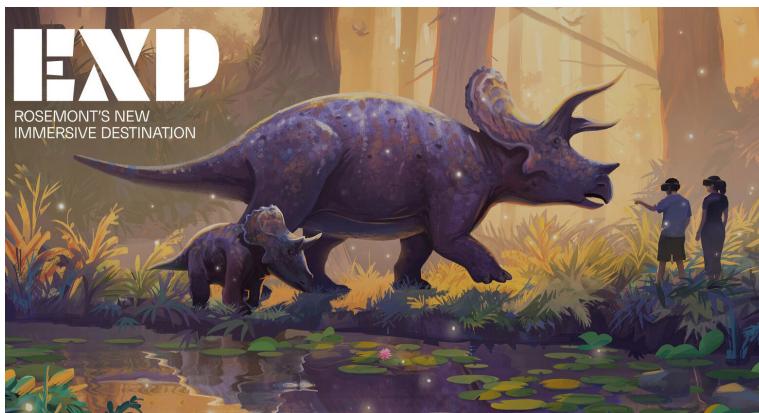
United States Coast Guard Auxiliary

Booth C1220

The United States Coast Guard Auxiliary is here to ensure everyone stays safe and well-informed. Stop by to get up to date on the latest boating safety tips and requirements.

ABC Boating Course

Offered by the Power Squadron, the NASBLA-approved America's Boating Course helps boaters in Illinois, Indiana, and Wisconsin meet their boater education requirements for operating powered watercraft. All registrations for this course are being managed by the Power Squadron through this link.



EXP Rosemont Pop-Up

Lobby | Saturday, January 31, 11AM-1PM

Step into stories that move you. EXP uses cutting-edge technology to create virtual reality adventures that respond to your movements, choices, and interactions. Get a sneak peek at the Life Chronicles experience—a journey through the story of life on Earth, or the Horizon of Khufu experience—an exploration of ancient Egypt. It's immersive storytelling that's unlike anything you've ever tried before.

FUN FOR THE FAMILY!

Bumper Boats | Space F620

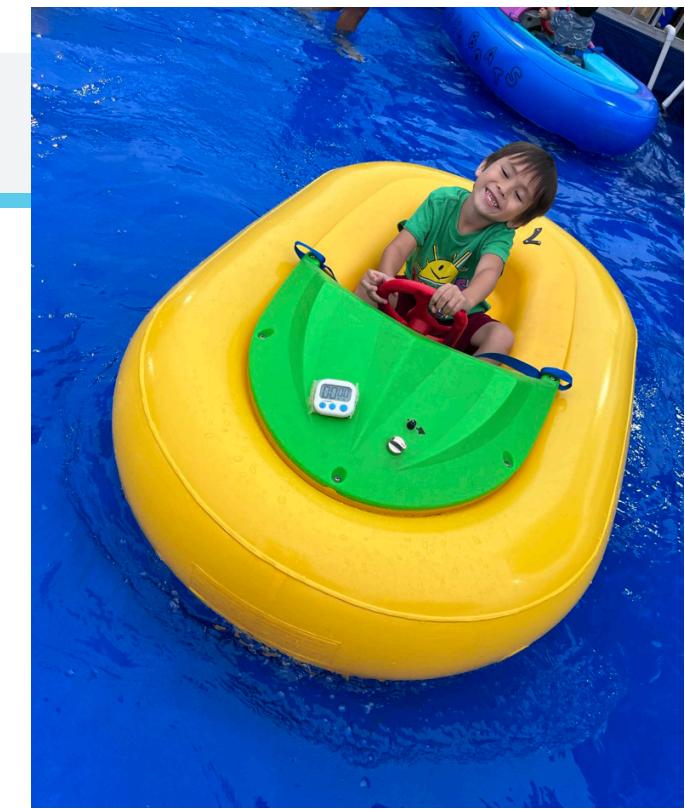
Kids can enjoy a splash-tastic adventure as they spin, whirl, and bump into their fellow boaters—it's a smashing good time! Open to children ages 2 to 12.

Paddlefest Pool | Space F520

Experience the fun of stand-up paddle boarding (SUP) and kayaking. We'll provide all the gear and instruction you need to take a test ride.

Huck Finn Trout Pond | Space F720

A show tradition! Catch-and-release fishing pond is a great way to introduce youngsters to the fun of fishing. *Free for kids aged 12 and younger!*



LOCATED AT SPACE C1120

FRED'S SHED

HOW-TO CENTER—PRESENTED BY PROGRESSIVE®

Tips, Tricks & DIY Advice for Boaters of all Skill Levels

How Do I Know if I Have the Correct Prop?

What pitch prop should you use? Are there advantages of a 4-blade prop over a 3-blade? Which is better, aluminum or stainless steel? Get answers to these questions and learn how props impact performance and fuel economy.

Basic Motor Maintenance for Marine Engines

Learn basic maintenance and how to prevent problems before they happen to keep your gaspowered outboard running at its best. We will dive into the carburetor and fuel injection systems of both today's and yesterday's boats, and look inside a motor cutaway to gain a better understanding of motor mechanics.

What Is the Correct Fuel for My Motor and How Do I Care for It?

Wondering what is best for your boat—pure gas, E10 or E15? Is there a difference between marina gas and gas from car pumps? Should you store your boat full or empty? How does ethanol affect marine engines? This session tackles fuel system basics, including the tough subject of ethanol in marine engines.

What Boat Is Right for You?

Join us for a deep dive on how to figure out what boat is right for you. We will speak about new boats vs used boats and the benefits of both. We go through the types of boats and which boat will fit your personal needs.

Ask Our Experts—Talk with a Tech Pro

Stop by for a free one-on-one consultation with our certified marine technician. Get professional advice and answers to your questions enhanced by hands-on demonstrations of tools and techniques on boat and motor cutaways. Sessions are first come, first served.



Watch, learn and do!

First-time boaters and seasoned do-it-yourselfers alike can boost their boating know-how with professional, practical advice from boating and tech experts. Daily seminars cover everything from getting started, to service and maintenance, to updating and operating, include live demos of techniques and tools and end with Q & A sessions.

It's all FREE, compliments of the Discover Boating® Chicago Boat Show.®



2 Christopher Columbus Causeway, Racine, Wisconsin

EMAIL Reefpoint@RacineCounty.com PHONE 262.633.7171

Text us at 262-633-7171 or visit our website at reefpointmarina.org for more information!

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MARINA
RACINE, WISCONSIN

LIMITED AVAILABILITY FOR FUTURE PHASES, SO INQUIRE TODAY

EXCITING CHANGES ARE ON THE HORIZON

PHASE ONE WILL BE COMPLETED:
SUMMER OF 2026



OWNED BY:

Racine County
WISCONSIN

PROFESSIONALLY
MANAGED BY

F3
MARINA

FRED'S SHED SEMINAR SCHEDULE

TIME	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
10am	--	--	--	Ask Our Experts — Talk with a Tech Pro	Ask Our Experts — Talk with a Tech Pro
11am	--	Ask Our Experts — Talk with a Tech Pro	Ask Our Experts — Talk with a Tech Pro	Basic Motor Maintenance for Marine Engines	How Do I Know If I Have the Correct Prop?
12pm	--	Boater Basics: Essential Skills Every Boater Needs to Know	Winterization and the Proper Way to Store Fuel in My Boat in the Off Season	Boater Basics: Essential Skills Every Boater Needs to Know	Winterization and the Proper Way to Store Fuel in My Boat in the Off Season
1pm	--	What Boat Is Right for You?	Let's Talk Marine Electronics	What Boat Is Right for You?	Let's Talk Marine Electronics
2pm	Ask Our Experts — Talk with a Tech Pro	What Is the Correct Fuel for My Motor and How Do I Care for It?	Boater Basics: Essential Skills Every Boater Needs to Know	What Is the Correct Fuel for My Motor and How Do I Care for It?	Boater Basics: Essential Skills Every Boater Needs to Know
3pm	Boater Basics: Essential Skills Every Boater Needs to Know	Ask Our Experts — Talk with a Tech Pro	Ask Our Experts — Talk with a Tech Pro	Ask Our Experts — Talk with a Tech Pro	Ask Our Experts — Talk with a Tech Pro
4pm	Basic Motor Maintenance for Marine Engines	Let's Talk Marine Electronics	Basic Motor Maintenance for Marine Engines	Let's Talk Marine Electronics	Basic Motor Maintenance for Marine Engines
5pm	What Boat Is Right for You?	How Do I Know If I Have the Correct Prop?	What Boat Is Right for You?	How Do I Know If I Have the Correct Prop?	--
6pm	What Is the Correct Fuel for My Motor and How Do I Care for It?	Winterization and the Proper Way to Store Fuel in My Boat in the Off Season	What Is the Correct Fuel for My Motor and How Do I Care for It?	Winterization and the Proper Way to Store Fuel in My Boat in the Off Season	--
7pm	How Do I Know If I Have the Correct Prop?	Basic Motor Maintenance for Marine Engines	How Do I Know If I Have the Correct Prop?	Basic Motor Maintenance for Marine Engines	--
8pm	--	--	Boater Basics: Essential Skills Every Boater Needs to Know	--	--



STOP BY AND SEE HOW YOU
CAN RECEIVE ONE OF THESE
FREE GIVEAWAYS!



EVOTTI
BOOTH C820



**BUILT FROM
EXPERIENCE, DRIVEN
BY PURPOSE**

NMMA Certified: Quality Tested Inside & Out

NO SHORTCUTS. NO GUESSWORK. JUST CONFIDENCE YOUR BOAT WAS BUILT RIGHT.

No matter what your dream boat looks like, every NMMA Certified boat has exactly what you're looking for: quality you can trust, reliability that lasts, and safety you can count on.

You want to enjoy your time on the water. You want a boat that you and your crew can count on for years to come. You want the peace of mind that comes from knowing your boat is built to the highest standards. That's why you want an NMMA Certified boat.

Sure, every boat sold in the U.S. must meet basic U.S. Coast Guard standards. But NMMA Certification? It's voluntary. And it goes well beyond those minimum requirements. When you see the NMMA Certified logo on a new boat, you know you're looking at a boat that has been thoroughly tested inside and out. Everything from the electrical systems to fuel lines to flotation meets the industry's highest safety and construction standards.

Here's what makes the difference

To earn the right to display the NMMA Certified logo on its boats, NMMA Certified boat manufacturers submit to independent, third-party inspections annually to ensure manufacturing processes consistently meet certification standards. Not just once—every year.

Inspectors verify that everything meets American Boat & Yacht Council (ABYC) standards—the gold standard for boat design, construction, systems and safety.



Real benefits

Here's something else worth knowing: NMMA Certified boats are seven times less likely to be recalled by the U.S. Coast Guard than uncertified boats. Seven times. That's not a small difference—that's the difference between worrying and enjoying your time on the water. Certified builders also employ specialists trained in ABYC standards to catch issues before they reach the showroom floor, so you can rest easy knowing that every system on board meets the highest standards.

How to spot an NMMA Certified boat

Look for the NMMA Certified logo on the capacity plate or yacht plate. Many manufacturers also display it in brochures or on their website.

Make NMMA Certification one of the first things you look for when buying a new boat, so you can focus on what really matters—enjoying your time on the water.

Visit DiscoverBoating.com/certified for a list of certified manufacturers.

NMMA CERTIFIED BOAT, YACHT AND PWC MANUFACTURERS

A AB Inflatables	E Everglades	M Monterey Boats	S South Wind
Action Craft	Evolve	Moomba	Spartan Boats
Alumacraft	Fish Rite	Nautic Star Boats	Sportsman Boats
Arc Boats	Fleming Yachts	Nautique	Starcraft
Armada	FLOE Craft	Navan	Stingray Boats
Ascend	Formula	Neptunus Yachts	Sun Tracker
Avalon Pontoons	Four Winns	Nitro	SunCatcher
Aviara	G-3 Boats	Pathfinder	SunChaser
Axis Wake	Godfrey Pontoon Boats	Pavati	Suncruiser
Axopar	Grady-White Boats	Phenom	Supra
Azimut	Grand Banks	Premier	Supreme Boats
B Back Cove Yachts	Harris	Princecraft	Sylvan
Balise	HCB Yachts	Pursuit	Tahoe
Barletta Boats	Helios	Quarken	Tahoe Pontoon Boats
Bass Cat	Hellkats Powerboats	Qwest Pontoons	Taiga
Bayliner	Hewes	Ranger Boats	Thunder Jet
Bennington	Heyday	Ranger Tugs	Tiara Sport
Berkshire	Hurricane	Reflex	Tiara Yachts
Bertram	H YFOIL Marine	Regal	Tracker
Bestway USA	iKon	Regency	Trifecta
Blackfin	Intrepid Powerboats	Regulator	Triton Boats
Boston Whaler	Invincible	Reign	Ultrasport
Brunswick Commercial	J-Craft	Revel	Uttern
C Catalina Yachts	Jupiter	RH Aluminum Boats	Varatti Boats
Centurion Boats	Katanacraft	Robalo	Veranda
Chaparral	Kawasaki Motor Mfg Corp USA	Sabre Yachts	Vexus
Chris Craft	Kyma	Sailfish Boats	Viaggio
Cigarette Racing	Landau Boats	Saxdor Yachts	Vita Yachts
Coastal-Vokey	Legend Boats	Scarab	Walker Bay Boats
Cobalt Boats	Leopard	Scout	WaterCar
Cobia	Lowe Boats	Sea Ark Boats	Weldcraft
Contender Boats	Lund	Sea Pro Boats	Wellcraft
Crest	Mako	Sea Ray Boats	Williams Jet Tenders
Crestliner	Malibu Boats	Sea-Doo	X Shore
Crevalle Boats	Manitou Pontoon Boats	Sea-Doo Pontoon	XO
Crownline Boats	Mantus Dinghy	SeaHunter	Xpress Boats
Cruisers Yachts	Maritimo	Shadow Six Racing	Yamaha Boats
Cutwater Boats	Marlow Yachts	Skeeter	Yamaha WaveRunners
Cypress Cay	MasterCraft	Smoker Craft	Yar-Craft
Dave's Custom Boats	Maverick	Solace Boats	Yellowfin
Duckworth	Montara Boats	Solara	
E EdgeWater		South Bay	

List current as of December 9, 2025.

Yamaha Outboards'

READY for RELIABILITY Sales Event

Offer valid from 1/5/26-3/31/26



FOR A LIMITED TIME, PURCHASE AN ELIGIBLE NEW YAMAHA OUTBOARD AND GET:

5 YEARS
OF COVERAGE PROTECTION

On the purchase of select, eligible **30-350 HP** outboards.

Three years of Yamaha Limited Warranty Coverage plus a two-year Yamaha Extended Service (Y.E.S.) plan.*

7 YEARS
OF COVERAGE PROTECTION

On the purchase of select, eligible **425-450 HP** outboards.

Five years of Yamaha Limited Warranty Coverage plus a two-year Yamaha Extended Service (Y.E.S.) plan.*

\$200
UP TO
IN
DEALER
CREDIT*

On the purchase of select, eligible **2.5-25 HP** outboards.

Up to \$200 in dealer credit toward the purchase of additional goods/services from your authorized participating Yamaha Outboard Dealer.

5 YEARS OF TOTAL COVERAGE PROTECTION	
Eligible Outboards Only	3-Year Ltd. Warranty + 2-Year Y.E.S.
350 HP	Free! \$3,630 value
250-300 HP	Free! \$2,660 value
200-225 HP	Free! \$2,080 value
150-175 HP	Free! \$1,305 value
115 HP	Free! \$925 value
60-90 HP	Free! \$840 value
30-50 HP	Free! \$520 value

7 YEARS OF TOTAL COVERAGE PROTECTION	
Eligible Outboards Only	5-Year Ltd. Warranty + 2-Year Y.E.S.
425-450 HP	Free! \$8,470 value

DEALER CREDIT TOWARD PURCHASE OF GOODS/SERVICES		
Eligible Outboards Only	Dealership Credit	
25 HP	\$200 based on MSRP	
15-20 HP	\$150 based on MSRP	
2.5-9.9 HP	\$125 based on MSRP	

See your authorized participating Yamaha Outboard Dealer today for details! Other restrictions and conditions may apply.

***PROGRAM TERMS AND CONDITIONS:** Consumer benefit for purchasing a new (unused, not previously warranty registered) select eligible Yamaha four stroke outboard is based on horsepower as follows: 30-450 hp is a 24-month Yamaha Extended Service ("Y.E.S.") contract (choice offered by Florida dealers is a 24-month Yamaha Extended Limited Warranty in lieu of Y.E.S. contract) 2.5 hp to 25 hp four stroke outboard is a dealer credit of up to \$200, based on hp, toward the MSRP value of additional goods and/or services purchased, at the authorized participating dealer that sold the outboard, at no extra cost to consumer. To be eligible, outboards must also have been manufactured since January 2019. Promotion is only applicable from authorized participating Yamaha Outboard dealers in the U.S.A. sold to purchasing consumers residing in the U.S.A. Promotion is limited to available stock in dealer inventory that is sold January 5, 2026 – March 31, 2026, and PDI completed, delivered and warranty registered on YMSB by the dealer in accordance with Yamaha's promotion and warranty registration requirements. No model substitutions, benefit substitutions, extensions or rain checks will be allowed. Outboards sold or provided for commercial, camp, resort, guide, rental, promotional/demo, government agency, competition, tournament or sponsorship use are not eligible. This promotion cannot be used in conjunction with any other Yamaha offer. Some exceptions may apply. Some exclusions may apply in the Yamaha Extended Limited Warranty offered by Florida dealers (as compared to the Y.E.S. contract), such as TRIP coverage. In Florida, Yamaha Extended Service is administered by Automotive Warranty Services of Florida, Inc. 175 W. Jackson Blvd, Chicago, IL 60604 (866) 937-3983. License # 60023. See authorized participating Yamaha dealer for complete details. Yamaha reserves the right to change or cancel this promotion at any time. Yamaha Motor Finance Corporation, U.S.A., dba Yamaha Financial Services, is an affiliate of Yamaha Motor Corporation, U.S.A. offering financing solutions to support Yamaha Dealers and loyal Yamaha Customers nationwide.

**Or Yamaha Extended Limited Warranty offered by Florida dealers, as applicable.

REMEMBER to always observe all applicable boating laws. Never drink and drive. Dress properly with a USCG-approved personal flotation device and protective gear. © 2026 Yamaha Motor Corporation, U.S.A. All rights reserved.

Reliability Starts Here.®



BOATS BY BRAND

Axis Wake*	Malibu Boats	B100	Premier Pontoons	Premier Marine	F210
Barletta Boats*	SkipperBud's	A1111	Quest Pontoons	Liberty Marine Center	F810
Bass Tracker	White River Marine Group	F110	Ranger	White River Marine Group	F110
Bayliner*	SkipperBud's	A1303, A1306	Robalo*	Chaparral Boats & Robalo Boats	B120
Beneteau	Beneteau America Power Boats	D120	Saxdor	SkipperBud's	A1301
Bennington*	Bennington Marine	A610	Scout*	SkipperBud's	A1307
Bentley	Bentley Pontoons	B210	Sea Ark Boats*	B & R Marine LLC	A1015, F720
Bonafide Kayak	Offshore Marine	A1100	Sea Ray Boats*	SkipperBud's	A1305
Chaparral*	Chaparral Boats & Robalo Boats	B120	Sea-Doo Personal Watercraft	Nielsen Enterprises, Inc.	A900
Chris Craft*	Chris Craft Corp.	A120	Sea-Doo Pontoons*	Nielsen Enterprises, Inc.	A900
Cobalt Boats*	Cobalt Boats	A210	Smoker Craft*	Lake Holiday Marina	F610
Crevalle Boats*	Bay Marine	D210	Smoker Craft/Sylvan/Starcraft*	SkipperBud's	A1112
Cruisers Yachts	SkipperBud's	A1307	Sun Tracker	White River Marine Group	F110
Finval Performance Fishing Boats	Finval Performance Fishing Boats	F910	Supra*	Skier's Choice	A515
Formula*	Formula Boats	A1010	Sylvan/Starcraft*	SkipperBud's	A1302
Four Winns*	SkipperBud's	A1304	Tahoe*	Starboard Choice Marine	F710
G-3 Boats*	A Yamaha Boat Company	A1125	Tiara Yachts	SkipperBud's	A1308
Harris*	SkipperBud's	A1110	Trophy	SkipperBud's	A1306
Highfield	Offshore Marine	A1100	Varatti Boats*	Floe Int'l, Inc.	A1200, C1100
Hurricane*	Godfrey Marine	A310	Vexus*	B & R Marine LLC	A1015, F720
Kawasaki Personal Watercraft	Nielsen Enterprises, Inc.	A800	Viaggio*	Viaggio Pontoon Boats	F810
Malibu Boats*	Malibu Boats	B100	Yamaha Boats*	B & E Marine, Inc.	A1012
MB	The Edge Inc.-MB Sports	F700	Yamaha Personal Watercraft	Nielsen Enterprises, Inc.	A700
Monaco	Godfrey Marine	A310	Yamaha Personal Watercraft	Platinum Powersports & Marine	A420
Moomba*	Skier's Choice	A515			
Native Kayaks	Offshore Marine	A1100			
Nautique*	Nautique Boat Company	A510			
Navan*	B & E Marine, Inc.	A1012			
Nitro	White River Marine Group	F110			

* Indicates the brand is NMMA Certified®



DISCOVER BOATING[®] CHICAGO BOAT SHOW[™]

PROGRESSIVE[®]



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VALUED AT \$500

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Innovative Pier Systems for Lake Living

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pierre@pierofdnort.com!

WWW.PIEROFDNORT.COM

EXHIBITOR LIST

A		E	
Big Rivers, Ltd www.bigriversltd.com	A320	Easy Way Docks & Accessories www.schmidtboatlifts-docks.com	C1300
BlazOn Heaters www.blazonheaters.com	A815	Elk Rapids Marina www.elkrapidsmarina.com	A926
BRABUS www.axopar.fi	D220	E-Surf Sport Inc. www.esurfsport.com	A834
Alera Marine Group, LLC www.aleramarine.com	C1020	Evotti www.evotti.com	C820, LOBBY
All Marine Motorsports	F500, F610		
American Marine & Motor Sports www.americanmarina.com			
Antique and Classic Boat Society (ACBS) - Blackhawk Chapter	D100		
Apollo Marine	A515		
Avalon & Tahoe Mfg., Inc. www.avalonpontoons.com	A114, F710, LOBBY		
Aviara Boats www.aviaraboats.com			
Axopar www.manitowoc-marina.com	D220		
B		C	
B & E Marine, Inc. www.bemarine.com	A1012	Carefree Boat Club of Chicago, Wisconsin and Unsalted Lakes www.carefreeboats.com	A717
B&R Marine, LLC www.bandrmarine.com	A1015	CenterPointe Yacht Services, LLC www.centerpointemarina.com	A120, D110, D120, D710, F410, F610
Balise Pontoon Boats www.balisePontoonBoats.com			
Barletta Pontoon Boats www.barlettapontoonboats.com	A1111	Champion Insurance Agency, LLC	A911
Basa Marine Inc. www.basasmarine.com	A410	Chaparral Boats & Robalo Boats www.chaparralboats.com	B120
Bass Pro Shop www.basspro.com	F110	Chicago Harbors www.chicagoharbors.info	A550
Bay Marine www.baymarine.net	D210	Chicago Maritime Arts Center www.chicagomaritime.org	D200
Bayliner Marine Corporation www.bayliner.com	A1303, A1306	Chiro One	A831
BBQ Authority	B702	Chris Craft Corp. www.chriscraft.com	A120
Beneteau America Power Boats www.beneteauusa.com/powerboats	DI20	Cobalt Boats www.cobaltboats.com	A210
Bennington Marine www.benningtonmarine.com	A610	Cooler Keg thecoolerkeg.com	A830
Bentley Pontoons	B210	Crest Marine LLC www.crestpontoonboats.com	A112
G		D	
G3 Boats - A Yamaha Boat Company www.g3boats.com	A1120	Cross Country Boat Transport LLC www.crosscountryboat.com	A713
Gage Marine www.gagemarine.com	A100, A120, A220	Crownline Boats www.crownline.com	A116
Garmin USA www.garmin.com	A500	Cutco Cutlery www.cutco.com	A720
Globalstar / Spot, LLC www.findmespot.com	A810		
Godfrey Pontoon Boats & Hurricane Boats www.nauticglobalgroup.com	A310		



Cordy's Lakefront Marine www.gordysboats.com	A210, B100	M	Pine Crest Marina www.pcmarine.com	A210	
Great Lakes Observing System (GLOS) glos.org	A737	M&E Sales	A726	Platinum Powersports & Marine	A420
Great Lakes Scuttlebutt www.greatlakesscuttlebutt.com		Malibu Boats www.malibuboats.com	B100	POP Board Co. www.popboardco.com	A600
Greenbay Marine www.greenbaymarine.com	D220	Manitowoc Marina LLC www.manitowoc-marina.com	D220	PowerKlean US LLC https://powerkleen.com/	A922
Gull Lake Marine www.gullkakemarine.com	B100	MasterCraft www.gagemarine.com	A220	Premier Marine, LLC www.pontoons.com	F210
H		McHenry Piers www.mchenrypiers.com	A1200	Progressive Insurance www.progressive.com	A50, L2
Harris www.harrisflotebote.com	A1112	McWhorter Bedding Yacht Mattresses www.mcwhorterbedding.com	A819	Pursuit Boats www.centerpointemarina.com	D110, D710
Heritage Harbor www.visitheritageharbor.com	A837	Midwest Marine Decking - formerly Xact www.xactcustoms.com	A939	R	
Hulluva Brush www.hulluvabrush.com	A927	Miloff Aubuchon Realty Group www.miloffaubuchonrealty.com	A938	Raymarine, Inc. www.raymarine.com	A710
I		Mission Boat Gear	A730	Reed's Construction	F900
ILLINOIS CONSERVATION POLICE	F125	Monterey Boats www.munsonmarine.com	A100, A200, A300, A400	Reefpoint Marina www.founders3.com	A836
Ilmor Marine, LLC www.ilmor.com	A828	Munson Marine www.munsonmarine.com	A100, A200, A300, A400	Regal Boat Company www.regalboats.com	A410
IMTRA Corporation www.imtra.com	A910	Munson Ski & Marine www.munsonski.com	A610, B100, B120,	Riggs Bros. Marine Canvas www.riggsbros.com	A813
J		N		S	
Jefferson Beach Yacht Sales www.jbys.com	A919	Nautique Boat Company www.correctcraft.com	A510	SC Wake-Seadek www.scwake.com	A738
Jerry's Majestic Marine	A410	Navy Pier Marina	A714	Scout Boats, Inc. www.scoutboats.com	A1307
JNR Waterfront Services www.jnrwaterfront.com	A1200	Nielsen Enterprises, Inc. www.nielsens.com	A700, A800, A900	Sea Foam Sales Company www.seafoamsales.com	A739
K		NRG Energy, Inc	A916	Sea Ray Group www.searay.com	A1305
KG Wholesale	A931	O		SeaStorm United States	C1000
L		Offshore Marine www.offshore-chicago.com	A1100	Shoreline Marine Contracting	F900
Lake County Watersports	A1120	P		ShoreStation Boat Lifts and Dock Systems www.shorestation.com	A320
Lake Holiday Marina www.lakeholidaymarina.com	A1302	Skier's Choice www.supraboats.com	A515	SkipperBud's www.skipperbuds.com	A1301, A1303, A1304, A1305, A1306, A1307
Lake Lawn Resort and Marina www.lakelawnresort.com	A930				A1301, A1303, A1304, A1305, A1306, A1307
Lauderdale Lakes Marina	A515			SkipperBud's - Northpoint www.skipperbuds.com	A1200
Liberty Marine Center	F810				
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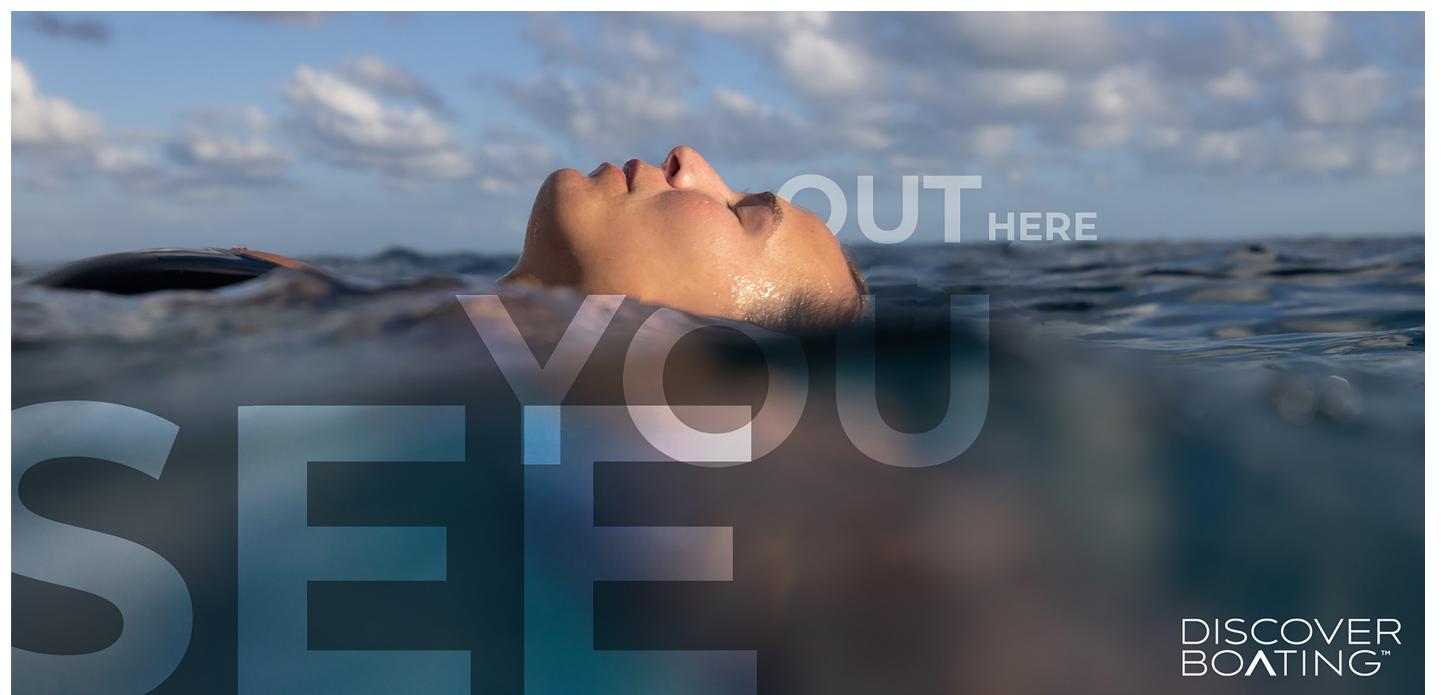
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5 REASONS TO BUY A BOAT THIS WINTER

Why now is the perfect time to make your move

Winter might not feel like boating season, but smart shoppers know, it's really the best time to buy. Boat show season is in full swing, giving you access to brand experts, show-only offers, and the latest models—all in one place. Shopping now means better selection, more prep time, and a smoother launch come spring.

1 Take Advantage of Boat Show Season

You're already here—so make it count! Boat shows bring together new models, leading brands, and seasoned pros under one roof. Sit at the helm, test layouts, and compare features side by side to find the boat that feels right for you and your crew.

Talk to multiple dealers, collect spec sheets and ask questions. Many brands offer exclusive show pricing, financing promotions, or bundle deals you won't find later. This is your chance to shop smart and buy with confidence.

2 Shop With Less Pressure, More Clarity

Buying a boat is a big decision—you deserve time to think it through. Winter shopping gives you breathing room to compare models, research financing, and plan storage or slip options without the rush of peak season.

It's a calm, informed way to make one of the most exciting purchases of your life.

3 Beat the Spring Rush

Come spring, everyone wants their boat ready at once—which means service backlogs, delivery delays, and paperwork bottlenecks.

Buy now, and you'll skip the line. Dealers can schedule inspections, upgrades, and detailing early, so your boat is ready the moment the water warms up.

4 Explore the Newest Models (and the Best Deals)

Boat shows spotlight the latest model year releases—while also opening doors to discounts on prior-year or in-stock boats.

If you're flexible on color or features, you can find fantastic deals. Prefer something custom? Ordering now means your new boat will arrive on schedule, built just the way you want it.

5 Have Better Conversations with Dealers and Experts

Winter is when dealers actually have time to talk. Ask about hull design, engine performance, maintenance, and total ownership costs. Discuss training options, safety courses, or a possible sea trial.

This slower season is ideal for building a relationship that will support you long after your first launch.

Your Next Step: Buy Smart This Winter

Buying a boat during the offseason gives you more value, more time, and more peace of mind.

Boat shows bring all the right people and products together—so take advantage of the opportunity. Ask questions, compare, and take that exciting next step toward your best boating season yet.

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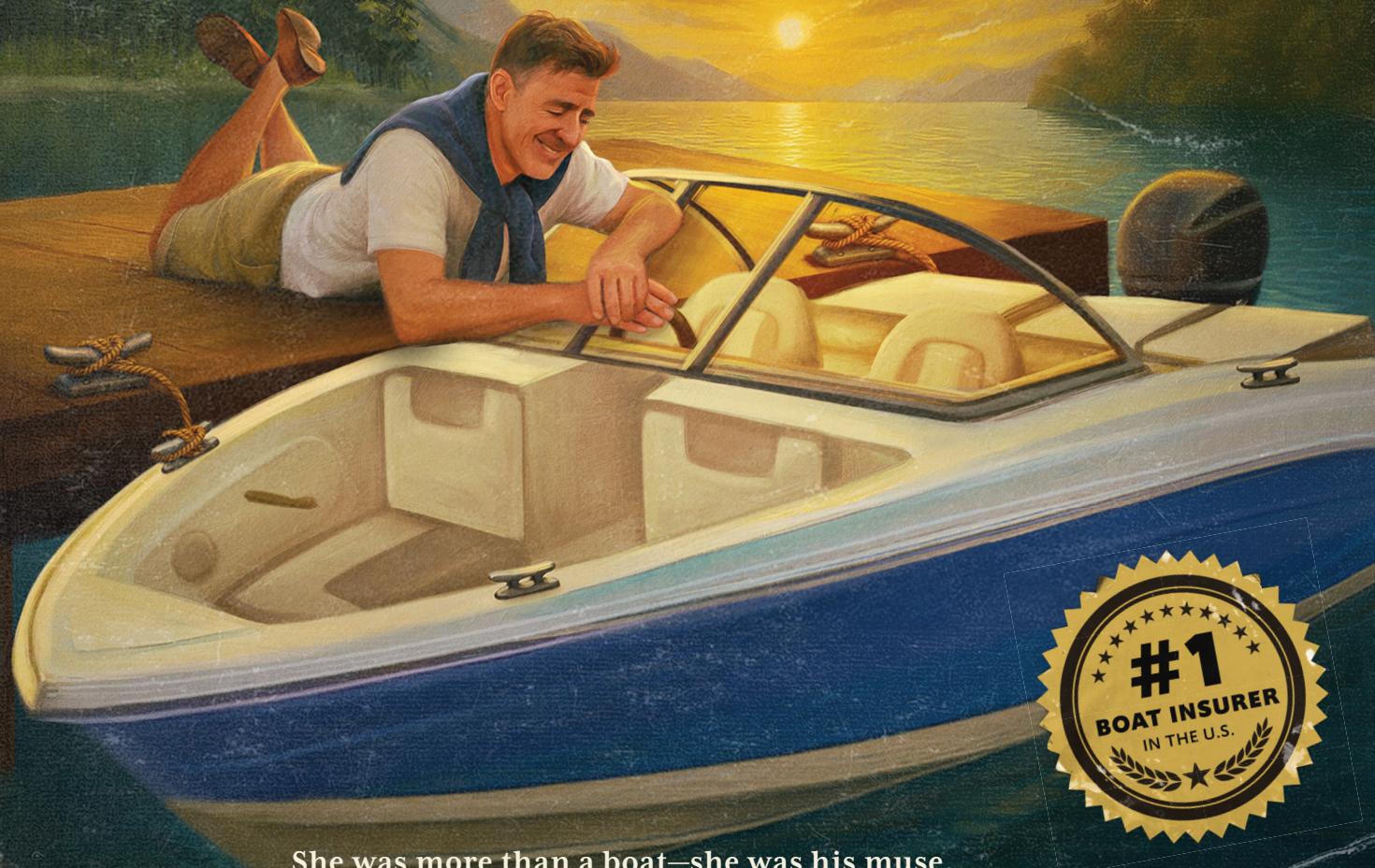
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