

DISCOVER  
BOATING®

ATLANTA  
BOAT SHOW®

**PROGRESSIVE®**

JANUARY 8-11, 2026



2026

# SHOW GUIDE

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# ON THE WATER. UNDER THE RADAR.

INTRODUCING THE VERSATILE, NEW  
MATTE BROWN YAMAHA OUTBOARDS.



ALL NEW MATTE BROWN  
F70 | F60 | F50 | F25



**DON'T LET A REFLECTION GIVE YOU AWAY.** Yamaha's new, low-sheen, earth-toned outboards are the perfect cover for waterfowl hunters and camouflaged boaters. Learn more about the new Matte Brown F70, F60, F50, and F25 at [YamahaOutboards.com](http://YamahaOutboards.com).



REMEMBER to always observe all applicable boating laws. Never drink and drive. Dress properly with a USCG-approved personal flotation device and protective gear. This document contains many of Yamaha's valuable trademarks. It may also contain trademarks belonging to other companies. Any references to other companies or their products are for identification purposes only, and are not intended to be an endorsement.

Reliability Starts Here.®



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## THANK YOU SPONSORS!

Discover Boating® Atlanta Boat Show® in partnership with

**PROGRESSIVE**



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## Welcome to the Discover Boating® Atlanta Boat Show® in partnership with Progressive®!

We're thrilled to welcome you to the 46th edition of Georgia's biggest boating event. It's great to have you with us. As the holiday glow fades, this is the place to escape the dreary winter weather, spend a few hours checking out 2026's most exciting boats, score some awesome gear, and start dreaming about those sunny summer days 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 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 check out the latest innovations and cutting-edge designs.

You'll also find a great selection 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, this year's show is jam-packed with attractions, interactive exhibits, and resources to keep your entire crew entertained. Catch live fishing demos and seminars at the Bass Tub, try surfing on the Surf Simulator, head to Fred's Shed How-To Center for DIY advice, and let the kiddos play in the Kids' Zone. When you need a break, swing by the Discover Boating Lake Life Lounge to enjoy a drink and music. There really is something for everyone.

We hope you enjoy the show. See you out here!



**Courtney Erhardt**  
*Show Manager*

***P.S. Be sure to check out [DiscoverBoating.com](https://DiscoverBoating.com) for boating tips, expert advice, resources and more.***



GODFREY  
PONTOON BOATS

| *Make it last.*



SeaView™ Gate



Click & Cruise Accessories for the Rail Frame

The Godfrey Pontoon Boats refreshed Monaco series now blends sleek design with versatile layouts, powerful engine options, and luxury finishes. The new Seaview™ Gate enhances the open-water experience, while the Click & Cruise rail system makes customization effortless with various options.

@godfreypontoonboats   [www.godfreypontoonboats.com](http://www.godfreypontoonboats.com)

**Come See us in Booths F4 & H2 to Learn More About Our Boats!**



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# SHOW HIGHLIGHT



## Discover Boating Lake Life Lounge Space A40A

Step into a space where the sun is always out, the playlist hits just right, and the atmosphere is pure summer. The Discover Boating Lake Life Lounge is an easygoing hang where you and your crew can kick back, catch up, and discover the best of boating surrounded by hundreds of the hottest new boats available. After exploring the show, stop here to relax and plot your next course—whether it's pondering your first or next boat purchase, meeting friends, or soaking up laid-back boating vibes.

### Live Music—Britt Black Band

Georgia native Britt Black and his high-energy band will fire up the Discover Boating Lake Life Lounge with their blend of rocking country and Southern Rock. Enjoy a mix of crowd-pleasing favorites from artists like Luke Combs, Kacey Musgraves, Shania Twain, Chris Stapleton, Miranda Lambert, Brooks & Dunn, and others.

**Live sets kick off Thursday and Friday at noon, and Saturday and Sunday at 11 am.**

### 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.

**The Golf Simulator will be at the show Friday through Sunday.**



S



## Surfing Simulator

### Kids' Zone | Space 401

Surf's Up! Test your surfing skills aboard a real surfboard—without ever getting wet. Will you be able to hang ten or will you wipe out into the inflatable ocean?

**THURSDAY & FRIDAY:** 12PM–7PM

**SATURDAY:** 11AM–7PM | **SUNDAY:** 11AM–4PM

*\*Kids must be accompanied by an adult. Waivers are required to participate.*



## Cornhole Tournament

### Saturday, January 10 | Space A40A

Join us for our 3rd annual Cornhole Shootout Saturday at 1pm and compete for a **grand prize valued at \$850.**

**Sponsored by 92.9 The Game**







## **Fred's Shed How-to Center—presented by Progressive® | Space B16**

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.

## **Let's Go Fishing Center Bass Tub Live Fishing Demos & Seminars | Space 451**

Watch pro anglers demonstrate fishing and casting skills at this 5,000-gallon aquarium. See how fish react to different fishing techniques, baits, and lures.



## **Safety Seminar: Before You Pack Your Cooler Space 309**

Learn practical, real-world steps to keep your boating adventures safe, fun, and worry-free. Topics include inspecting and maintaining required safety equipment, float plans, backup power sources, first aid kits and more. Packed with common-sense tips and advice, this seminar will leave you better prepared for any day on the water.

**Presented by Captain John Grobe and the U.S. Coast Guard.**





# FUN FOR THE FAMILY!

## Family Day | Sunday, January 11

Bring the whole family for a day of fun at the Boat Show. The \$28 Family Day pass is good for 2 adults and 2 children under 17 years old and is only available for purchase online on Sunday.

## Kids' Zone

### Space 401

Fun activities for youngsters of all ages.

### Face Painting

**FRIDAY:** 3PM-7PM

**SATURDAY:** 11AM-6PM

**SUNDAY:** 11AM-6PM

### Minnow Racing

Ready, set...splash! Minnow jockeys guide their tiny racers down a water-filled track, with the first to the finish line winning. Fun for kids of all ages.

**THURSDAY & FRIDAY:** 11AM-6PM

**SAT:** 10AM-6PM

**SUN:** 10AM-4PM

### Bracelet & Keychain Bar

Kiddos can select from a variety of beads and nautical-themed charms to create their own bracelet or keychain to take home as a show souvenir. Open to kids of all ages.

**SAT:** 11AM-3PM

**SUN:** 1PM-4PM

### Virtual Reality Adventure Game

Young mariners can enjoy a splash-tastic adventure without leaving the show floor. This hands-on VR experience brings boating to life and lets kids virtually experience the excitement of a day on the water.



# 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.

### Boater Basics: Essential Skills Every Boater Needs to Know

New to boating? We're here to help make sure you know how to choose the right boat for you and your family. Join us to learn what you need to consider as you are boat shopping today. We will also dive into the rules on the water similar to the rules of the road.

### Let's Talk Marine Electronics

What to learn about marine electronics? Join us as we touch on chart plotters, fish finders, transducers, wiring, auto pilots, as well as wiring tools and crimps. We will also discuss the installation of accessories.

### Winterization and the Proper Way to Store Fuel in my Boat in the Off Season

Learn the important steps to preparing your boat for its winter nap. We will discuss fuel storage, water draining if any, the best time to do any maintenance prior to the next season and other important winterizing tips.



### 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® Atlanta Boat Show.®**





# FRED'S SHED SEMINAR SCHEDULE

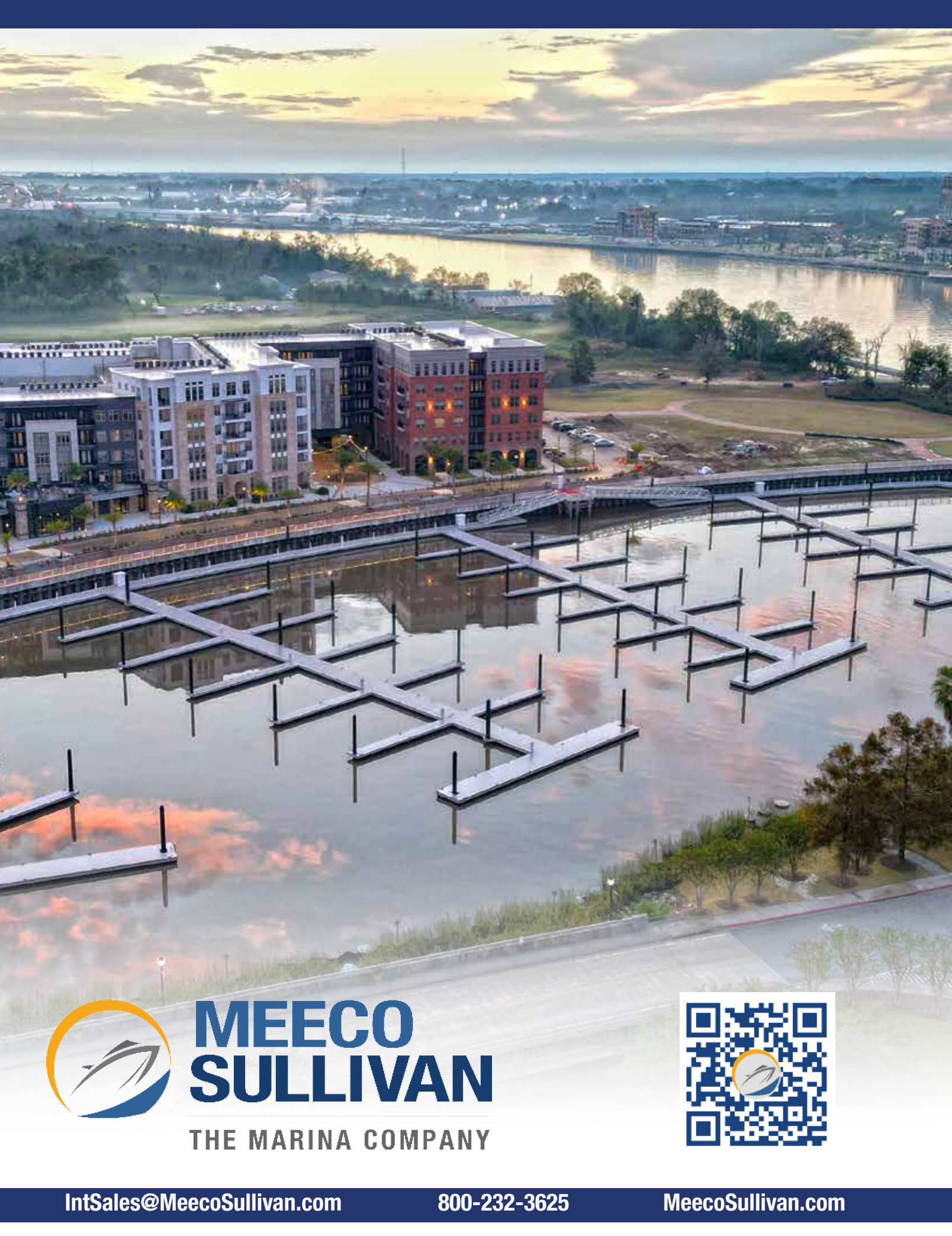
TIME	THURSDAY	FRIDAY	SATURDAY	SUNDAY
10am	--	--	Ask Our Experts — Talk with a Tech Pro	Ask Our Experts — Talk with a Tech Pro
11am	Ask Our Experts — Talk with a Tech Pro	Ask Our Experts — Talk with a Tech Pro	Basic Motor Maintenance for Marine Engines	How Do I Know If I Have the Correct Prop?
12pm	Boater 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	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	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	Let's Talk Marine Electronics	Basic Motor Maintenance for Marine Engines	Let's Talk Marine Electronics	Basic Motor Maintenance for Marine Engines
5pm	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	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	Basic Motor Maintenance for Marine Engines	How Do I Know If I Have the Correct Prop?	Basic Motor Maintenance for Marine Engines	--



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







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SULLIVAN**

THE MARINA COMPANY



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800-232-3625

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# BOATS BY BRAND

<b>ATX</b>	Impact Marine	<b>A4, A5</b>	<b>Harris*</b>	Park Marine Boating Center	<b>I2, I4</b>	<b>Sea-Doo PWC</b>	Jet Thrust	<b>C6</b>
<b>Avalon Pontoon*s*</b>	Grass Shack @ Lake Lanier	<b>K8</b>	<b>Hurricane*</b>	Carefree Boat Sales	<b>H1, H2, E34</b>	<b>Sea-Doo PWC</b>	Mountain Motorsports	<b>L4</b>
<b>Axis Wake*</b>	Singleton Marine Group	<b>C8</b>	<b>Kawasaki</b>	Crowe Marine	<b>F30</b>	<b>Sportsman Boats*</b>	T & S Marine Sales	<b>J4, J8</b>
<b>Balise*</b>	Watersports Central	<b>E4</b>	<b>Key West</b>	Grass Shack @ Lake Lanier	<b>K8</b>	<b>Starcraft*</b>	Advantage Boat Center	<b>I30</b>
<b>Barletta Boats*</b>	Singleton Marine Group	<b>D4</b>	<b>Malibu Boats*</b>	Singleton Marine Group	<b>C8</b>	<b>Starcraft*</b>	Starcraft Marine	<b>I30</b>
<b>Bennington*</b>	Atlanta Marine	<b>H30</b>	<b>Manitou Pontoon Boats*</b>	T & S Marine Sales	<b>J4, J8</b>	<b>Sun Tracker*</b>	White River Marine Group	<b>L2</b>
<b>Bennington*</b>	Crowe Marine	<b>F30</b>	<b>MasterCraft*</b>	Skier's Marine	<b>B30</b>	<b>SunCatcher*</b>	G3 Boats	<b>B4</b>
<b>Bentley</b>	T & S Marine Sales	<b>J4, J8</b>	<b>Montara Boats*</b>	A Boat House Inc.	<b>F4, F6, F8, F10, G4</b>	<b>Supra*</b>	Atlanta Marine	<b>H8</b>
<b>Blackfin*</b>	Carefree Boat Sales	<b>E34, H1, H2</b>	<b>Monterey Boats*</b>	Carefree Boat Sales	<b>E34, H1, H2</b>	<b>Supreme Boats*</b>	The Boat Shop	<b>E30</b>
<b>Blackfin*</b>	Monterey Boats	<b>E34</b>	<b>Monterey Boats*</b>	Monterey Boats	<b>E34</b>	<b>Sylvan*</b>	MarineMax Lake Lanier	<b>J30, K30</b>
<b>Boston Whaler*</b>	MarineMax Lake Lanier	<b>J30, K30</b>	<b>Moomba*</b>	Atlanta Marine	<b>H8</b>	<b>Tahoe*</b>	Avalon & Tahoe Manufacturing	<b>E36</b>
<b>Carolina Skiff</b>	A Boat House Inc.	<b>F4, F6, F8, F10, G4</b>	<b>Nautique*</b>	Watersports Central	<b>E4</b>	<b>Tahoe*</b>	Cove 2 Coast Marine	<b>F36</b>
<b>Centurion Boats*</b>	The Boat Shop	<b>E30</b>	<b>Nitro*</b>	White River Marine Group	<b>L2</b>	<b>Tahoe*</b>	White River Marine Group	<b>L2</b>
<b>Chaparral*</b>	Atlanta Marine	<b>H4</b>	<b>Paradigm</b>	Paradigm Boats	<b>L6</b>	<b>Tiara*</b>	Singleton Marine Group	<b>D30</b>
<b>Chaparral*</b>	Chaparral	<b>H4</b>	<b>Premier*</b>	Skier's Marine	<b>B30</b>	<b>Tidewater</b>	Cove 2 Coast Marine	<b>F36</b>
<b>Chaparral*</b>	Crowe Marine	<b>F30</b>	<b>Ranger Boats*</b>	White River Marine Group	<b>L2</b>	<b>Tige</b>	Impact Marine	<b>A4, A5</b>
<b>Chris Craft*</b>	Watersports Central	<b>E4</b>	<b>Regal*</b>	Singleton Marine Group	<b>D30</b>	<b>Tracker*</b>	White River Marine Group	<b>L2</b>
<b>Cobalt Boats*</b>	Singleton Marine Group	<b>C30, D30</b>	<b>Regency*</b>	White River Marine Group	<b>L2</b>	<b>Veranda*</b>	The Boat Shop	<b>E30</b>
<b>Crest*</b>	Watersports Central	<b>E4</b>	<b>Revel*</b>	Watersports Central	<b>E4</b>	<b>Viaggio*</b>	Impact Marine	<b>A4, A5</b>
<b>Crownline Boats*</b>	Cove 2 Coast Marine	<b>G32</b>	<b>Robalo*</b>	Atlanta Marine	<b>H8</b>	<b>Xpress Boats*</b>	Advantage Boat Center	<b>J32</b>
<b>Evotti</b>	Atlanta Marine	<b>H30</b>	<b>Sailfish Boats*</b>	Carefree Boat Sales	<b>E34, H1, H2</b>	<b>Yamaha Boats*</b>	Park Marine Boating Center	<b>I2, I4</b>
<b>Evotti</b>	Crowe Marine	<b>F30</b>	<b>Sea Chaser</b>	A Boat House Inc.	<b>F4, F6, F8, F10, G4</b>	<b>Yamaha WaveRunner</b>	Jet Thrust	<b>C6</b>
<b>Excel</b>	A Boat House Inc.	<b>F4, F6, F8, F10, G4</b>	<b>Sea Fox</b>	Cove 2 Coast Marine	<b>G32</b>	<b>Yamaha WaveRunner</b>	Mountain Motorsports	<b>L4</b>
<b>G-3 Boats*</b>	G3 Boats	<b>B4</b>	<b>Sea Pro Boats*</b>	Atlanta Marine	<b>G30</b>			
<b>Godfrey Pontoon Boats*</b>	A Boat House Inc.	<b>F4, F6, F8, F10, G4</b>	<b>Sea Ray Boats*</b>	MarineMax Lake Lanier	<b>J30, K30</b>			
<b>Godfrey Pontoon Boats*</b>	Carefree Boat Sales	<b>E34, H1, H2</b>						

\* Indicates the brand is NMMA Certified®



# 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](https://www.discoverboating.com/certified) for a list of certified manufacturers.



# NMMA CERTIFIED BOAT, YACHT AND PWC MANUFACTURERS

<b>A</b>	AB Inflatables	Everglades	<b>N</b>	Monterey Boats	South Wind
	Action Craft	Evolve		Moomba	Spartan Boats
	Alumacraft	<b>F</b>		Nautic Star Boats	Sportsman Boats
	Arc Boats	Fish Rite		Nautique	Starcraft
	Armada	Fleming Yachts		Navan	Stingray Boats
	Ascend	FLOE Craft		Neptunus Yachts	Sun Tracker
	Avalon Pontoons	Formula		Nitro	SunCatcher
	Aviara	<b>G</b>	<b>P</b>	Pathfinder	SunChaser
	Axis Wake	Four Winns		Pavati	Suncruiser
	Axopar	G-3 Boats		Phenom	Supra
<b>B</b>	Azimut	Godfrey Pontoon Boats		Premier	Supreme Boats
	Back Cove Yachts	Grady-White Boats		Princecraft	Sylvan
	Balise	Grand Banks		Pursuit	<b>T</b>
	Barletta Boats	Harris	<b>Q</b>	Quarken	Tahoe
	Bass Cat	HCB Yachts		Qwest Pontoons	Tahoe Pontoon Boats
	Bayliner	Helios	<b>R</b>	Ranger Boats	Taiga
	Bennington	Hellkats Powerboats		Ranger Tugs	Thunder Jet
	Berkshire	Hewes		Reflex	Tiara Sport
	Bertram	Heyday		Regal	Tiara Yachts
	Bestway USA	Hurricane		Regency	Tracker
	Blackfin	HYFOIL Marine		Regulator	Trifecta
	Boston Whaler	iKon		Reign	<b>U</b>
	Brunswick Commercial	Intrepid Powerboats		Revel	Ultrasport
<b>C</b>	Catalina Yachts	Invincible		RH Aluminum Boats	Uttern
	Centurion Boats	J-Craft		Robalo	Varatti Boats
	Chaparral	Jupiter	<b>S</b>	Sabre Yachts	Veranda
	Chris Craft	Katanacraft		Sailfish Boats	Vexus
	Cigarette Racing	Kawasaki Motor Mfg Corp USA		Saxdor Yachts	Viaggio
	Coastal-Vokey	Kyma		Scarab	Vita Yachts
	Cobalt Boats	<b>L</b>		Scout	<b>W</b>
	Cobia	Landau Boats		Sea Ark Boats	Walker Bay Boats
	Contender Boats	Legend Boats		Sea Pro Boats	WaterCar
	Crest	Leopard		Sea Ray Boats	Watersports Car
	Crestliner	Lowe Boats		Sea-Doo	Weldcraft
	Crevalle Boats	<b>M</b>		Sea-Doo Pontoon	Wellcraft
	Crownline Boats	Mako		SeaHunter	Williams Jet Tenders
	Cruisers Yachts	Malibu Boats		Shadow Six Racing	<b>X</b>
	Cutwater Boats	Manitou Pontoon Boats		Skeeter	X Shore
	Cypress Cay	Mantus Dinghy		Smoker Craft	XO
<b>D</b>	Dave's Custom Boats	Maritimo		Solace Boats	<b>Y</b>
	Duckworth	Marlow Yachts		Solara	Xpress Boats
<b>E</b>	EdgeWater	MasterCraft		South Bay	Yamaha Boats
		Maverick			Yamaha WaveRunners
		Montara Boats			Yar-Craft
					Yellowfin

List current as of December 9, 2025.

# DISCOVER BOATING<sup>®</sup>

## ATLANTA BOAT SHOW<sup>®</sup>

***PROGRESSIVE***<sup>®</sup>





# KEY

-   RESTROOMS
-  INFORMATION
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-  BOATS
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-  DOCKS/DOCK ASSESSORIES
-  ATV/GOLF CARTS/OUTDOOR EQUIP.
-  SPONSORS
-  MARINAS/CAMPGROUNDS/TRAVEL
-  DETAILING/CLEANING
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Launching Point

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Impact  
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A4

nda Marine  
G2

F2

PROGRESSIVE

C2

Floatair  
Boatlifts

GO BIG ON  
ADVENTURE



VISIT US AT  
**BOOTHS I4,  
L4, C6, & D4**

INTRODUCING THE **ALL-NEW**  
**CROSSWAVE**



FISH

EXPLORE

RELAX

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# EXHIBITOR LIST

## A

<b>A Boat House Inc.</b> <a href="http://www.aboathouse.net">www.aboathouse.net</a>	F4, F6, F8, F10, G4
<b>Advantage Boat Center</b> <a href="http://www.advantageboatcenter.com">www.advantageboatcenter.com</a>	I30, J32
<b>Aqua Marine Deck, Inc</b> <a href="http://www.aquamarinedeck.com">www.aquamarinedeck.com</a>	245
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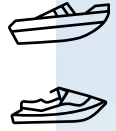
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## THE IMPORTANCE OF BOAT INSURANCE

Embarking on the open water is an exhilarating experience, filled with the promise of adventure and relaxation. Whether you're a seasoned sailor or a weekend cruiser, protecting your vessel with proper insurance is not just a choice—it's a necessity. Explore the reasons why every boat owner should prioritize boat insurance for a worry-free voyage.

### Unpredictable waters

The open water can be unpredictable, with unexpected storms, collisions, or other potential accidents. Boat insurance can give you financial protection if there is damage to your vessel, providing coverage for repairs or replacement.

### Damage and injury

Accidents on the water can result in damage to other boats, docks, or even injuries to passengers. Boat insurance offers liability coverage, which can pay for damages or injuries you're liable for while boating, up to specified limits, and lawsuit costs if you're sued. This includes damage you cause to another watercraft or if someone on or near your boat is injured and you're found to be legally responsible.

### Theft and vandalism

Unfortunately, boat theft and vandalism are realities that boat owners face. Boat insurance has comprehensive and collision coverage that can protect you against events outside of your control, including theft and vandalism.

### Incurred medical payments

Accidents on the water may lead to injuries for you or your passengers. Boat insurance offers a range of optional medical payments coverage limits, helping to cover medical expenses if you are in an accident or someone is hurt on your boat, regardless of fault.

### Peace of mind for financing

If you financed the purchase of your boat, most lenders require insurance coverage to protect their investment. Having boat insurance not only fulfills these requirements but also gives you peace of mind knowing that your financial interests are safeguarded.

### Navigational flexibility

Some water municipalities and marinas may require proof of insurance for docking or accessing certain areas. Boat insurance allows you the flexibility to explore different destinations without worrying about entry restrictions.

### Emergency towing and assistance

Progressive boat insurance can include optional Sign & Glide® On-Water Towing coverage. If your boat is disabled or breaks down on the water, Sign & Glide® pays for on-water towing, jump starts, soft un-groundings, and fuel delivery.

### Wreckage removal

If your boat sinks, Progressive boat insurance will cover the cost of removing your boat from the water (if removal is legally required).

Investing in boat insurance is not just about protecting a valuable asset; it's about safeguarding the memories, experiences, and joy that come with your on-water adventures. Don't let unforeseen circumstances disrupt your journey—navigate with confidence, knowing that Progressive boat insurance has you covered. Ensure a smooth and worry-free voyage, because when it comes to your boat, peace of mind is the ultimate luxury.

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# 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.\*\*

# \$<sup>UP TO</sup> 200

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
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250-300 HP	Free! \$2,660 value
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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
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### DEALER CREDIT TOWARD PURCHASE OF GOODS/SERVICES

Eligible Outboards Only	Dealership Credit
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25 HP	\$200 based on MSRP
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15-20 HP	\$150 based on MSRP
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2.5-9.9 HP	\$125 based on MSRP
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**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 YMBS 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.

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# LET'S GO FISHING SEMINARS



## SEMINAR SCHEDULE

TIME	THURSDAY	FRIDAY	SATURDAY	SUNDAY
11am	--	--	<b>Bass Fishing</b> <i>Adam Hinkle</i>	--
12pm	--	--	<b>Tournament Bass Fishing</b> <i>Phil Johnson</i>	<b>Inshore Salt Water</b> <i>Capt. Cefus McRae</i>
1pm	<b>Stripers and Hybrids</b> <i>Capt. Cefus McRae</i>	--	<b>Crappie Year Round</b> <i>Capt. Josh Thornton</i>	<b>Bass Fishing</b> <i>Adam Hinkle</i>
2pm	<b>Lures for Bass</b> <i>Adam Hinkle</i>	<b>Southern Fishing Schools, Sonar</b> <i>Ken Sturdivant</i>	<b>Fly Fishing</b> <i>Rene Hesse</i>	<b>Fly Fishing</b> <i>Southern Fishing Schools</i>
3pm	<b>Basics of Bass Fishing</b> <i>Rick Burns</i>	<b>Kayaks</b> <i>Dean Bowling</i>	<b>Lots of Salt Water</b> <i>Capt. Cefus McRae</i>	<b>Kayaks</b> <i>Dean Bowling</i>
4pm	<b>Kayaks</b> <i>Dean Bowling</i>	<b>Lures for Bass</b> <i>Adam Hinkle</i>	<b>River Though Atlanta Guide Service</b> <i>Chris Scalley</i>	<b>Southern Fishing Schools, Sonar</b> <i>Ken Sturdivant</i>
5pm	--	<b>Salt Water Tactics</b> <i>Capt. Cefus McRae</i>	<b>Kayaks</b> <i>Dean Bowling</i>	--



# SAFETY SEMINARS

Presented by North Georgia Boating Adventures



## THURSDAY, JANUARY 8

**12:30pm** **Life Jackets and Safety Equipment** | Captain John, North Georgia Boating Adventures

**2:30pm** **Vessel Operation Inspection** | Captain John, North Georgia Boating Adventures

**4:30pm** **Batteries/Backup Power** | Captain John, North Georgia Boating Adventures

## FRIDAY, JANUARY 9

**11:30pm** **Float Plan/Right of Way** | Captain John, North Georgia Boating Adventures

**1:30pm** **Life Jackets and Safety Equipment** | Captain John, North Georgia Boating Adventures

**3:30pm** **Vessel Operation Inspection** | Captain John, North Georgia Boating Adventures

## SATURDAY, JANUARY 10

**11:30am** **Vessel Operation Inspection** | Captain John, North Georgia Boating Adventures

**12:30pm** **Navigation Rules/Lights** | Captain Dan, Coast Guard Auxiliary

**1:30pm** **Batteries/Backup Power** | Captain John, North Georgia Boating Adventures

**2:30pm** **Navigation Aides/Anchoring** | Captain Dan, Coast Guard Auxiliary

**3:30pm** **Safety Equipment and Life Jackets** | Captain John, North Georgia Boating Adventures

**4:30pm** **On Board Safety Inspections** | Captain Dan, Coast Guard Auxiliary

## SUNDAY, JANUARY 11

**10:30am** **Batteries/Backup Power** | Captain John, North Georgia Boating Adventures

**11:30am** **On Board Safety Inspections** | Captain Dan, Coast Guard Auxiliary

**12:30pm** **Life Jackets and Safety Equipment** | Captain John, North Georgia Boating Adventures

**1:30pm** **Navigation Aides/Anchoring** | Captain Dan, Coast Guard Auxiliary

**2:30pm** **Vessel Operation Inspection** | Captain John, North Georgia Boating Adventures

**3:30pm** **Navigation Rules/Lights** | Captain Dan, Coast Guard Auxiliary



# BOAT BUYING GUIDE: HOW TO FIND THE RIGHT BOAT FOR YOU

## SMART STRATEGIES TO MAKE THE MOST OF YOUR TIME AT THE BOAT SHOW

You're surrounded by gleaming hulls, new tech, and people who live and breathe boating—what better place to find your next boat. While you walk the aisles and climb aboard the latest models, take a moment to think about the kind of boating life you want to create.

**The tips below will help you narrow your options and make every minute at the show count.**

### 1 Start with Your Why

Before you fall for the shine, pause and ask: Why do I want this boat? Are you dreaming of fishing with friends? Pulling the kids on a tube? Relaxing sunset cruises? Epic long weekends on the water? Your why is the key to finding a boat that truly fits your lifestyle.

**Next, dig into the details:**

- ▶ How many people will typically be on board?
- ▶ Where will you boat—shallow lakes, deep offshore waters, winding rivers?
- ▶ Will you trailer it or store it at a marina?

Getting clear on how you'll use your boat and your practical needs helps you walk past the models that don't fit—and zero in on the ones that do.

### 2 Match Boat Type to Lifestyle

Once you know your purpose, it's time to determine the right style of boat. Not every hull or layout fits every adventure.

**Popular categories include:**

- ▶ Bowriders & Deck Boats—versatile, family-friendly fun.
- ▶ Fishing Boats—from center-consoles to bay boats, designed for anglers.
- ▶ Pontoons—spacious, social, and perfect for entertaining.
- ▶ Performance Boats—built for speed and thrills.
- ▶ Sailboats—for harnessing the wind.

As you explore, step aboard. Sit in the cockpit. Picture your crew having fun on the water. The right layout will feel right.



## Set a Realistic Budget (Beyond the Sticker Price)

It's easy to get swept up by sleek designs and new features, but here's the thing to remember—ownership costs extend beyond the purchase price.

### Don't forget about:

- ▶ Storage or trailer costs
- ▶ Insurance, registration, and fuel
- ▶ Routine maintenance and accessories

Be sure to talk with dealers and financing teams about total ownership costs—monthly or annually, not just the upfront number.

A realistic budget keeps your search focused and your expectations grounded.

## 4 Factor in Ownership Logistics

Think past the purchase, how will you use and care for your boat once you bring it home?

### Ask yourself:

- ▶ Will you trailer or dock it year-round?
- ▶ Does your vehicle have enough towing capacity?
- ▶ Will you need winter storage or seasonal maintenance?

Dealers can walk you through delivery timelines, setup, and what the first year of ownership looks like. Also, don't skip boating education courses. They'll boost your confidence on the water—and may even score you a discount on insurance.



## 5 Make the Show Work for You

While you're at the show, be sure to take every opportunity to gather everything you need to make a smart decision.

### Boat Show Checklist:

- ▶ Compare multiple dealers for service, support, and reputation.
- ▶ Sit aboard boats on your shortlist and compare comfort, storage, and visibility.
- ▶ Ask about warranty coverage, upgrades, and after-purchase support.
- ▶ Bring your budget and notes to stay focused (trust us, you'll need them).

Every conversation, every spec sheet, and every seat you take at the helm helps you get closer to making the right choice.

## Final Thought

Finding the right boat isn't about rushing into a deal on the first boat that catches your eye. It's about matching your personal boating dreams to a vessel you'll love for years.

Use the show as your launch pad: explore, ask questions, compare, and picture yourself at the helm.

With the right preparation and mindset, you'll leave the show not just inspired—but one step closer to your perfect day on the water.

*Enjoy your time on the show floor—and happy boat shopping!*

# 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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*— OR —*

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Honda 40HP-50HP  
Honda 60HP-100HP  
Honda 115HP-140HP  
Honda 150HP  
Honda 200HP-225HP  
Honda 250HP  
M300 McLaren Performance<sup>†</sup>  
Honda 350HP

### INSTANT SAVINGS OPTION

**\$200.00** SAVINGS  
**\$300.00** SAVINGS  
**\$400.00** SAVINGS  
**\$1,000.00** SAVINGS  
**\$1,250.00** SAVINGS  
**\$1,500.00** SAVINGS  
**\$1,750.00** SAVINGS  
**\$10,000.00** SAVINGS

### 36 MONTHS HPP OPTION (MSRP)

**\$565.00** VALUE  
**\$920.00** VALUE  
**\$1,165.00** VALUE  
**\$1,490.00** VALUE  
**\$2,290.00** VALUE  
**\$2,730.00** VALUE  
N/A  
**\$4,460.00** VALUE

*OR*



\*At participating Honda Marine dealers only. Qualified retail customers may receive savings off the selling price of a Honda powered boat package or Honda Marine engine(s) sold for repower. This promotion is limited to select new Honda Marine BF40-BF350 outboard engines, 2021 and newer models, in stock, sold and delivered between January 5, 2026, and March 30, 2026, delivered to a U.S. resident. May be combined with certain other promotions. Only Honda Marine outboard engines sold for personal use qualify for this promotion. Fleet, rental, commercial, and government sales, demo engines, and engines sold under special pricing/promotions including (but not limited to) guides, brand ambassadors, and tournament fishermen are ineligible. \*\*Manufacturer's Suggested Retail Price. Dealers set their own pricing. Actual contract coverages, limitations, and exclusions may vary. HondaCare Protection Plan® not available in South Carolina. See your dealer for details. The HondaCare Protection Plan® is administered by American Honda Service Contract Corporation in the state of Florida, License #60083. HondaCare® and HondaCare Protection Plan® are registered trademarks of Honda Motor Co., Ltd. †M300 model is not available for repower. 36-month HondaCare Protection Plan® does not apply to the M300 model. For Honda Marine warranty information, visit [marine.honda.com/support/warranty](https://marine.honda.com/support/warranty). Honda Marine reserves the right to modify, amend, cancel or revoke, in whole or in part, this promotion at any time without prior notice. All Honda outboards meet EPA and CARB emission levels. Always wear a personal flotation device while boating and read your owner's manual. © 2026 American Honda Motor Co., Inc.



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