



BOOTH PRICES

All 10' x 10' = \$775.00

Buy two or more
10' x 10' booths and
get a 10% discount!

Shaded booths already reserved

Special Sizes

Special Sized booths are
already discounted.
No further discounts apply.

(10x15) #321	\$1,162.50
(10x20) #415	\$1,395.00
(20x30) #123, #228	\$4,092.00

Trailer Town

(10x40) #505	\$1,627.50
(20x30) #506	\$3,255.00

Trailer Town for trailer displays only.
Trailer booths are already
discounted, no further discounts.

1-800-SHO-TYME

1-800-746-8963

www.snowmobileusa.com

10-10-18
Subject to further revisions

KEY ■ = "Trailer Town" | ■ = loading aisles | ■ = crate storage | ● = tables & chairs | ■ = pedestrian doors | ■ = support post 4'x4'square | ■ = Shaded booths are sold

Milwaukee, WI

35 Years
Strong!



Celebrating it's 35th year, the Granddaddy of them all, SNOWMOBILE USA Show & Sale will fill the 170,000+ sq. ft. show floor at the Wisconsin Exposition Center. This show kicks-off the season the weekend of October 12-13-14, 2018 in Milwaukee, WI.

Arctic Cat, Polaris, Ski-Doo and Yamaha corporate booths anchor the four corners of the show floor. This allows the supporting dealers and retailers close proximity to their OEM. Large areas of 10x10 booths have been designed throughout the show floor for cross traffic and multiple booth exposure.

ATV exhibits will continue to be added for the outdoor enthusiast and buying consumer. We encourage you to bring your ATV units, clothing and accessories to sell in your booths. ATVs will be featured in all of our advertising.

Trailer Town is developed for trailer companies who require large booth sizing to show their products. Trailer Town benefits include reduced cost, ease of entry and exit for their products and the concentration of serious buyers. ALL trailers must be displayed in "Trailer Town." This will eliminate large trailers obstructing other displayers.

An outdoor Swap Meet will be held on Saturday & Sunday to allow people to sell used clothing, snowmobiles and equipment. The swap is located outside the show hall.

With the extensive advertising campaign beginning in the Summer months, word will be out that this show is a must do on your Pre-Season Snowmobile To Do List!

2017 ATTENDANCE WAS 11,424 BUYING CONSUMERS!

SET-UP HOURS

Thursday:
8am - 7pm

Friday:
8am - 4:30pm

SHOW HOURS

Friday: 5pm - 10pm
Saturday: 10am - 7pm
Sunday: 10am - 4pm

TEAR-DOWN HOURS
Sunday: 4pm - 11pm

**Exposition
Center**

**October
12-13-14, 2018**

- Milwaukee, WI -



**The state-of-the-art building located
at the Wisconsin State Fair Park - Exposition Center**

WWW.SNOWMOBILEUSA.COM