



BOOTH PRICES

All 10' x 10' = \$795.00
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.

(20x40) #132 \$5,596.80
(10x15) #427 \$1,192.50
(10x20) #434, #442, #443 \$1,431.00

Trailer Town

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

(20x40) #501 \$4,452.00
(20x40) #507 \$4,452.00

1-800-SHO-TYME

1-800-746-8963

www.snowmobileusa.com

07-15-20
Subject to further revisions

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

Milwaukee, WI

37 Years
Strong!



Celebrating its 37th 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 16-17-18, 2020 in Milwaukee, WI.

OEM factory displays from Polaris and Ski-Doo will showcase their new 2021 line up. Supporting dealers for Arctic Cat and Yamaha will round out the industry line up. In addition, the show floor will be filled with booths showcasing the best of the best in clothing and accessories, after market and performance parts, trailers, destination information, graphics, clubs and associations and much more. Bringing all the products and services driven by the snowmobile consumer needs and wants under one roof.

Large areas of 10x10 booths have been designed throughout the show floor for cross traffic and multiple booth exposure. When was the last time you had 10,681 targeted snowmobile enthusiasts come to your business over a three day span?

ATV exhibits will continue to be added to the line up for the outdoor enthusiast and buying consumer. We encourage you to bring your ATV units, clothing and accessories to sell in your booths.

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."

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!

2019 ATTENDANCE WAS 10,681 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

**WI Exposition
Center
October
16-17-18, 2020**

- Milwaukee, Wisconsin -



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

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