



For Immediate Release

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## Wilmington Boat Show Returns October 9-11

Greenville, SC (September 2, 2020) The Wilmington Boat Show, produced by JBM & Associates and presented by Yamaha Motor Corporation, has announced the show will be held on October 9-11, 2020, with modifications due to Covid-19 guidelines. With the boating industry at an all-time high with unprecedented boat sales and limited inventory throughout the US, the Wilmington Boat Show will be a great place to find your family's dream boat.

"As the producer of this show, my team and I have been working diligently with the City of Wilmington representatives, Wilmington Convention Center and Port City Marina Management on making certain the show is held as safely as possible based on ever-changing guidelines," said JBM President, Jacqui McGuinness.

**The Wilmington Boat Show is designed to be a RETAIL SHOPPING VENUE. It will be held in three separate spaces which allows social distancing.** There will be no VIP event, entertainment features, seminars or live animal acts or areas where people can congregate.

The inside area of the show will be held in the Wilmington Convention Center and falls under the State's Retail Sales guidelines and therefore allows attendance based on a square footage formula. Given this rule, the exhibit hall can hold up to 1000 people at one time, and the Grand Ballroom up to 400 people. "On a normal year, we do not get close to those numbers at one time," added McGuinness.

The outside portion of the show will follow Governor Cooper's latest public gathering number of 50 people per area. The good news for the boat show is that the expansiveness of the marina and the pier allows the ability to social distance and for areas/zones to be sectioned off. "We will allow 50 people in each zone at a time and monitor this closely. This is not like

a concert where people are staying in the same space for hours. People are walking and continually moving. Each boat dealer will be responsible for monitoring their boats and ensuring they follow the guidelines as well,” said McGuinness.

Some of the modifications being made this year include a limited number of tickets available for “shopping windows” defined as two-hour arrival periods on a specific day of the show. Historical data confirms the average length of JBM’s boat shows is 2-3 hours. “Without entertainment, seminars, etc. we anticipate most visits will be approximately two hours,” said McGuinness.

JBM will limit the number of attendees for each “shopping window” to arrive each day. All tickets must be purchased on-line and there will not be a box office. There will be an automated kiosk for anyone who was not able to purchase tickets via their phone or computer, however show management is urging people to pre-purchase tickets.

All exhibitors, staff and attendees will be required to follow the three W’s recommended by the NCDHHS. **WEAR** a mask, **WAIT** six feet apart and **WASH** your hands.

**Ticket Prices:**

**Friday: \$5 Fridays (all ages)**

**Saturday & Sunday: \$8 (ages 13 and higher); \$5 (4-12)**

**Hours:**

**Friday: Noon-6**

**Saturday: 10am-6pm**

**Sunday: 10am-5pm**

For more information and guidelines, visit [www.WilmingtonBoatShow.com](http://www.WilmingtonBoatShow.com). The Wilmington Boat Show is Presented by Yamaha Motor Corporations and sponsored by Marathon Express.

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