EMBARGOED until May 15, 2025

Photos and Video available here

Informa Announces First Annual Windy City Boat & Yacht Show

Chicago's Premier In-Water Boat Show to Debut at Burnham Harbor in June 2026

CHICAGO, IL — May 15, 2025 — Today, Informa Markets, together with the Chicago Park District , Chicago Harbors, and Suntex Marina, announces the launch of the Windy City Boat & Yacht Show, set to debut June 11-14, 2026, at Chicago's Burnham Harbor. Leveraging the success of its renowned shows, Informa Markets, the world's leading event organizer and producer of seven internationally acclaimed boat shows, will deliver an unprecedented in-water boating experience to the Great Lakes region. This inaugural event will offer an immersive, accessible, and world-class showcase featuring an expansive fleet of boats, interactive exhibits, VIP experiences, and a seamless connection between the boating lifestyle and Chicago's vibrant waterfront.

"Chicago's boating community has long expressed the need for an in-water show, and we're excited to bring this vision to life at the perfect location," said **Andrew Doole, President of U.S. Boat Shows for Informa Markets.** "Burnham Harbor offers an unparalleled setting, where attendees can step directly into the show from land and water to experience hands-on learning and explore the latest marine innovations in a fully immersive environment. This event goes beyond showcasing boats; it's about embracing the boating lifestyle in a way that seamlessly connects the water, the city, and the community – welcoming boaters of all skill levels to kick-off the season."

Burnham Harbor offers the ideal setting for an unforgettable, all-encompassing boat show experience. Unlike traditional indoor venues, the Windy City Boat & Yacht Show will feature over 150 in-water boats, including power and sailboats – new and brokerage, ranging from 30 to 90 feet. In addition, there will be expansive exhibit space for marine accessories, electronics, and lifestyle products.

Located just steps from Soldier Field and the Museum Campus, the show's central waterfront location provides access via public transit, and parking, ensuring an effortless and enjoyable experience for exhibitors and attendees alike.

"On behalf of Chicago's hospitality industry, Choose Chicago would like to express our enthusiasm for Informa Markets' launch of the Windy City Boat & Yacht Show, in June 2026 at Burnham Harbor," said **Dustin Arnheim, Senior V.P. of Choose Chicago**. "Given Chicago's miles of lakeshore and many active harbors, the Windy City is synonymous with boating activity and is a beloved pastime of its residents and visitors alike. In addition to our destination being conducive for the launch of such an event, we are grateful for the anticipated economic impact that the Show will generate throughout the entire hospitality industry, from filling hotels, restaurants, taxis, and rideshares, to boosting our airports."

"We are incredibly pleased to host the launch of the Windy City Boat & Yacht Show at Chicago's Burham Harbor," said **Scott Stevenson, Executive Vice President Westrec SMI, Manager of the Chicago Park**

District Harbors. “As the largest and most accessible marina in Chicago, Burnham Harbor provides the perfect setting to welcome long-time boat enthusiasts as well as those learning about the Great Lakes boating experience.”

With a legacy of producing world-renowned events, including the Fort Lauderdale International Boat Show, Discover Boating Miami International Boat Show, Palm Beach International Boat Show, Newport International Boat Show, Suncoast Boat Show, St. Petersburg Power & Sailboat Show, and Monaco Yacht Show, Informa Markets is bringing its industry-leading expertise to Chicago. The Windy City Boat & Yacht Show will deliver a best-in-class experience, combining Informa’s proven track record in event management, marketing, and operations with the city’s vibrant waterfront to create an exceptional showcase that meets the needs of both exhibitors and attendees.

“Chicago’s waterfront provides the perfect backdrop for an immersive and dynamic in-water boating experience,” said **Larry Berryman, Vice President of Miami Boating for Informa Markets**. “June offers the perfect conditions for visitors to take full advantage of the season, making this event an experience where people can connect with the boating lifestyle in its most natural setting—on and around the water. Informa Markets is committed to the long-term growth and expansion of this show, ensuring that it evolves into a premier destination for boaters and marine enthusiasts alike.”

Jefferson Beach Yacht Sales, with a local office in Chicago’s famed Marina City Towers, has committed to participating in the local event after their successful experiences at Informa’s previous international shows. Company president Amy Krueger joined Informa for the announcement to sign the first vendor contract establishing the show.

“Informa’s success with premier events like the Fort Lauderdale International Boat Show demonstrates their commitment to creating exceptional experiences for exhibitors and attendees alike,” said **Ron Silvia, Vice President of Sales, Jefferson Beach Yacht Sales**. “This new in-water show at Burnham Harbor is perfectly positioned to help us better connect with our customers. As a centrally located event, it’s ideally suited to appeal to both regional and global audiences looking to explore in-water product choices and expansive upland offerings.”

The show will provide a walkable layout, with an expansive exhibitor space, featuring a diverse range of new, brokerage, and pre-owned power and sailboats. Attendees can step aboard vessels, test ride boats, explore the latest marine technology, and engage with industry experts in an interactive and accessible environment.

Show Highlights:

- Centrally located at Burnham Harbor, easily accessible via public transportation and ample parking.
- More than 150 in-water boats on display (up to 90 feet), including new and brokerage models—both power and sailboats.
- Expansive on-land exhibits featuring the latest marine technology, luxury accessories, safety equipment, and watercraft essentials.
- In-Water Test Drives, giving attendees the opportunity to experience boats firsthand on the water, complemented by hands-on learning and interactive exhibits.

- Entertainment, dining, and networking areas, offering the perfect waterfront setting to experience Chicago's boating culture.
- VIP Experience, providing an exclusive space for premium attendees and industry professionals.

For exhibitors looking to secure premium space and sponsorship opportunities at the Windy City Boat & Yacht Show, visit WindyCityBYS.com for more information or contact Larry Berryman at Larry.Berryman@informa.com.

###

About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate, and grow. It provides marketplace participants around the globe with opportunities to engage, experience, and do business through face-to-face exhibitions, targeted digital services, and actionable data solutions. Informa Markets connects buyers and sellers across more than a dozen global verticals, including Boating, Pharmaceuticals, Food, Fashion, and Infrastructure. As the world's leading market-making company, it brings a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.