VIBE
VIRGIN ISLANDS BOATING EXPO

May 14th - 16th 2026

VIRGIN ISLANDS BOATING EXPO

Yacht Haven Grande | St Thomas | USVI



SPONSORSHIP & EXHIBITOR OPPORTUNITIES

The Caribbean's signature boutique boat show

www.vibe.vi

VIPCA
Virgin Islands Professional Charter Association

WELCOME NOTE

Feel the VIBE

Set against the pristine waters of St. Thomas, USVI, VIBE 2026 is a boutique boat show infused with Caribbean flair, culture, and everything marine.

From monohulls to multihulls, dive gear to water makers — everything you need to purchase, commission, and set sail is here.



EXECUTIVE SUMMARY



Escape to America's Caribbean paradise for VIBE 2026, the premier boutique-style boating expo of the year—where luxury meets adventure in a stunning tropical setting. Hosted at IGY's Yacht Haven Grande in St. Thomas, this destination show invites attendees to explore the latest sailing yachts and powerboats for sale or charter, meet top industry professionals, and even test sail directly from the docks. Guests can board vessels, browse the Harbor360 Vendor Expo, enjoy local food & drinks, and experience all-day live music and cultural performances.

Now entering its third year, VIBE has rapidly earned its place as the Caribbean's must-attend marine event. Produced by VIPCA (Virgin Islands Professional Charter Association), the show unites boating enthusiasts, charter companies, brokers, and marine suppliers from around the world. Proceeds directly support VIPCA's year-round work strengthening and promoting the USVI marine industry—making every exhibition and sponsorship a true investment in the region's maritime future.

A PROVEN PLATFORM

SUCCESS OF THE 2025 SHOW

The 2025 Virgin Islands Boating Expo exceeded expectations, drawing record attendance from industry professionals, charter brokers, media, and boating enthusiasts from around the world. With a dynamic lineup of vessels, immersive experiences, cultural showcases, and exclusive networking events, the show delivered exceptional value to exhibitors and sponsors alike. Sold-out exhibitor space, on-site vessel sales, and robust media coverage underscored VIBE's rise as the Caribbean's must-attend marine event. The momentum from 2025 sets the stage for an even more impactful 2026.





Huge Savings on Vessel Purchases

Purchasing a yacht sales tax free in the USVI, saves thousands of dollars. That could be a saving of over **$500,000** on a S6M vessel.



Stunning Location

Test sailing a vessel in the crystal clear turquoise waters of the Caribbean right from the show slip sells the dream of life on the water!



Investment Opportunities

Ability to meet with charter companies at their home base allows for the option of placing the vessel directly into charter for increased ROI.



More Savings

Save on commissioning and transportation costs by purchasing a vessel directly from the slip at VIBE in the USVI.

THE VIBE DIFFERENCE

DRAMATIC SAVINGS ON VESSEL PURCHASES ARE THE #1 REASON ATTENDEES CHOOSE VIBE

Closely followed by sun, sea, and sand!



PURCHASING A VESSEL IN THE U.S.V.I. VS THE U.S.A.

Challenge	U.S. Virgin Islands Advantage
With few exceptions, foreign-built yachts must be imported before they can be offered for sale or charter to U.S. residents. Many yachts are ineligible to be imported because their engines do not comply with EPA emissions requirements.	The U.S. Virgin Islands are outside the United States customs area, subject to a separate customs regime. Foreign-built, non-imported yachts may be offered for sale or charter to U.S. residents in the U.S. Virgin Islands and are not subject to stateside duties.
The coastwise laws prohibit foreign-built and foreign-flagged yachts, even those have been imported, from carrying charter guests on a time or voyage charter in the United States.	The coastwise laws do not apply to the U.S. Virgin Islands. Foreign-built and foreign-flagged yachts may carry charter guests in the U.S. Virgin Islands without having to use bareboat charters.
U.S.-documented yachts of less than 100 gross tons are generally allowed to carry no more than six passengers for hire.	In the U.S.V.I., yachts of less than 100 gross tons that comply with the MCA small commercial vessel code —also called the Blue or Yellow Code—are allowed to carry up to twelve passengers for hire.

ADDITIONAL BENEFITS FOR YOUR CUSTOMERS

The U.S. Virgin Islands are a U. S. territory, which means U.S citizens can enter without a passport, and there are direct flights from major U.S. gateway cities.

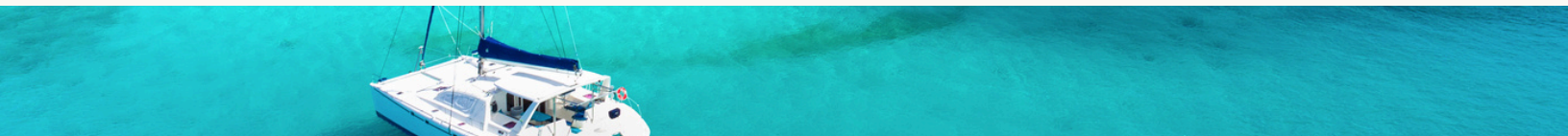
BENEFIT N°1

The U.S. Virgin Islands offers a business-friendly environment for buying and selling yachts, thanks to its use of the U.S. dollar, U.S. banking institutions, and exclusive tax incentives

BENEFIT N°2

The Government of the Virgin Islands is supporting infrastructure to maintain charter business interests such as an Economic Development Commission Tax Incentive Program for charter yachts

BENEFIT N°3





AUDIENCE & REACH



Meta ads: 777,576 reach, 6.76M impressions
Instagram: 152,659 reach ~ +64% year on year
Facebook: 624,917 reach ~ +142% year on year

Google ads: 406,242 clicks generated





Website: 1.65M interactions, 261,131 unique users

Social & Digital Marketing



Expanded Google, Youtube and Meta platform marketing. Targeting locations with direct airlift to St Thomas.

Ongoing promotion of the show website, supported by search engine optimization (SEO) and targeted Google strategies

Print & Press



Collaborations with top-tier industry press to enhance event visibility and credibility.

Local signage at high traffic locations to target residents and visitors already on vacation in the USVI.

MEDIA COVERAGE & TESTIMONIALS



Own the VIBE

"The Virgin Islands Boat Expo is more than just a boat show; it's a celebration of the Caribbean's unique boating lifestyle."
— Staci Smith, Director of the Virgin Islands Boating Expo 2025

"We saw nearly 100 people on the first day of the show. Four to five groups traveling from Texas, Pennsylvania, and Florida specifically for VIBE."
— Dare Blankenhorn, owner of Charter Caribe

At VIBE 2026, we are committed to delivering maximum exposure for our sponsors and exhibitors through a dynamic and strategic media campaign. Our comprehensive approach includes targeted digital advertising, robust social media engagement, and traditional media coverage across the U.S.V.I. and beyond. With a growing audience of boating enthusiasts, tourists, and marine industry leaders, our media presence is designed to amplify brand visibility before, during, and after the event—ensuring our sponsors and exhibitors gain lasting value and recognition.



A sampling of press coverage for VIBE 2025:

- sail-world.com
- centralcharts.com
- visitusvi.com
- yachtsandyachting.com
- stthomassource.com
- stcroixsource.com
- marinebusinessworld.com
- usanewshour.com
- globenewswire.com
- vifreepress.com
- newsfilecorp.com

SPONSORSHIP

FULLY CUSTOMIZABLE SPONSORSHIP OPPORTUNITIES

As a VIBE 2026 sponsor, your brand will gain exclusive access to a dynamic maritime audience. Enjoy impactful exposure through media coverage, signage, social media features, and product placement. Whether you are a global brand or local business, VIBE is your gateway to visibility, engagement, and growth in the Caribbean.

Title
$35,000

Everything in Platinum Plus

Event Name Change to Represent your Company

Front Cover Image plus Full Page in Show Brochure

Full Page on Website with Backlinks

Logo on Staff Shirts and Vendor Lanyards

Title Banner on Website

Ability to Speak Throughout the Event Between Music Sets

Ability to Host 1 Seminar per Day

Platinum
$20,000

Everything in Gold Plus

Additional 5 Attendee Tickets

2 Social Media Blasts

1 Dedicated Email Blast

Full Inside Cover of Show Brochure

1 Dedicated Press Release

Choice of Booth Placement

Branding of 1 Physical Show Area

Ability to Host 1 Seminar

Gold
$10,000

Everything in Silver Plus

Additional 5 Attendee Tickets

1 Dedicated Press Release

Enhanced Listing on Website

Expanded Signage Opportunities

Display Space Inside Harbor 360 Building or on the Dock

Choice of Booth Placement (1st come 1st served)

Silver
$7,500

Everything in Bronze Plus

Additional 5 attendee tickets

1 additional social media blast

1 dedicated email blast

Full page listing in show brochure

Bronze
$5,000

Everything in Supporter Plus

Exhibitor space on the Dock or in the Vendor Village

Additional 5 Attendee Tickets

3 Social Media Blasts

1/2 Page Listing in Show Brochure

Supporter
$2,500

Live mentions of your company during the show & mentions in press releases

Logo on signage throughout venue

Logo on website with backlinks

5 Attendee Tickets

Logo in Show Brochure

Please contact us to inquire about in-water sponsorship package benefits!



Exhibitor / Vendor Rates

In-Water Exhibitors:

$ 3.50 per Square Foot (Overall Length x Beam)*

Metered water & electricity fees additional paid direct to the Marina

10ft x 10ft tent space for in-water exhibitors - $ 500 (Free if showing 3+ Vessels)

Dock-Side Booth:

$1600 - 10ft x 10ft Space to Accommodate Your Branded Tent*

10ft x 10ft Tent Rental - Rates available on request

Vendor Village & Harbor 360 Building:

The Vendor Village will be located outside of the ticketed show area and open to the general public. The Harbor 360 building is within the ticketed show grounds. Harbor 360 will be open from 14th May during all show hours, whilst the vendor village will only be open on 15th & 16th May from 10am - 5pm

$ 600 - 6ft Table in Shared Tent*

$2000 - 10ft x 10ft Space inside the 360 building*

**Placement assigned based on availability, location not guaranteed.*

**Includes 6ft table, table cloth and 2 chairs (if required).*

No electricity available except for 360 booth spaces and in-water exhibitors.



Boost your Brand

More opportunities to be in front of your customers. Unlock greater visibility and attract more clients!

Enhance your display with interactive features and advanced technology to stand out from your competitors.



"VIBE isn't just a boat show — it's a celebration of the marine lifestyle, where global brands, local culture, and serious buyers come together in one unforgettable Caribbean experience."

ADD-ONS

ADD TO ANY SPONSORSHIP OR EXHIBITOR PACKAGE

Show Brochure 1/2 Page - $200
Show Brochure Full Page - $500

Dedicated Press Release - $350

Host a Seminar or Workshop - $500

Expanded Signage Opportunities - From $500

Enhanced Website Listing - $500

Additional 6ft Table, Chairs (2), and Cloth - $200

Photo Package - From $5000

A *VIBE* like no other

UNITED STATES VIRGIN ISLANDS
st CROIX st JOHN st THOMAS

Your support of VIBE 2026 goes far beyond brand exposure—it's an investment in the future of the U.S. Virgin Islands' marine economy. Every dollar supports VIPCA's mission to train the next generation of maritime professionals, advocate for smart marine policy, and promote sustainable, year-round marine tourism. Sponsorship creates real, lasting impact throughout the territory and the broader Caribbean.

By supporting VIBE 2026, you support VIPCA's ongoing initiatives:

- Marine education programs
- Regulatory and policy advocacy
- Professional training for local crews
- Promotion of USVI marine operations
- Strengthening the Caribbean marine tourism economy

Thank you!

DAILY SCHEDULE

14TH -16TH MAY 2026

THURSDAY 14TH MAY

12:00pm-5:00pm	Yachts, Harbor 360 & Dockside Vendors Open for Viewing
2:00pm-4:00pm	Sailing Demos by St Thomas Yacht Club
5:30pm-7:30pm	"Light the Night" Dock Preview Party & Opening Celebration

Live Music & Bar Open Daily

FRIDAY 15TH MAY

10:00am-5:00pm	Yachts, Harbor 360 & Dockside Vendors Open for Viewing
10:00am-5:00pm	Vendor Village Open for Business
12:00pm-2:00pm	Seminar Series in Harbor 360 Building
12:00pm-3:00pm	Sailing Demos by St Thomas Yacht Club

Live Music & Bar Open Daily

SATURDAY 16TH MAY

10:00am-5:00pm	Yachts, Harbor 360 & Dockside Vendors Open for Viewing
10:00am-5:00pm	Vendor Village Open for Business
12:00pm-2:00pm	Seminar Series in Harbor 360 Building
12:00pm-3:00pm	Sailing Demos by St Thomas Yacht Club
7:00pm-11:00pm	"Charting the Future" Fundraising Gala

Live Music & Bar Open Daily



Please note: All times are tentative and subject to change.

"Light the Night" – Opening Celebration & Dock Party
Kick off the Virgin Islands Boating Expo with *Light the Night*, a lively dockside celebration where boats illuminate the harbor under the stars. Open to the public with free pre-registration, this festive evening invites guests to enjoy a cash bar, connect with exhibitors, and get a sneak peek that entices them to return for full boat tours during the main event.

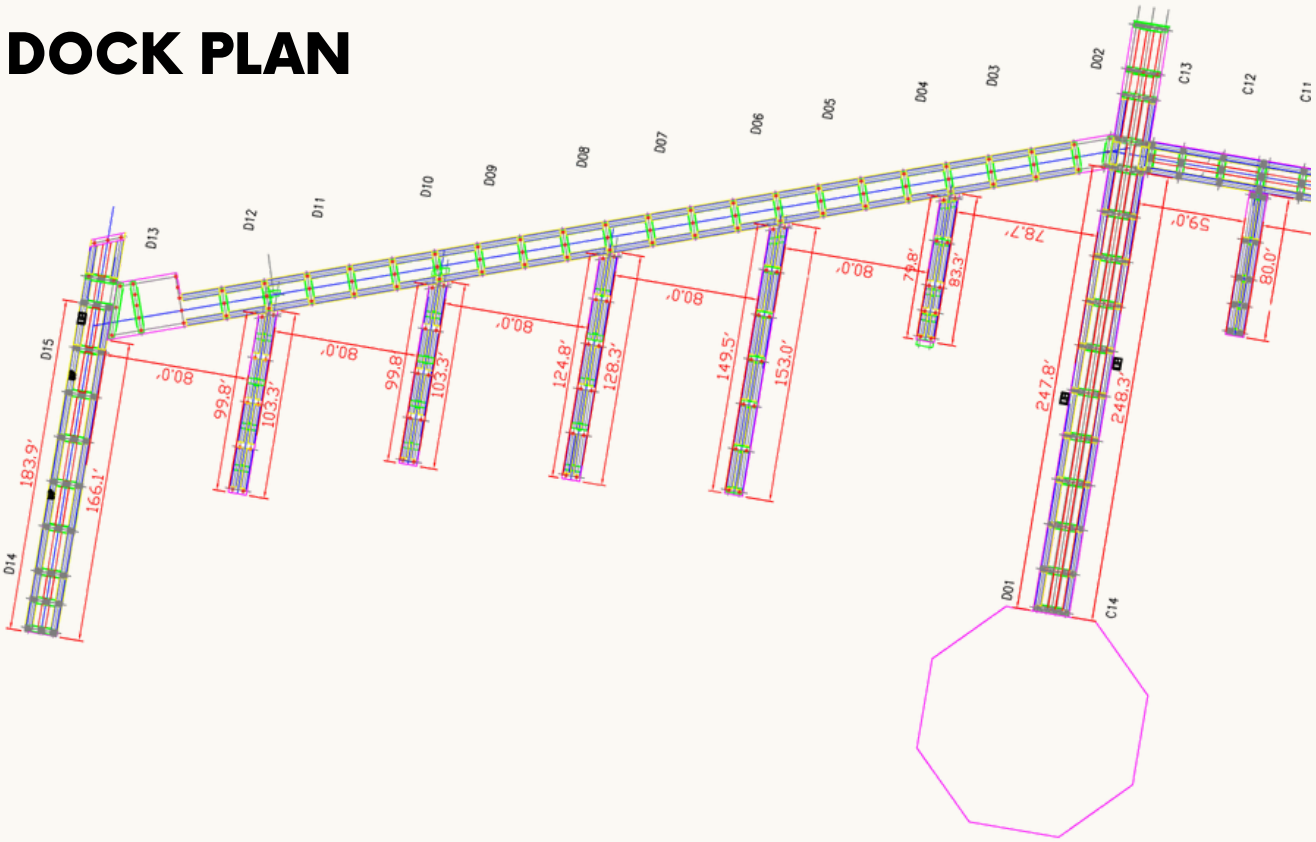
"Charting the Future" – Empowering the Next Wave of Marine Professionals
Join us for *Charting the Future*, an exclusive evening gala dedicated to supporting the next generation of marine professionals through VIPCA's apprenticeship and youth development programs. This separately ticketed event will raise funds for new marine technical training initiatives and offers a unique opportunity to contribute to the future of the Virgin Islands' maritime industry.

VENUE MAP

Yacht Haven Grande

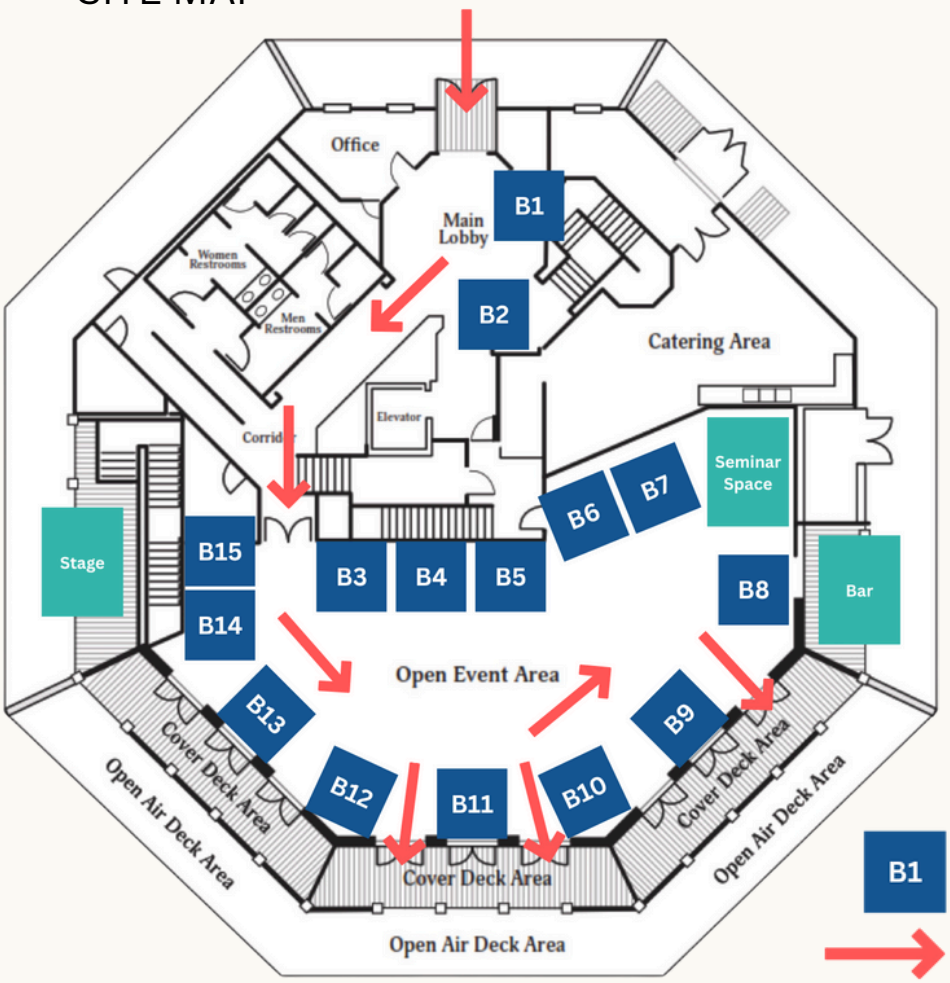


DOCK PLAN



360 BUILDING

SITE MAP



Key

B1 Approximate booth locations - not to scale

Flow of foot traffic from entrance out to back patio



THANK YOU

Feel the VIBE

VIBE 2026 isn't just another boat show—it's the pinnacle of boutique, destination-focused marine gatherings in the Caribbean, now in its third year and stronger than ever.




RiteWay
MOUNT GAY
BLACK BARREL
RUM BUS
MOUNT GAY
RUM BUS


tiara
YACHTS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VIBE
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Yacht Haven Grande | St Thomas | USVI

Organized by VIPCA - Virgin Islands Professional Charter Association

Kennon Jones - Executive Director
Melissa Popple - Director of Events

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VIPCA
Virgin Islands Professional Charter Association

VIPCA.org | VIBE.vi | USVIYachtShow.org