

2027

ABOUT JEEP BRANSON

Entering its 4th year, Jeep Branson has grown into an event with a strong following and even greater potential.

Four days where the community and industry come together to share passion and ideas, explore what's possible, and enjoy everything that makes owning a Jeep different. With SDMG Events behind the wheel, we're carrying that momentum forward and shaping what's next for the event.



JEEP BRANSON 2026 | BY THE NUMBERS

1,500+	70	27
REGISTERED JEEPS	VENDORS	STATES REPRESENTED

AUDIENCE REACH

16.3M
Social Media Impressions

825,000
Unique Content Interactions

22,000
Social Media Followers

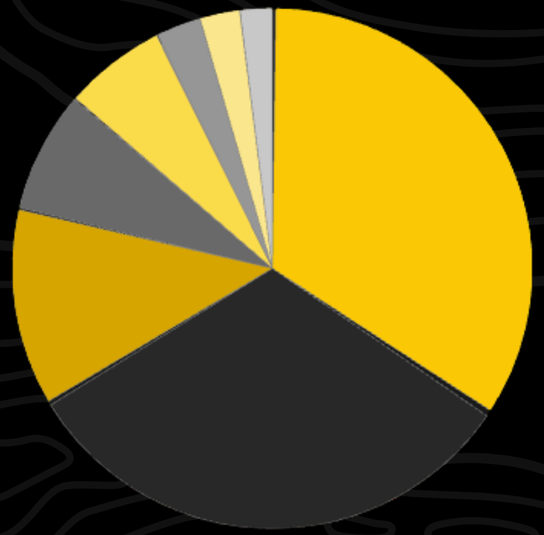
2,000
Projected 2027 Jeep Registrations

6K -8K
Projected 2027 Attendance

Meta Business Suite Reports (Facebook & Instagram) — June 2025 - July 2026

OUR CROWD. YOUR CUSTOMERS.





WHAT THEY DRIVE

- JK / JKU 34.4%
- JL / JLU 32%
- JT 12.3%
- TJ / LJ 7.6%
- XJ 6.4%
- YJ 2.8%
- CJ 2.5%
- ZJ 2%

WHAT THEY BUY

- Lift Kits & Suspension Upgrades
- Custom Wheels & Oversized Tires
- Bumpers, Grilles & Exterior Styling
- Soft Tops, Doors & Open-Air Accessories
- Audio, Electronics & Communications
- Interior Accessories & Custom Finishes
- Recovery Gear & Trail Accessories

HOW THEY SHOP

- Credit cards
- Cash on hand
- Online ordering
- Residual Business

EXHIBIT HERE

SHOWCASE YOUR PRODUCTS

Get your products in front of thousands of Jeep enthusiasts searching for new ideas, upgrades, and the right products for their builds.

TURN CONNECTIONS INTO CUSTOMERS

Build relationships face-to-face. Understand their needs, earn trust, and turn meaningful conversations into lasting customers.

BUILD YOUR BRAND WHERE IT MATTERS

Put your brand at the center of Jeep culture. Create visibility, introduce new products, and build connections that extend beyond the event.



DESTINATION : BRANSON

An established destination in the heart of the Ozarks, Branson combines accessibility, entertainment, and outdoor recreation, making it a natural fit for the event.

7.2M
visitors per year,
adding $1.5B to the economy

65,000
tourists in the Branson area every day

50%
of the US population within one day's drive

EXHIBITOR TESTIMONIALS

“Being a vendor since the beginning of Jeep Branson has been an amazing adventure! And knowing the team behind SDMG, I can only expect the adventure to become next level!“

James Murray, Rugged Radios

“Jeep Branson has an enthusiastic, established audience. With the SDMG team's proven promotional reach, we see real potential for exhibitors to connect with more Jeep customers.“

Jason Shaw, TexPlex at Fox Creek

“Branson is a great family-oriented destination with lots to offer for any Jeep enthusiast looking for lots of fun!“

Jessy Helm Greenland, MetalCloak

MOORE

The Midwest's #1 adventure travel expo

BIG IRON OVERLAND RALLY

Over $100,000 for charitable causes

PSE POWER SPORTS EXPO

Largest powersports event in the Midwest

JEEP BRANSON

The Ozarks' premier Jeep event

SHOW ME WATERSPORTS EXPO

Central Missouri's favorite boat show

SDMG EVENTS

PEOPLE | PLACES | ADVENTURE

WHERE OUTDOOR PASSION MEETS UNFORGETTABLE EXPERIENCES

BRANSON

PARTNER WITH US

Exhibitor and sponsorship opportunities for Jeep Branson 2027

JEEP
BRANSON
MISSOURI

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