



Atlantic Coast Trade Show to Debut in Virginia Beach May 5–6, 2027

New working trade show will connect surf, skate, outdoor and coastal-lifestyle brands with retailers during the critical Spring/Summer buying season

VIRGINIA BEACH, VA — Atlantic Coast Trade Show, a new trade-only event serving the surf, skate, and coastal outdoor lifestyle industries, will make its debut May 5–6, 2027, in Virginia Beach, Virginia.

Designed as a true working trade show, the Atlantic Coast Trade Show will bring manufacturers, sales representatives, retailers and industry leaders together at the ideal point in the buying calendar—when brands are introducing their upcoming Spring and Summer product lines and retailers are making important purchasing decisions.

The two-day show will give qualified buyers an efficient opportunity to preview new collections, meet directly with brand representatives and sales managers, write orders and build stronger industry relationships—all in one centrally located East Coast destination.

"Atlantic Coast Trade Show is being created to give our industry a productive, affordable and accessible place to do business," states Brad Beach. "The timing allows retailers to see new Spring and Summer collections when brands are just going to market, while still leaving plenty of time for meaningful conversations, order writing and relationship building."

A Natural Home for the Industry



Virginia Beach is deeply rooted in surf, skate and coastal outdoor culture. With generations of surfers, skateboarders, specialty retailers, sales representatives and industry events, the city offers an authentic setting for a show created around the action-sports and coastal-lifestyle communities.

"I am excited to have an action sports show back in Virginia Beach. Our city has a long history that is deeply rooted in the surf and skate culture. With the opening of Atlantic Park, I feel that our backyard is the prime spot to gather brands and retailers alike, to better shape the future of our industry," said Tyler Brown, President of 17th Street Surf Shop.

"With the addition of Atlantic Park Surf to the tapestry of the Virginia Beach surfing community, it's only logical for the surf tribe to assemble here again. Also, due to our central geographic location on the eastern seaboard and deep-rooted surfing history, it's long overdue. It will be an honor to have our town host buyers, owners, and industry leaders and really show them the way Virginia Beach has grown over the last decade. Virginia Beach truly is a shining example of what a city can become with community engagement and civic support. With the ViBe Creative District and the new Atlantic Park Entertainment District adjacent to the Virginia Beach Convention Center, we know everyone is going to have a great show and hopefully get a few waves while they're here!" remarked LG, President of Wave Riding Vehicles.

"When I heard there was going to be a surf industry trade show coming to Virginia Beach next year, my first thought was: this is exactly where it belongs. Virginia Beach is home to the longest continuously running surfing contest in the world, the East Coast Surfing Championships and Atlantic Park Surf only strengthens the surf culture that has been part of this city for generations. This is more than a trade show, it's a gathering of our tribe, our industry, and beautiful human beings coming together to celebrate culture, history, and future of surfing," said Dee Nachnani, Owner of Coast Edge Surf Shop.

Virginia Beach's central East Coast location also makes the show convenient for retailers traveling from the Northeast, Mid-Atlantic and Southeast regions, as well as Bermuda, Puerto Rico and the Caribbean. The city is accessible by air and highway and offers a wide selection of oceanfront accommodations, restaurants, music venues (The Dome), and entertainment.

"Virginia Beach isn't simply hosting the Atlantic Coast Trade Show—its heritage is part of what makes the show special," states Brad Beach. "Surfing, skating and outdoor recreation are woven into the identity of this city. We want exhibitors and retailers to feel that connection from the moment they arrive."



Industry Celebration at Atlantic Park Surf



Following a productive day on the show floor, exhibitors, retailers and invited guests will gather for the official industry party at Atlantic Park Surf, Virginia Beach's world-class surf park and entertainment destination.

The event will provide an unforgettable setting for the industry to connect outside the convention center, celebrate surf and skate culture and experience one of Virginia Beach's most exciting new attractions. We hope to have select surfboard manufacturers setup for board demos during both days of the show.



"Atlantic Coast Trade Show is a great fit for Virginia Beach's deep-rooted surf culture and lifestyle, which is on display 365 days a year at Atlantic Park Surf. Our team is very excited to welcome the trade show to VB and bring the industry together for a celebration showcasing the energy of our local surf community," said Nate Stevens, GM of Atlantic Park Surf.

Atlantic Park Surf represents the energy, progression and coastal lifestyle that Atlantic Coast Trade Show is all about. It will be an incredible place to bring the industry together after day one of the show.

Atlantic Coast Trade Show will feature leading and emerging brands across surf, skate, outdoor, footwear, apparel, accessories, equipment and coastal lifestyle categories. Additional details regarding exhibitors, retailer registration, show programming and the Atlantic Park Surf industry party will be announced in the coming months.

About Atlantic Coast Trade Show

The Atlantic Coast Trade Show is a trade-only event created to connect surf, skate, and coastal-outdoor lifestyle brands with qualified retailers and industry professionals. Held May 5–6, 2027, in Virginia Beach, Virginia, the show is strategically timed around the Spring and Summer buying season and is designed to support product discovery, order writing, networking and long-term business development.

For exhibitor information, retailer registration and show updates, visit <https://atlanticcoasttradeshow.com/> and follow Atlantic Coast Trade Show on Instagram @atlanticcoasttradeshow

Media Contact

Brad Beach
Show Director
Atlantic Coast Trade Show
757-373-0608
brad@atlanticcoasttradeshow.com
<https://atlanticcoasttradeshow.com/>



VIRGINIA BEACH CONVENTION CENTER
MAY 5TH & 6TH, 2027