

NEW at Surf Expo

New Exhibitors and products

From swimwear and trending beach fashions to the latest gear and gifts with a coastal flair, Surf Expo is highlighting some of the NEW products you'll see on the show floor.

3 EASY WAYS TO LOCATE NEW PRODUCTS AT THE SHOW.

- Look for the "New to Surf Expo" sticker in front of booths to indicate a featured new exhibitor. In the Surf Expo Show App, click on the "New Exhibitors" tab.
- Check out the New Exhibitor Showcases featuring products from New exhibitors. The New Exhibitor Showcase is located on the Boardwalk adjacent to booths 2223 to 2233
- In the On-site Directory, new exhibitors are highlighted on the floor map alongside a list with booth numbers for easy reference.



IPD INTERNATIONAL
Booth: 751 | Surf
Visit: ipdsurf.com

At IPD, we're all about fit. We've created a platform to help you get into the right boardshorts, every time. Our chassis are named after iconic roads leading to surf, pulling inspiration from each with our signature twist on them.

[@ipdsurf](https://www.instagram.com/ipdsurf)



FLOJOS
Booth: 1115 | Surf
Visit: flojos.com

Kids Flojos Original 101 - Pink/Black: Are you a fan of our Original 101? Flojos heritage sandal is available in kids made of EVA criss-cross straps with a counter strap that offers comfortable grip for playtime. Sandals available in unisex sizes in black, blue/blue and pink/black.

[@flojossandals](https://www.instagram.com/flojossandals)



SALT LIFE
Booth: 1051 | Bluewater
Visit: saltlife.com/Stealth Trooper

- Keep dry when you're reeling in the big one
- Waterproof all-weather fishing bib
- Double layer kneepads and back seat
- Reinforced welded seams
- Adjustable jacquard logo elastic suspenders cross in the back to keep the straps up
- Waterproof zip pocket at bib with logo zipper pull & reflective mesh detail
- Flap double cargo pockets
- Heavy duty cordura plier pocket
- Velcro closure at leg openings cinches to keep the water out
- Plastic snaps at the waist to adjust fit
- Reflective logo trims
- 100% coated polyester

[@realSaltLife](https://www.instagram.com/realSaltLife)



Thread
Booth: 557 | Surf
Visit: threadwallets.com

Thread product line up - Neck Lanyard, Elastic Wallet, Vertical Cardholder, Lip Balm Holder, Keychain Clip, Wrist Lanyard, Phone Case Wallet, and Bifold Wallet.

[@thread_wallets](https://www.instagram.com/thread_wallets)



CALIFORNIA MANGO
Booth: 2617 | Resort
Visit: californiamango.com

Add a Splash of California to Your Life. Breezy beaches, sprawling sunsets, salty air. There's nothing more inviting than a warm California day. And when we created California Mango, we wanted to give everyone a chance to experience it all.

[@CalMangoInc](https://www.instagram.com/CalMangoInc)



ROSHAMBO SHADES
Booth: 806 | Surf
Visit: roshambobaby.com

The unbreakable and flexible sunglasses for babies, kids and adults! Italian made, USA-assembled, polarized shades with 100% UVA/B/C protection. Prescription-friendly frames are BPA, lead and latex free, and small parts tested. Roshambo Shades is family owned and operated with a full damage and lens replacement guarantee!

[@roshambobaby](https://www.instagram.com/@roshambobaby)



CEDAR & SAND SWIMWEAR
Booth: 1544 | Swim
Visit: cedarandsandswim.com

The "Every Which Way" suit is the suit that keeps on giving as it wraps around you in over 10 different ways. Hugs the bod and holds every ounce of you in. 80% Polyester & 20% Spandex

[@cedarandsandswim](https://www.instagram.com/@cedarandsandswim)



TULA BLUE
Booth: 1864 | Boutique
Visit: tulabluerope.com

Tula Blue, handspun ROPEcollection waterproof, kid-proof, life-proof.

[@Tula.Blue](https://www.instagram.com/@Tula.Blue)



HURLEY SUP
Booth: 711 | Surf
Visit: hurleysup.com

Hurley PhantomTour 10'6" ISUP Set. Hurley Stand Up Paddle Board Kits have everything you need to get out on the water and start your adventure today.

[@hurley](https://www.instagram.com/@hurley)



Fun In Motion Toys
Booth: 1934 | Coastal Gift
Visit: funinmotiontoys.com

Unlock the mystery of Shashibo - the shape-shifting box! Just 1 magically mysterious Shashibo transforms into over 70 shapes. With 36 rare earth magnets in each cube, you can combine several Shashibos to expand your puzzle cube into another dimension. Build larger geometric shapes and create unlimited possibilities as you add cubes. Collect and connect them all! Can you master the shapeshifter?

[@funinmotiontoys](https://www.instagram.com/@funinmotiontoys)

BEEKMAN 1802
Booth: 1743 | Boutique
Visit: beekman1802.com

As the world's biggest goat-milk based skincare company, Beekman 1802 is committed to providing cruelty-free, safe, and clean products. Goat milk is a powerfully effective ingredient for moisturizing, exfoliation, and nourishing your skin. It's also safe for sensitive skin.

[@beekman1802](https://www.instagram.com/@beekman1802)



LE CLUB ORIGINAL
Booth: 1343 | Swim
Visit: lecluboriginal.com

Soak up the sun and stand tall with Le Club Swim Trunks. Fabric made from recycled plastic bottles, our new sustainable swim trunks are making an impact keeping the globe clean.

[@lecluboriginal](https://www.instagram.com/@lecluboriginal)



MARITIME TRIBES
Booth: 1768 | Boutique
Visit: maritimetribes.com

Local Map Tote Bag - silk-touch canvas day bag with your local map. Inner pocket and snap with durable webbing straps. Beautiful, local and functional.

[@maritimetribesusa](https://www.instagram.com/@maritimetribesusa)