



## HYUNDAI AIR & SEA SHOW® UNVEILS 2026 PROMOTIONS AND SPONSOR ACTIVATIONS AHEAD OF MEMORIAL DAY WEEKEND

*Statewide retail promotion, immersive on-site experiences, and major brand partnerships build momentum for America's premier military celebration.*

MIAMI BEACH (May 11, 2026) – The [Hyundai Air & Sea Show®](#), known as “The Greatest Show Above the Earth®”, part of the National Salute to America's Heroes, today announced its **2026 promotions and sponsor activations**, delivering a dynamic lineup of consumer experiences, statewide retail engagement, and on-site programming in advance of Memorial Day Weekend.

Taking place May 23–24 on Miami Beach between 1st and 21st Streets, the FREE, public event brings together the men, women, technology, and equipment of the United States Military in a powerful tribute to service and sacrifice. As an official **America250** event, the Hyundai Air & Sea Show® joins a national effort to commemorate the 250th anniversary of the United States, honoring the values of unity, service, and patriotism.

### Statewide Retail Promotion

In partnership with Monster Energy and RaceTrac, a statewide promotion is underway across all Florida RaceTrac locations through June 1. Customers who purchase any Monster Energy product scan a QR code and upload their receipt to enter for a chance to win a co-branded E-Ride Pro X Gritshift custom e-moto build dirt bike.

#### How to enter:

- Purchase a Monster Energy product at a Florida RaceTrac location and upload receipt via QR code or at [www.salutesweeps.com](http://www.salutesweeps.com).
- Visit the Monster activation booth during the event to enter on-site.

#### Prizes:

- Four grand prizes: E Ride Pro x GritShift custom e-moto builds.

### Patriot Display Village: Interactive Experiences & Activations

Spanning five city blocks from 11<sup>th</sup>-14<sup>th</sup> Streets and welcoming more than 30,000 visitors daily, the Patriot Display Village serves as the centerpiece for sponsor activations and immersive experiences, including:

- **Military Displays from all 6 branches**
- **America Peptides Action Zone** delivering adrenaline-fueled motocross stunt performances from Monster Energy. The activation will also feature an **e-bike giveaway powered by Monster Energy**, E Ride Pro and GritShift, further enhancing fan engagement and on-site excitement.
- **Nicklaus Children's Hospital Kids Zone** with aviation-themed activities, obstacle courses, and family-friendly programming including a Miami Children's Museum activation.
- **Mission BBQ Food Court** offering a variety of food and beverage options

- **GOVX Memorial Day Flag Remembrance Garden**, honoring 3,000 fallen South Florida service members, with support from the **Veterans of Foreign Wars (VFW) Miami Beach Post 3559**, whose volunteers assist in planting the flags.

### Signature Experiences & Event Programming

The 2026 event extends beyond the daytime show with a full lineup of experiences and sponsor-supported activations:

- **Performer's Take-Off Party presented by MANTECH**, welcoming military participants to South Florida ahead of the show, open and free to the public from 6:00 pm to 9:00 pm.
- **Salute on Espanola Way Block Party**, on Friday, May 22, the Hyundai Air & Sea Show® kicks off Memorial Day Weekend with the free to the public block party featuring live music by The Flyers, a vibrant patriotic street celebration, and food and drinks from local restaurants along the iconic pedestrian-only street from 6:00 pm to 9:00 pm.
- **U.S. Air Force SaluteFest**, a free, high-energy evening celebration taking place Saturday, May 23 along Ocean Drive, featuring a headline performance by Parmalee, a special performance by the New World Symphony Orchestra, and appearances by the U.S. Air Force Band and Honor Guard Drill Team. The experience includes a 3D projection mapping show illuminating multiple buildings along Ocean Drive with patriotic visuals, a nighttime pyro parachute jump by the U.S. Army Golden Knights and British Red Devils, 1,000-drone light show powered by Hex, and a fireworks finale, creating a fully immersive tribute to the strength, service, and spirit of the U.S. Military.
- **Government and Industry Partnership for National Security Summit, presented by Amentum**, bringing together military, government, and industry leaders for strategic dialogue on national security. By invitation only.
- **Raising Cane's Air Operations Platform** serving as the central hub for coordinating all aerial demonstrations and ensuring safety and precision

### Premium Experiences & Hospitality

Sponsors play a key role in elevating the guest experience through premium hospitality offerings, including:

- **Florida Power & Light Company Cabana Club**, providing private oceanfront cabanas for group experiences
- **VIP Club part of the Beach Club at Show Center**, offering premier viewing, catered hospitality, and exclusive amenities
- **Posillico Flight Deck Preferred Viewing Area**, delivering premium beachfront access with elevated food and beverage offerings

### A Powerful Lineup of Sponsors

The Hyundai Air & Sea Show® is made possible through the support of leading national and regional partners, including Hyundai Motor America, Cigarette Racing Team Offshore Powerboat Racing Exhibition, Florida Power & Light Company (FPL), Mission BBQ, Monster Energy, Nicklaus Children's Hospital, The Posillico Group, GOVX, American Peptides, Amentum, MANTECH, Raising Cane's, Hex and more.

Together, these partners help bring to life an immersive, multi-day experience that blends military demonstrations, community engagement, and large-scale public activations.

"The Hyundai Air & Sea Show® continues to grow as a national platform that not only honors our military but also creates meaningful ways for the public to engage," said **Mickey Markoff, Executive Producer of**

**the National Salute to America's Heroes.** "Through our sponsors and partners, we are able to expand the experience both on-site and across the nation, building excitement leading into Memorial Day Weekend while reinforcing the true meaning behind it."

The Hyundai Air & Sea Show® will be **livestreamed at 11:30am – 4:30pm on Saturday, May 23, presented by [Fox Nation](#)**, providing real-time audio and video coverage with professional commentary, interviews, and behind-the-scenes access.

**On Sunday, the Hyundai Air & Sea Show® will be livestreamed from 11:30 a.m. to 4:30 p.m. on USASalute.com.**

For more information, please visit: [www.USASalute.com](http://www.USASalute.com) to experience the action as it unfolds and for event merchandise.

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**Hyundai Air & Sea Show:** The Hyundai Air & Sea Show is a national two-day celebration held in Miami Beach, Florida. Held Memorial Day Weekend, the Hyundai Air & Sea Show focuses on honoring and paying tribute to the military, who protect the freedoms of all Americans. For more information and to view the promotional video, please visit, [www.USASalute.com](http://www.USASalute.com).

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