



DEMA SHOW

NOVEMBER 13-16

ORLANDO, FLORIDA
www.demashow.com

2019



CATCH THE CURRENT

EXHIBIT TODAY

TOP REASONS FOR ATTENDING ARE:

1. New Technology
2. Evaluating Products for Purchase
3. Interacting with Industry Experts

THAT'S WHAT MAKES THE NETWORKING OPPORTUNITIES AT DEMA SHOW SO VALUABLE FOR EXHIBITORS.

JOB FUNCTION

Corporate Management (VP, Director, etc.)
 Corporate Operations (Product Development, etc.)
 Dive Industry Influencer
 Dive Photographer
 Manufacturer's Representative
 Manufacturer/Supplier

Public Safety/Rescue Diver
 Repair Service
 Retail Store Manager
 Retail Store Staff
 Safety
 Sales/Marketing
 Trainer/Educator
 Travel Coordinator

REACH YOUR TARGET AUDIENCE AT DEMA SHOW

- Send out press releases – DEMA Show provides you with the press list upon request
- Invite your current and prospective customers to attend to see your latest products – run show specials
- Participate in the New Product Showcase
- Take advantage of the sponsorship opportunities to reach specific audiences at DEMA Show:
 - Promotional e-mail blast
 - Ad retargeting campaigns
 - Web banner ads
 - Social media posts

85% of attendees come to evaluate and demo new products

77% of attendees make purchases or orders products on-site

96% of attendees are involved in purchasing decisions



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