



EXHIBITOR PROSPECTUS



# BETTER TOGETHER

**NOVEMBER 1-4**

Orange County Convention Center | South Halls | **Orlando, FL**

**Don't miss the only international event  
exclusively for credentialed dive and  
watersport professionals!**

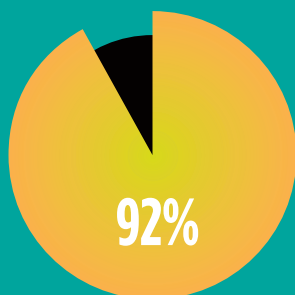
**RESERVE YOUR BOOTH TODAY!**  
Call: 1-703-706-8252  
Email: [sales@demashow.com](mailto:sales@demashow.com)  
[demashow.com](http://demashow.com)

*In partnership with Go Dive Now*

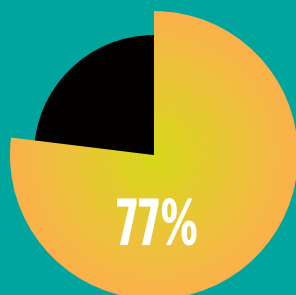
# THERE IS POWER IN COMMUNITY — AND YOUR COMMUNITY IS AT DEMA SHOW

By participating in DEMA Show, you'll infuse energy into your business, tap into the power of collaborative discussions, establish meaningful relationships, reconnect with old friends, be invigorated by new trends, and enhance the diving industry overall.

With your global community at your side, you will find innovative and exciting ways to thrive and build your business.



of attendees  
visit the exhibit hall



of attendees come to  
DEMA Show with the  
intention of buying  
products from exhibitors



of attendees are  
NEW to DEMA Show  
each year

“

Attending DEMA Show is crucial for the scuba industry's recovery and future success. Connecting in-person to share our common love of diving is so important. We build strong and meaningful relationships at DEMA Show, which is a big part of our business.

Amy Lionetti | Galapagos Sky

”



# WHO ATTENDS

DEMA Show is open to credentialed dive professionals only, so every person you meet is an influential member of the dive, travel and action watersports industry!



250+

Professional Development  
& Technical Sessions



600+

Sponsors &  
Exhibitors



9,000+

Industry  
Professionals\*

\*Anticipated attendance based on pre-COVID show statistics

## PRIMARY JOB FUNCTION



Chairman/Owner/  
President/CEO/COO  
in attendance in 2021

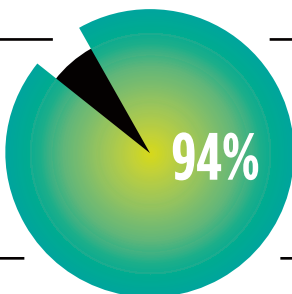
Chairman/Owner/President/CEO/COO  
Corporate Management (VP, Director, etc.)  
Corporate Operations (Product Development,  
Production, IT, etc.)  
Dive Photographer/Videographer  
Instructor/Assistant Instructor/Divemaster/Con  
Manufacturer's Representative  
Manufacturer/Supplier  
Public Safety/Rescue Diver  
Repair Service  
Retail Store Staff  
Retail Store Manager  
Safety  
Sales/Marketing  
Trainer/Educator  
Travel Coordinator

## BUSINESS CLASSIFICATION



Retail Dive Center  
in attendance in 2021

Boat/Liveaboard Operator  
Commercial Diver  
Dive Center Staff  
Dive Instructor Training Organization  
Dive Photographer/Videographers  
Dive-Related Government or Military  
Dive Resort Operator  
Dive Retail Buyer  
Dive Travel Buyer  
Educational Institution  
Environmental Organization  
Instructor/Assistant Instructor/Divemaster/Con  
International Distributor  
Manufacturer's Representative  
Non-Exhibiting Manufacturer/Supplier  
Non-Profit Organization  
Other Retailer  
Public Safety Diver/Rescue Diver  
Show Organizer  
Travel Agent/Professional  
Travel Association



are involved in  
purchasing decisions



# EXHIBIT AT DEMA SHOW 2022

Exhibiting at DEMA Show creates unique opportunities for you to connect and build lucrative relationships with the international community. Buyers from across the globe gather to find the latest in diving equipment and related products and services.

Exhibiting not only supports your business efforts and drives your bottom line – but also helps nurture and invigorate the industry.

## EXHIBIT SPACE FEE:

▶ **\$21.95** per net square foot  
for DEMA Members

▶ **\$26.95** per net square foot  
for Non-Members

Reserve your space for DEMA Show 2022: 1-703-706-8252 | [sales@demashow.com](mailto:sales@demashow.com).

## DEMA SHOW EXHIBITOR EXCLUSIVES

When you exhibit at DEMA Show, you get more than just floor space. Take advantage of these value-added opportunities to gain maximum exposure for your company and products.

### IMAGE RESOURCE CENTER (IRC)

The IRC is a can't-miss opportunity to showcase your photography and videography diving products, increase your company visibility, and offer attendees the chance to see and touch your latest products and services.

### TECHNICAL DIVING RESOURCE CENTER (TDRC)

Dedicated to exhibitors offering products and services related to technical diving gear, the TDRC is a source of heightened visibility on the Show Floor.

### FIRST TIME EXHIBITOR CENTER

The Center will showcase companies new to DEMA Show and allow them to introduce their products highlighting the latest advancements in technology and product developments.

### NEW PRODUCT SHOWCASE

Introduce your latest products and newest technologies, and get maximum exposure and an upper hand among industry competitors when you feature your company's cutting-edge developments.

### EXHIBITOR-SPONSORED SEMINARS

DEMA Show Exhibitor-Sponsored Seminars offer your company the opportunity to present technical information, training and in-depth sales demonstrations face-to-face in a formal educational setting.

To add one of these opportunities, contact:

**Gretchen Wendorf**

**703-647-2626**

[gwendorf@ntpevents.com](mailto:gwendorf@ntpevents.com)

## MEMBER DISCOUNTS & EXHIBITOR PRIVILEGES AT DEMA SHOW



Diving. Explore The Rest Of Your World.

Contact DEMA at 1-800-862-3483 or visit [www.dema.org](http://www.dema.org) to learn more about membership and to save on your DEMA Show participation.

**EXHIBITOR SAVINGS:** Up to \$600 per 10' x 10' booth space\*

**EXHIBITOR SAVINGS:** Up to 6 complimentary Exhibitor badges per 100 net square feet of paid exhibit space\*

**MEMBER LOUNGE:** Exclusive area for DEMA Members to conduct business

**VIP MEMBER LOUNGE:** Exclusive area for Gold and Platinum DEMA Members to conduct business

\*Savings and badge allotments vary based upon DEMA Membership Level (i.e., Silver, Gold or Platinum)



# BETTER CONNECTIONS. BETTER BUSINESS. BETTER OUTCOMES.

Dive professionals from around the world gather at this event annually to seek out new products, get the latest technical training, reconnect as an industry and build new partnerships. **Your community is counting on you to showcase your solutions.**



## WHO SHOULD EXHIBIT?

If your organization is focused on advancing the dive industry, call to reserve your space now!

- Accessories
- Air & Gas Testing
- Air Station Equipment/Supplies
- Apparel/Footwear
- Backpacks, Harnesses, etc.
- Bags & Carrying Devices
- Boats, Inflatables & Marine Supplies
- Books & Periodicals
- Business-to-Business Services
- Certifying/Training Agencies
- Computers/Diving Software
- Cylinders & Valves
- Dive Boat (Liveboards)
- Dive Boat Excursions (Day Trip)
- Educational Products
- Environmental Organizations
- Fine Art
- Fins
- Flotation & Buoyancy Devices
- Gifts, Jewelry & Novelties
- Instruments & Gauges
- Knives
- Lights, Underwater
- Masks & Goggles
- Merchandising & Point-of-Purchase Displays
- Metal Detectors
- Mooring Buoys, Materials & Equipment
- Navigation Systems
- Paddlesports Equipment
- Photographic Equipment
- Rebreathers
- Regulators/Breathing Apparatus
- Retailing Aids
- Safety & Rescue Products
- Snorkels
- Spearguns
- Suits (Wet, Dry, Thermal Exposure)
- Sunglasses/Suncare Products
- Swimwear
- Travel Destinations
- Travel Planning
- T-Shirts
- Underwater Communications
- Underwater Vehicles
- Video Equipment
- Watches/Accessories
- Watersports (Non-Diving) Equipment
- Weight Systems & Weights
- Wreck Diving

**RESERVE YOUR DEMA SHOW 2022  
EXHIBIT SPACE TODAY!**

**Call:** 1-703-706-8252

**Email:** [sales@demashow.com](mailto:sales@demashow.com)

**[demashow.com](http://demashow.com)**





# ELEVATE YOUR VISIBILITY. MAXIMIZE YOUR ROI.



**Build your own customized sponsorship package based on your organization's unique goals and budget.**

For more information on these high-impact programs, contact:

**Christine von Steiger** | Senior Account Executive  
703-706-8252  
[sales@demashow.com](mailto:sales@demashow.com)

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**OPPORTUNITIES ARE SOLD ON A FIRST-COME,  
FIRST-SERVED BASIS  
DON'T WAIT — RESERVE TODAY!**