



DEMA SHOW 2022



# SPONSORSHIP PROSPECTUS

**NOVEMBER 1-4**

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

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

**DEMA Show delivers a wide range of exclusive opportunities and can exclusively customize any package for sponsors of all sizes and budgets.**

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## **WHY CONSIDER SPONSORING?**

- Increase traffic to your booth
- Elevate your brand among a target rich environment
- Showcase your industry leadership
- Stand out among your competition
- Amplify your message

## **BENEFITS**

Logo recognition on/in:

- DEMA Show Website
- DEMA Show Mobile App
- Attendee Emails & Bulletins
- Onsite Signage
- And More!



# ON-SITE SIGNAGE OPPORTUNITIES

## EXHIBIT HALL BANNERS

**Prices start at \$5,000 | Limited Availability**

Is your booth the busiest on the show floor? It can be! Place your message on a banner inside the exhibit hall of the Orange County Convention Center with your booth number and drive traffic to your booth. Banner sizes and locations vary. Contact DEMA Show Management for details and locations.

- Sponsor will provide artwork. DEMA will produce and install graphic(s). Exact location to be determined by DEMA Management.

## ONE & TWO SIDED METER PANELS

**\$1,050 (1-sided) | \$2,000 (2-sided)**

Get noticed daily! These “indoor billboards” are sure to attract the eye of each participant as they walk through the registration area.

- Sponsor will provide artwork. DEMA will produce and install graphics(s). Exact location to be determined by DEMA Management.

## WINDOW GRAPHICS

**Prices start at \$1,250 | Limited Availability**

Shine light on your booth location by featuring your message on glass windows near the show floor escalators and exhibits. These eye-catching window graphics are a surefire way to drive attendees to your booth.

- Sponsor will provide artwork. DEMA will produce and install graphic(s). Exact location to be determined by DEMA Management.



## LIGHT BOXES

**\$5,000 each**

Capture everyone's attention with high-impact 8' tall light boxes. Each fixture will feature a backlit panel of your advertising or marketing message in addition to your company's name and logo.

- Sponsor will provide artwork. DEMA will produce and install graphic(s). Exact location to be determined by DEMA Management.

## HANGING AISLE SIGNS

**\$1,200 each | Exclusive Sponsor or Individual Units**

Prominently display your company logo on hanging aisle signs within the exhibit hall to reinforce your brand and drive traffic to your booth attendees navigate the Show floor. You receive guaranteed impressions and cannot miss branding to thousands of attendees.

- Sponsor will provide artwork. DEMA will produce and install graphic(s). Exact location to be determined by DEMA Management.

## EXHIBIT HALL FLOOR STICKERS

**\$1,200 – pair of 3'X3' | \$2,700 – one 6'X6'**

Navigate DEMA Show attendees through the show floor and directly to your booth with custom, highly-visible, colorful decals on the floor of the exhibit hall. Spotighting your company name, logo and/or booth number provides an excellent way to maximize your booth traffic.

- Sponsor will provide artwork. DEMA will produce and install graphic(s). Exact location to be determined by DEMA Management.



# MORE OPPORTUNITIES BETTER IMPACT



## EXCLUSIVE SPONSORSHIP OPPORTUNITIES

### ATTENDEE BAGS

#### \$15,000 Exclusive Sponsor

Each registered attendee gets a bag — and then takes it home full of important information that is shared with their colleagues. Bags will be printed with your company logo and the DEMA Show 2022 logo. DEMA will distribute bags at registration.

- One (1) logo recognition on the lanyards
- DEMA will produce and distribute bags to all registered attendees
- One (1) insert (supplied by sponsor) in the official attendee bag

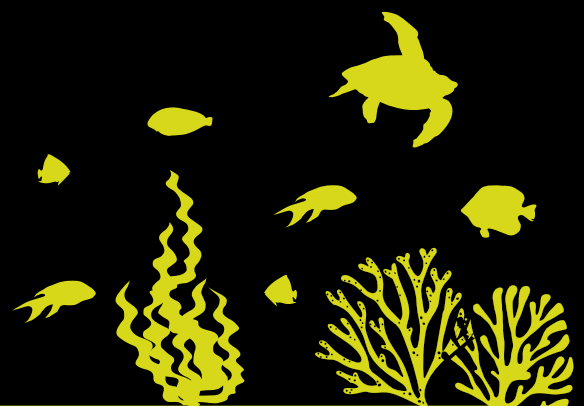
### LANYARDS

#### \$15,000 Exclusive Sponsor

Let DEMA Show exhibitors and attendees do the advertising for you. DEMA will produce approximately 10,000 lanyards printed with your company logo next to the DEMA Show logo and distribute them each badge for DEMA Show 2022.

- One (1) logo recognition on the lanyards
- Exposure to all DEMA Show 2022 attendees and exhibitors—lanyards will be distributed with badges at registration

**SOLD! SOLD!**





## NEW PRODUCT SHOWCASE

### \$5,000 Exclusive Sponsor

Introduce your latest products and newest technologies in a stand alone case in high traffic aisles! To register for the New Product Showcase, contact Gretchen Wendorf at 1-703-647-2626 or [GWendorf@ntpevents.com](mailto:GWendorf@ntpevents.com).

- One (1) prominent pod will be provided to showcase sponsor's products
- Recognition wherever the New Product Showcase is promoted
- Logo placed on header or bottom of cylinder wrap on all New Product Showcase pods
- Product image and description on New Product Showcase promotion page on official show website

## TAXI STAND SPONSORSHIPS

### \$5,750 Exclusive Sponsor

Have your logo displayed on a number of "Taxi Stand" locator stations placed near the main entrance of the convention center. This important resource will help attendees navigate their way to and from DEMA Show 2022. Your logo and brand will be highlighted on the directional fixture. Sponsor will supply artwork.



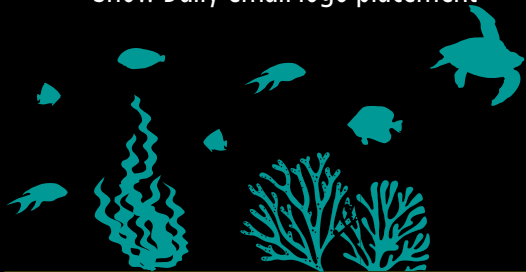
# UNIQUE OPPORTUNITIES

## MULTIMEDIA PACKAGE

### \$4,500 - \$5,500

Get wide exposure through multiple digital platforms.

- Upgraded booth
- Banner ad on website
- Mobile app featured exhibitor
- Show Daily email logo placement



## iBEACON

### \$4,500 - \$5,500 | \$1,500

#### Per Sponsor, Limit of Five

Using Bluetooth LE technology, the iBeacon sponsorship incorporates beacon zones to provide attendees with a comprehensive view of organizations in their vicinity, inspiring more meaningful connections. The beacons can provide useful event messages based on location, deliver your company message to nearby attendees, and more.

# DIGITAL OPPORTUNITIES

## DEMA SHOW MOBILE APP

### \$10,000 Exclusive Sponsor

Put your brand at everyone's fingertips — literally. Align your company as a major contributor to the industry through sponsoring the DEMA Show 2022 mobile app. The app will feature a powerful search engine, planning tools, and interactive maps so that buyers can find companies and products. You'll be the hero for helping attendees maximize their DEMA Show!

- One (1) color logo recognition on the DEMA Show website
- Prominent branding within the app
- Recognition as official app sponsor in all materials promoting the app



## CUSTOM PUSH ALERTS

### \$1,600

Attendees receive notifications through the DEMA Show mobile app — send your dedicated message straight to attendee cell phones. You can alert them about a new product, a demo in your booth, or just remind them to visit you.

- One (1) color logo recognition on the DEMA Show website



## WEB BANNER ADS

**\$1,000**

Display your banner ad to thousands of dive professionals who search the DEMA Show website. Attendees, exhibitors and media scour the site for the latest news and information on the show, including online registration, travel booking services, seminar descriptions, press releases and exhibitor information.

- Web banner ad on homepage of DEMA Show 2022 website
- Ad will be posted three (3) days after receipt of artwork and will appear until the show closes (artwork must be to specifications)
- Ad specs: 225 x 225 high-resolution JPG, PNG or TIF file

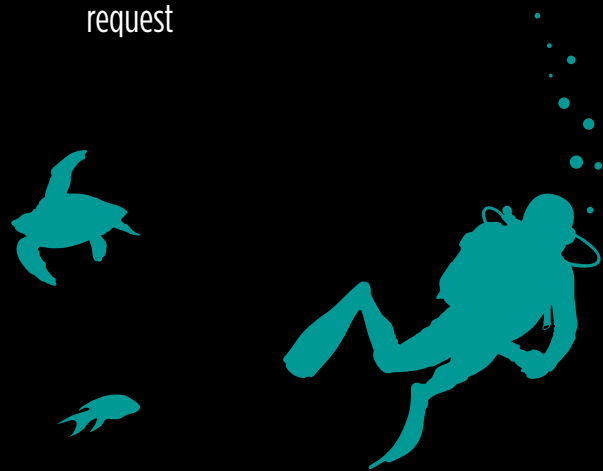


## PROMOTIONAL E-MAIL BLAST

**\$4,500**

Reach the inboxes of your DEMA Show audience directly with a dedicated e-blast sponsorship. Exact launch date to be determined by DEMA Show management. You'll reach all registered attendees with your personalized message.

- Company to provide HTML
- DEMA to provide post-launch analytics upon request



## PRE-SHOW ATTENDEE REGISTRATION SPONSORSHIP

**\$2,000**

Every attendee is required to visit the DEMA Show website to register. Place your company logo front and center for this highly engaged audience.

- Company logo front and center on registration pages
- Company name and logo included in the registration confirmation email
- Company name and logo included in the official Badge Pick-Up Notice that every attendee must show on-site in order to pick up their badge



READY TO GET  
BETTER RESULTS?  
BOOK YOUR  
SPONSORSHIP TODAY.

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