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## **DEMA Activates Disaster Assistance Program to Aid Those in Florida Impacted by Hurricane Ian**

*\*\*Funds Available to Assist DEMA Member Exhibitors and Buyers of DEMA Show 2022 \*\**

**San Diego, CA (October 3, 2022)** – The Diving Equipment & Marketing Association (DEMA) Board of Directors has approved the activation of DEMA’s Disaster Assistance Program to assist DEMA-Member Show Exhibitors and Buyers in Florida impacted by Hurricane Ian.

"DEMA’s Disaster Assistance Program funds are available to Florida-based DEMA Member Exhibitors at DEMA Show 2022 impacted by Hurricane Ian, to aid them in getting to and exhibiting at DEMA Show 2022," said Tom Ingram, President and CEO of DEMA. "Registered 'Buyers' from impacted DEMA Member businesses staying in the DEMA hotel block are also eligible for funds to assist in attending DEMA Show so they can buy the products and services they need to keep their businesses in operation."

DEMA has earmarked disaster assistance funds specifically for affected DEMA-Member exhibitors and registered buyers located in the Florida counties where Ian struck as a Category 3 or higher hurricane, and as indicated by federal disaster designation. Those counties are:

- Charlotte
- Collier
- DeSoto
- Hardee
- Hillsborough
- Lee
- Manatee
- Pinellas
- Sarasota

### **EXHIBITOR ASSISTANCE PROGRAM**

DEMA’s Disaster Assistance Program funds are available to DEMA-Member Exhibitors who were fully paid by the close of business on September 26, 2022, and physically located within the

above nine counties impacted by Ian when it was at least a Category 3 hurricane. Qualifying exhibitors are eligible to receive disaster assistance funds based on their exhibit space size. For-profit exhibitors are eligible for \$400 US per contracted 10x10 exhibit space and non-profit exhibitors paying the DEMA-Member non-profit rate are eligible for \$100 per 10x10 space.

Funds will be awarded onsite at DEMA Show 2022 to qualified exhibiting companies who apply. Funds are awarded on a first-come, first-served basis up to the maximum available from the DEMA disaster assistance fund.

**All interested parties must apply for the assistance funds on site at DEMA Show in Orlando, FL by visiting DEMA Central (Booth #1353) prior to 5:00 pm on Friday, November 4, 2022.**

#### **ATTENDEE ASSISTANCE PROGRAM**

Impacted DEMA Member attendees registered as “Buyers” for DEMA Show 2022 and who are staying in the official DEMA Show hotel block (The Rosen Centre and Days Inn) can be reimbursed at the base rate for one night’s stay in the hotel. The individual must be booked in the DEMA hotel block prior to midnight Pacific time, November 3, 2022. DEMA will reimburse the buyer for the DEMA hotel block base price of one hotel night stay (single occupancy) regardless of the actual rate paid.

**Buyers applying for assistance must provide a copy of the receipt for the DEMA Block hotel stay to the DEMA Office prior 5:00 PM Pacific time on December 6, 2022.**

All funds are awarded on a first-come, first-served basis up to the maximum of the allotted DEMA disaster assistance fund. Exhibitors are not eligible for hotel reimbursement assistance under this program but can receive Exhibitor Assistance as described above.

For more complete details and disbursement information and to obtain an assistance request form, visit DEMA Central in Booth #1353 at DEMA Show 2022 in Orlando, FL.

DEMA’s Disaster Assistance Program was first created in 2004 and has been used when DEMA-Member companies are impacted by natural disasters which may interfere with their ability to promote their businesses, products, service, and destinations at DEMA Show.

The annual [DEMA Show](#), the largest trade-only event in the world for companies doing business in the scuba diving, ocean water sports, and adventure/dive travel industries, attracts hundreds of

exhibitors and thousands of dive and travel industry professionals from around the world. In addition to providing an arena in which to conduct business and network, [DEMA Show](#) offers participants the most extensive educational opportunities in the industry, including DEMA-Sponsored education and exhibitor-sponsored seminars from participating manufacturers, travel destinations, dive certification organizations and more. DEMA Show 2022 will take place November 1-4 at the Orange County Convention Center in Orlando, FL. DEMA Show is produced by [DEMA](#), the Diving Equipment & Marketing Association, an international, non-profit trade association with the mission of bringing businesses together to grow the diving industry worldwide. Funds raised through DEMA Show and membership revenue support programs that directly [benefit the recreational diving industry](#). Learn more about DEMA Show at [DEMAShow.com](#) and follow DEMA Show on [Facebook](#), [Twitter](#), and [Instagram](#).

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