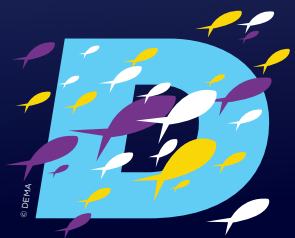


a world of **OPPORTUNITY**



depths of **POSSIBILITY**



NOVEMBER 19–22, 2024

Las Vegas Convention Center

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DEMA SHOW 2024

The Premier International Event for Diving,
Travel and Action Water Sports Professionals

In partnership with **godivenow**

discover a world of **OPPORTUNITY**

Join thousands of diving, travel and action water sports professionals from around the world as we gather together for four unforgettable days – and nights – in Las Vegas!



7,000+
ATTENDEES



500+
EXHIBITORS



75+
COUNTRIES



300+
EDUCATION SESSIONS

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[DEMASHOW.COM](https://demashow.com)**

explore depths of **POSSIBILITY**

With companies from around the world filling the Show Floor — including the industry's leading product and service providers — you'll discover the most robust offerings and new technology from longtime leaders and up-and-coming brands! See who's coming at demashow.com.

WHO ATTENDS DEMA SHOW?

DEMA Show is the premier international event for diving, travel and action water sports, uniting a diverse network of buyers and professionals from around the world, including but not limited to:

- Boat/Liveaboard Operators
- Commercial Divers
- Cruise Line Operators
- Dive Instructor Training Organizations
- Dive Instructors/Assistant Instructors/ Divemasters/ Cons
- Dive Photographers/ Videographers
- Dive Resort Operators
- Dive-Related Government or Military
- Educational Institutions
- Environmental Organizations
- International Distributors
- Manufacturer's Representatives
- Non-Exhibiting Manufacturers/Suppliers
- Non-Profit Organizations
- Other Retailers
- Public Safety Divers/ Rescue Divers
- Retailers, Staff Operators & Technicians
- Safety/Search & Rescue Divers
- Show Organizers
- Training & Certification Agencies
- Travel Agents, Retailers & Wholesalers
- Travel Associations
- Travel Wholesalers

WHO EXHIBITS AT DEMA SHOW?

DEMA Show is the most cost-effective way to engage with the entire industry in one place and at one time. 500+ exhibitors are eager to do business with you, offering a wide range of products and services, including:

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

DEMA SHOW 2024

exhibitor preview

Exhibitors listed below as of 9/16/24. Access the most up-to-date list at demashow.com.

10 Bar Underwater Housings
2Two Labs Ltd.
3qrs Lighting Systems
500 PSI, Inc.
A Plus Marine Supply Inc.
About Australia
ADELAAR (PBS-Lines)
ADEX
African and Oriental Travel Co.
Aggressor Adventures
Agulhas Inc.
Aiyanar Beach & Dive Resort
AK Industries
Alam Batu
All Star Liveaboards
All West Apartment & Diving
Ambergris Grand Limited
American Dive Company
Amigos Del Mar
Amira Dive & Travel AG
Amoray Dive Resort
Analytical Industries, Inc. a brand of PST
Andean Travel Company
– Galapagos Cruises & Liveaboards
Anguilla Tourist Board
Anse Chastanet Resort & Scuba St. Lucia
Anthony's Key Resort
Aqua Edge Inc
AquaLung
Aquanauts Grenada
Aquatex Sports Goods Co., Ltd.
Aquatic Hunt
Arenui Boutique Liveaboard
Armor Products, LLC
Asia Luxury Cruises 4 Diving Ltd.
Atenovo Garments(Yangzhou) Co.,Ltd.
Atlantis Philippines
Atmos Dive Computers
Avelo Labs
BA Shields
Backscatter uw Video & Photo
Bahamas Ministry Of Tourism & Aviation
Baja Diving and Watersports, LLC
Bananarama Dive & Beach Resort
Barbados Tourism Marketing, Inc.
Barefoot Cay Resort & Marina
Bauer Compressors, Inc

Bay Islands Tourism Bureau
–Oficina de Turismo de Islas de la Bahia
Belize Dive Haven
Belize Hotel Association
Belize Pro Dive Center
Belize Sea & Explore, Inc.
Beneath the Sea
Beqa Lagoon Resort
Best Publishing Company
Big Blue by Roland St. John
Bigblue Dive Lights
Bilikiki Cruises – Solomon Islands
Bill Beard's Diving Safaris Costa Rica
Black Coral Expeditions
Blue Bahaia Resort
Blue Force Diving SL
Blue Green Expeditions
Blue Horizon Solutions
Blue Note Scuba SA DE CV
Blue Ocean Art
Blue Religion s.r.o.
Blue Steel Scuba
Bonassi USA, Inc.
British Virgin Islands Tourist Board
Brownie's Marine Group
Brownie's Third Lung
Buddy Dive Resort Bonaire
Bunaken Oasis Dive and Spa Resort
Cabañas on Clark's Cay
Calipso Dive Galapagos
Cambridge Innovation
Cane Bay Dive Shop
Captain Don's Habitat
Captain Jak Divers
Caradonna Adventures
Carpe Diem Maldives Pvt. Ltd.
Carter Bag Inc.
Casa Del Mar Cozumel
Casco Bay Molding Ltd.
CAYAGO Americas Inc.
Cayman Islands Department of Tourism
Chin Kung Titech Company
Chogogo Dive & Beach Resort
Clearly Cayman Dive Resorts
Clearwater Paradise Resort
Cliff Weil, Inc.
Club Cantamar and Liveaboard Fleet
COARE

Coco View Resort
Coda Octopus Products Inc.
Coltri Compressors
Coral Restoration Foundation
Corallium Hotel & Villa
Costa Rica Divers
Cozumel Adventures Dive Center
Cressi
Crosskix
Curacao Tourism Board
Cylinder Training Services
Dark Scuba
Dawn Leather Industries
Deep Blue Adventures
DeeperBlue.com
Delfins Beach Resort Bonaire
DEMA Central
DEMA Show Sales Office
Dewi Nusantara
Dirty Dozen Expeditions Inc.
Dive 1st Aid
Dive Alert by Ideations
Dive Buddy Originals
Dive Club Maldives
Dive Damai
Dive Division Curacao from DAW Curacao
Dive Friends Bonaire
Dive Gaia PTE LTD
Dive Industry Foundation
Dive Inspire
Dive into Indonesia
Dive Lantern
Dive Ninja
Dive Paradise
Dive Pirates Foundation
Dive Provo
Dive Rite
Dive Shades
Dive Shop 360
Dive Systems
Dive Talk LLC
Diveheart
DiveNewswire
Diventures LLC
DivePhotoGuide.com
Diveplanit Travel Pty Ltd.
Divers Alert Network
DiveVolk
Dive-Xtras Inc.
Divi Flamingo Beach Resort & Casino

Diving Unlimited International, Inc.
Doc's Proplugs, Inc.
Dominica
Dominican Republic Tourism Board
Dongguan Aloma Industrial Co., Ltd.
Dongguan Jinye Sports Apparatus Co., Ltd.
Dongguan Kuyou Sports Goods Co., Ltd.
Dongguan SVS Sports Goods Co., Ltd.
Dongguan Xiangxin Sports Factory
Dongguan Xinjia Sports Products Co., Ltd.
Doni Co., Ltd.
Dream Soaps
Dream Weaver Travel
DRT Show
The Duck Company
Dune World
Ear Defender
ECO Divers
Edge Hog Dive Gear
Elite Adventures Belize, Ltd.
EncomPos Software LLC
ESTBC Prints
Evolve USA LLC
Explorer Ventures Liveaboard Fleet
Fairway making cleaning easy
Fenides Liveaboard
Fiji Airways
Fins Attached
Fish 'n Fins
Fisheye Co., Ltd.
Fly & Sea Dive Adventures
Fog-X
Foshan Weefine Technology Co., Ltd.
Fothergill Polycorn
Four Seasons Explorer Palau
Fourth Element
Fuvahmulah Dive School
Galapagos Galaxy Diver Liveaboard
Galapagos Sky
Garden Island Resort
Garmin International
GEAR AID
Georgia Aquarium, Inc.

Goby Divers and WaterSports
Golden Rock Dive & Nature Resort
GoPro
Grand Park Royal Cozumel
Grand Windsock Bonaire
Grateful Diver
Grenada Tourism Authority
Guardian SCUBA
H2Odyssey
Halcyon Manufacturing
Hammerhead Industries
HammerHead Spearguns
Handicapped Scuba Association
Hawaiian Islands Recreational Scuba Association
Head U.S.A., Inc.
Henderson Aquatics, Inc.
High 5 Promotions
Honduras Institute of Tourism
Hong Kong Panda International Co., Ltd.
Hotel Guanaja
HuiZhou HuaDing Sports Goods Co., Ltd.
HuNan Ebelno Technology Co., Ltd.
Hydraulics International
IANTD
Ibagari Boutique Hotel & Management Co., S.A.
IDEA Scuba USA
Infinity Bay Spa and Beach Resort
Innobeam Corporation
Innovative Scuba Concepts LLC
Insta360
Inter Ocean Co., Ltd.
International Scuba Diving Hall of Fame
International Training
Interspiro, Inc.
Island Divers Cozumel
ISOTECNIC Srl.
IST Sports Corp
IWP N.V. (International Watersports Products)
Jako Chemicals Co., Ltd.
JBL International
Jean-Michel Cousteau Fiji

Islands Resort
Jewelry Haven
Juliet Sailing & Diving
JW Fishers Mfg Inc.
Karang Divers
KELDAN GmbH
Key Largo Dive Center
Kids Sea Camp Inc.
Kimpton Grand Roatan Resort & Spa
Kolt Co. Ltd.
Kosrae Nautilus Resort
Kraken Sports
La Paz Tourism Board
LASO Technologies, LLC
Lead Enterprises Inc.
Leaderfins
Lefeet HK Co., Limited
Lembeh Resort
Lionfish University
Lita's Natural Insect Repellent Products
Liu Ying International
Lotus Hotel Pte Ltd.
Luxury Yacht Maldives by Albatros Top Boat
LW Americas
M/Y Seaduction Red Sea
Liveaboard Egypt
MAC SRL
MADURO DIVE
Manta Pacific Research Foundation
Manta Ray Bay Resort & Yap Divers
Manthiri Maldives
Maputo Dive Center Limitada
Marco Vincent Dive Resort
Marelux Precision Inc.
Marine Sports Mfg.
Master Liveaboards
Max-Air
Mayan Princess Beach & Dive Resort
Mexican Caribbean
Mexico Liveaboards
Mods Drysuit
Mosaico LLC
MSLcompressors, Ltd.
Multinational Co., Ltd.



Check out the full
schedule of events:
[demashow.com/
schedule](https://demashow.com/schedule)

SCHEDULE *at-a-glance*

MONDAY, NOVEMBER 18

8:00 AM – 6:00 PM	Exhibitor-Sponsored Seminars
10:00 AM – 5:00 PM	Registration & Check-In Open

TUESDAY, NOVEMBER 19

7:00 AM – 6:00 PM	Registration & Check-In Open
8:00 AM – 6:00 PM	Exhibitor-Sponsored Seminars
8:30 AM – 3:45 PM	DEMA-Sponsored Education & Special Sessions
9:00 AM – 9:30 AM	First-Time Attendee Orientation
10:00 AM – 6:00 PM	SHOW FLOOR OPEN
11:00 AM – 4:45 PM	Resource Center Snapshot Sessions

WEDNESDAY, NOVEMBER 20

8:00 AM – 6:00 PM	Registration & Check-In Open
8:00 AM – 6:00 PM	Exhibitor-Sponsored Seminars
8:30 AM – 9:45 AM	DEMA Member Update and Annual Meeting (Open to All)
8:30AM – 3:45 PM	DEMA-Sponsored Education & Special Sessions
9:00 AM – 9:30 AM	First-Time Attendee Orientation
10:00 AM – 6:00 PM	SHOW FLOOR OPEN
11:00 AM – 5:45 PM	Resource Center Snapshot Sessions

THURSDAY, NOVEMBER 21

8:00 AM – 6:00 PM	Registration & Check-In Open
8:00 AM – 6:00 PM	Exhibitor-Sponsored Seminars
8:30 AM – 3:45 PM	DEMA-Sponsored Education & Special Sessions
10:00 AM – 6:00 PM	SHOW FLOOR OPEN
11:00 AM – 4:45 PM	Resource Center Snapshot Sessions

FRIDAY, NOVEMBER 22

9:00 AM – 4:00 PM	Registration & Check-In Open
8:00 AM – 6:00 PM	Exhibitor-Sponsored Seminars
8:30 AM – 9:45 AM	Proposition 65 Affects EVERYONE in the Diving Industry (Open to All)
10:00 AM – 10:45 AM	Decoding Congress: How Politics Shape the Dive Industry (Open to All)
10:00 AM – 5:00 PM	SHOW FLOOR OPEN
11:00 AM – 4:45 PM	Resource Center Snapshot Sessions

**Schedule subject to change*

NOTE: Friday-only attendees may only pick up badges on Friday, November 22.

NAD-Lembah Resort	PT Meridian Capital Marine	Shenzhen Jaunt Outdoor	Tourism Fiji
NAI'A Fiji	Tourism Enterprises	Products Co., Ltd.	Tourism Seychelles
Nam Liong (USA) Inc.	PT Mocean Dive Resort	Shenzhen Kaichengyi Technology	Tourism Solomons
Nardi Compressori Srl.	PT Ocean Explorers	Co., Ltd.	Travel Insurance Center
Narwhal Technology (Dongguan)	PT Panunee Sea Master	Shenzhen N. Jason Industrial Co.,	Tricks of the Trade, Inc.
Co., Ltd	PT Papua Diving	Ltd.	Trident Diving Equipment
National Marine Sanctuary	PT Queenesia Fleet Indonesia	Shenzhen Pengyifa Precision	Triton Diving Equipment Corp.
Foundation	PT Safari Megah Sejahtera	Mould Co., Ltd.	Triton's Realm
National Speleological Society	Indonesia	Shenzhen Reanson Products Co.,	Trogir Dive Center
Cave Diving Section	PT Velocean Marina Indonesia	Ltd.	TRSHBG
NAUI Worldwide	QBAS Co., Ltd.	Shenzhen Ruikeda Silicone Mold	Tsun Kuang Hardware Mfg. Co.
Nauticam	Quest Dive Adventures	Products Co., Ltd.	Ltd.
Nautilus Liveboards	Quest Metal Detectors	Shenzhen Seaskin Sports Goods	Turks and Caicos Destination
Nayara Cruise	Quetzal Liveaboard Expeditions	Co., Ltd.	Marketing and Management
Neal Watson's Bimini Scuba	RAID US LLC	Shenzhen ShengHong Sporting	Organization
Center	Rainbow Reef Dive Center	Goods Co., Ltd	Turquoise Bay Dive & Beach
Newtrans Overseas, Inc.	Ramon's Village Resort	Shenzhen Skywoods Lighting	Resort
NEX Underwater Products	Raw Love Sunscreen	Technology Co. Ltd.	U.S. JaClean
Noble	Reef & Rainforest	Shenzhen Songxin Sports	U.S. Navy Experimental Diving
Nokta Muhendislik AS	REEF- Reef Environmental	Products Co., Ltd.	Unit
Northwest Florida Beaches	Education Foundation	Shenzhen Waydoo Intelligence	Ultimate Creations
Nudi Wear LLC	RescueGear, Inc	Technology Co., Ltd.	Ultimate Fiji Vacations
Nukubati Great Sea Reef	The Resort at Marble Hill	Shenzhen XTAR Electronics Co.,	Ultralight Camera Solutions
Nuvair	Riffe International Inc.	Ltd.	Undersea Hunter
O.E. Enterprises	Rinn Stitches	Sherwood Scuba	Underwater Society of America
Ocean Encounters Diving	Riptide	SI TECH AB	Underwater Spotter
Ocean Geographic	Roatan Charter	Siladen Island Resort Spa	Unified Team Diving
Ocean Reef Inc.	Rork Media Limited	Sinoges Industry Equipment (Unique Travel Corp.
Ocean Strike Team	Rum Reggae	Wuhan) Co., Ltd	United Airlines
Ocean Technology Systems	Safety Lab Plus, Inc.	SK Manufacturing Co., Ltd	Utila Lodge
Oceanwide Expeditions	Saint Lucia Tourism Authority	Sliplns Diveskins	Valentina Liveaboard
OCG Creative, LLC	Salvimar Srl.	Snorkel Plus Ltd.	Vanuatu Tourism Office
Odyssey Adventures	Samambaia Liveaboard	SNSI	Vid Adventures Travel. Inc
Orcatorch Technology Limited	Sandy Point Resorts	Solitude Liveaboards & Resorts	Villa Candi Matahari
Orkney & Shetland Charters	Saphire Dive & Travel, Corp	Solmar V	Villa on Dunbar Rock
Pacific Tourism	Saphire Dive & Travel, Corp	SOS Diving, LLC	VIP Diving Bonaire
Organisation(SPTO)	Sau Bay Resort & Spa	SOS Swimshirt	Visit Baja Sur
PADI	Scandi Divers	South Pacific Island Travel	Volivoli Beach Resort
Palau Visitors Authority	Scuba Diving Industry Magazine	Spacefish Army	VyraSage
Papua New Guinea Divers Assn.	by Cline Group	Spare Air	Waidroka Bay Resort
Inc.	Scuba Educators International	Splash Dive Center	Wakatobi Dive Resort
Paradise Hotels & Resorts, SA	Scuba Shop	Sportube	Wallacea Dive Cruise
Paradise Taveuni	Scuba Stik LLC	Spyderco, Inc	Wanderlust Hats LLC
Paragon Dive Group, LLC	Scuba Travel Ventures	St Helena Tourism	Waterproof Diving Int.
Patriots for Disabled Divers	ScubaDoRag	St. Vincent and the Grenadines	Watershed
PDOT Philippine Department of	Scubalinx LLC	Stream2Sea	Well Marine Diver Enterprise Co.,
Tourism	Scubaqua Dive Center	Strömsholmen Sjøsportsenter	Ltd
Pearl Fleet	ScubaRadio	Sub Oceanic Maldives	WeTravel Inc.
Pearl of Papua	Scubaspa Indonesia	SubGravity	Whites Drywear
The Pearl Resort	Scubaspa Maldives	Subsalve USA	Women Divers Hall of Fame Inc.
Pindito	Scubatron, Inc.	SunBreeze Hotel	World Dive Adventures
Pinnacle Aquatics	Sea Breeze Trading Limited	Sunset Bay Lodge, LLC	World of Diving
Plaza Beach Resort Bonaire	Sea Experience, Inc.	Suqian Baishijie Sports Goods	X-Adventurer Co., Ltd.
Portugal Dive	Sea Fear	Co., Ltd.	XDEEP
Poseidon Dive Adventures	Sea Saba	Surf-Fur	Xplore (MENA Exploration Group)
Poseidon Diving Systems	Sea Save Foundation	TABATA USA, Inc.	X-Ray Magazine
Prescription Dive Masks Inc	Sea Shepherd Conservation	Tahiti Tourisme North America	XS Scuba
Pristine Management	Society	Tank'd Pro Dive Center Utila	Yamamoto Corporation
Pro Dive International	Seac	Tasik Divers Indonesia	Yuhsin System Inc.
ProBlue International Corp.	SEACAM	Tecline USA	Yunus Balik Avi Ve Deniz
Professional Scuba Inspectors,	SeaLife	TEKTITE Industries	Malzemeleri Tic San Ltd Sti
Inc.	Shark Stop Australia Pty Ltd.	The Human Diver	Zhong Qian (GZ) Aquatic Sports
Pro-Techt Co., Ltd.	Shearwater Research Inc.	The LZK Group, LLC	Equipment Co., Ltd
PSS Worldwide	SHEICO Group (Shei Chung Hsin	TIZIP	
PT Bahari Anja Sejahtera	Ind.) Co., Ltd.	Tobago Tourism Agency Limited	
PT Four Kings Cruises	Shenzhen Dedepu Technology	Tourism Corporation Bonaire	
	Co., Ltd.	(TCB)	

level up YOUR DEMA SHOW EXPERIENCE!

Discover inspiration, information, entertainment and connectivity when you immerse yourself in these incredible experiences, all conveniently located on the Show Floor!

AUTHOR'S CORNER

Booth #5233 (DEMA Central)

Enjoy the exclusive opportunity to meet and interact with some of the top authors in our industry. You'll get to immerse yourself in hearing firsthand about their exploits, glean insights from their adventures and even acquire signed copies of their books!

EXPLORE ALL THAT
AWAITS YOU IN
VEGAS AT
[DEMASHOW.COM/](https://demashow.com/)
ATTEND

DEMA CENTRAL

Booth #5233

While exploring the Show Floor, be sure to stop by DEMA Central to take advantage of valuable resources, secure members-only savings and shop in the DEMA store. While there, you can also join or renew your DEMA membership and receive an exclusive onsite gift!

DEMA MEMBER LOUNGES

VIP Member Lounge: Booth #9202

Member Lounge: Booth #9208

Unwind, recharge and connect with fellow DEMA Members in a private sanctuary conveniently located on the Show Floor. Member ribbons are required for entry and can be obtained at DEMA Central.

PROP 65 CONSULTATIONS

Booth #S233 (DEMA Central)

To help you navigate the complexities surrounding Proposition 65, DEMA Show is offering complimentary private meetings with an attorney who specializes in the matter. Open to all DEMA Show participants. Schedule online today!

DEMA SHOW UNDERSEA

GRAND PRIX

Throughout Show Floor

Compete to win! The Treasure Hunt returns to the DEMA Show 2024 experience. This epic quest has been reimagined — and fittingly renamed the Undersea Grand Prix. Open to all attendees who visit the Show Floor, those who successfully complete the course will be entered into a drawing for a chance to win some incredible prizes.

DESTINATION PAVILIONS

Throughout Show Floor

Explore an exciting showcase of the world's best diving and travel destinations, where you'll immerse yourself in the unique underwater landscapes, marine life and diving cultures of destinations spanning the globe. Beyond exploring unique products and services, these pavilions foster cultural exchange and collaboration, where visitors enjoy lively discussions, share experiences and learn about the traditions and customs shaping diving practices in different parts of the world.

EXHIBITOR-OFFERED

SAVINGS & SPECIALS

Get a sneak peek at some of the special savings being offered by exhibitors to Show attendees! Visit demashow.com to see the most up-to-date list of Show exclusives and special savings waiting for you in Las Vegas!

FIRST-TIME EXHIBITORS CENTER

Booths #2056–2069

Visit DEMA Show's newest exhibitors, discover what sets them apart and unlock valuable resources to boost your business endeavors. While there, you'll forge fresh connections, cultivate relationships, and delve into their products and services!

NEW PRODUCT SHOWCASE

Along Left Main Aisle

Discover the hottest new products and technologies coming to market from DEMA Show exhibitors! Look for the display cases along the east main aisle and visit the brands behind the products to talk one-on-one with the companies bringing them to market!

POWER-UP! iCAFÉ

Booth #5233 (DEMA Central)

Sponsored by United Airlines.

The Power-Up! Internet Café (located at DEMA Central) is available for the convenience of all of our guests while on the Show Floor.

SILENT AUCTION

Booth #5233 (DEMA Central)

Place your bids on industry collectibles, equipment, artwork, travel packages, apparel and more, generously donated by DEMA Show exhibitors. Items will be on display and open for bidding during the first three (3) days of DEMA Show. All monies received from the auction will go to support DEMA's Member Assistance Programs, helping those who need it most in our industry.

RESOURCE CENTER SNAPSHOT SESSIONS

Booth #8109

From uncovering the latest gear and techniques to gaining valuable tools to amplify your business strategy, this is a great way to glean insights from the convenience of the Show Floor. Image Resource Center and Technical Diving Resource Center sessions are co-located and will take place in the Resource Center Snapshot Session area (Booth #8109).

new product SHOWCASE

The New Product Showcase is the launching pad for the hottest new products and services coming to market from DEMA Show exhibitors. Stop by and get a firsthand look at what's new, and connect with the companies and brands driving innovation!

All products in the New Product Showcase will be displayed in special cases directly on the Show Floor during DEMA Show hours.

SHARK STOP WETSUIT

POD 1

Sponsored by: Shark Stop Australia Pty Ltd.

FOG-X FOR DIVE MASKS

POD 3

Sponsored by: Fog-X

TEKTITE DIVERS STROBES, IMPROVED!

POD 3

Sponsored by: TEKTITE Industries

GUNSLINGER SERIES

POD 7

Sponsored by: MAC SRL

LEFEET P1

POD 9

Sponsored by: Lefeet HK Co., Limited

TEKTITE STROBE 4500

POD 9

Sponsored by: TEKTITE Industries

VIEW THE MOST
UP-TO-DATE LIST AT
demashow.com/education

HOTEL ROOMS AS LOW AS \$120/NIGHT!*

Take advantage of extra savings by booking your hotel stay through the DEMA Show Room Block. Act fast — room rates are only good through Monday, October 21, 2024 (based on availability).

*Rooms are expected to fill up fast and may not be available closer to DEMA Show.

BOOK NOW!
demashow.com/travel

*Rates vary by hotel and do not include taxes or resort fees.

DEMA SHOW 2024 HOTEL ROOM BLOCK

DEMA Show has negotiated special rates for our guests when you book your stay at the following hotels. Please make note of the booking deadline below, and book early as rooms are subject to availability and may be sold out as we get closer to show dates.

ROOM BLOCK DEADLINE:
Monday, October 21
(based on availability)

1 Westgate Las Vegas Resort & Casino

Official Host Hotel

3000 Paradise Road
Las Vegas, NV 89109

To book over the phone, call +1 702-732-5111 or +1 800-732-7117 and be sure to mention the DEMA Group Code: **SDEM4R**.

2 Renaissance Las Vegas Hotel

3400 Paradise Road
Las Vegas, NV 89109

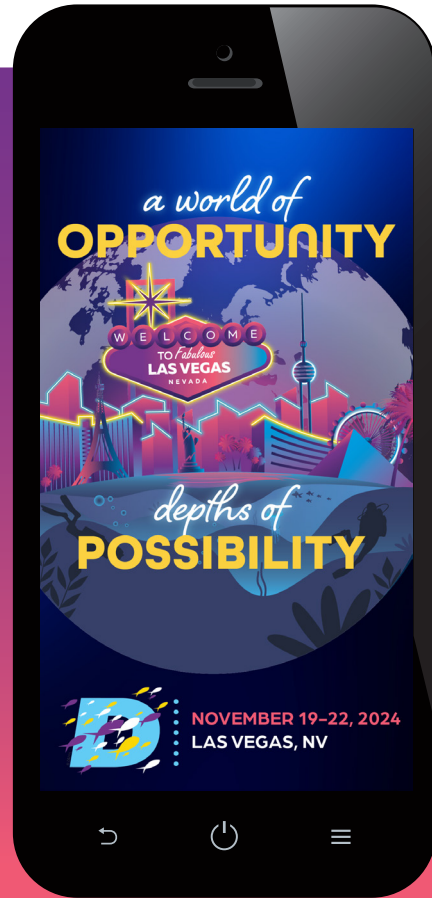
To book over the phone, call +1 702-784-5700 or +1 800-750-0980 and mention **DEMA Show** to get the group rates.

FRAUDULENT SOLICITATION ALERT: Beware of solicitations from unauthorized third-party companies offering hotel deals. All authorized hotel savings will come from demashow.com. Any communication received from an outside company is not affiliated with DEMA Show and should be treated as a fraudulent vendor.

download THE DEMA SHOW MOBILE APP

Navigate DEMA Show like a pro with the mobile app! Packed with features to streamline your experience, the app puts the power of DEMA Show in the palm of your hand. Key features include:

- Interactive floor plan
- Real-time alerts and updates
- Special events
- Quick access to resources
- Exhibitor-offered Show specials
- Direct access to DEMA Show social media
- Personalized schedule
- And much, much more!



special thanks

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MEDIA PARTNERS



how will you do DEMA SHOW?

With multiple registration packages, you can choose which one works best for you!

PACKAGE INCLUSIONS	EDUCATION PACKAGE (BEST VALUE)	EXHIBITS-ONLY PACKAGE	FRIDAY-ONLY IMMERSION PASS
Show Floor Access	✓	✓	✓
DEMA-Sponsored Education	✓	✗	✗
Exhibitor-Sponsored Seminars*	✓	✓	✓
Special Sessions	✓	✓	✓
Resource Center Snapshot Sessions	✓	✓	✓

TAKE ADVANTAGE OF EARLY BIRD RATES & DEMA MEMBER SAVINGS

REGISTRATION PACKAGES	EDUCATION PACKAGE	EXHIBITS-ONLY	FRIDAY-ONLY
DEMA Member Early Bird Rate	\$60	\$50	\$30
DEMA Member Standard Rate (after October 21)	\$85	\$70	\$50
Non-Member Rate	\$200	\$180	\$75

REGISTER NOW AT
DEMASHOW.COM/REGISTER

SAVE UP TO \$140 OFF YOUR DEMA SHOW REGISTRATION!

DEMA Members enjoy added savings of up to \$140 per registration. Join or renew your DEMA membership now to save on registration and enjoy added year-round benefits. Contact membership@demo.org or call +1 858-616-6408 to start saving today!



BUYER BADGES

PRO TIP: If you're coming to DEMA Show to purchase products or services from exhibitors, obtaining a buyer badge is a must! To qualify for the highly coveted buyer badge, simply upload your proof of business and wholesale invoice(s) while registering online, or log back in to upload after you've registered. View the credentials requirements at demashow.com/credentials.

*Select Exhibitor-Sponsored Seminars may be restricted or require additional fees. View session details or contact the exhibitor for more information.

200+ EDUCATIONAL OFFERINGS

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resource center SNAPSHOT SESSIONS

Conveniently located on the DEMA Show Floor, these 45-minute sessions deliver the information you want without taking time away from your busy schedule. **Image Resource Center (IRC) and Technical Diving Resource Center (TDRC) sessions will take place in the Resource Center Snapshot Session area, located in Booth #8109.**

TIME	SESSION	SESSION TITLE	HOSTING COMPANY
TUESDAY, NOVEMBER 19			
11:00 AM–11:45 AM	Imaging	Dirty Tricks for Underwater Photographers in Post	Backscatter Underwater Video and Photo, Booth #7109
12:00 PM–12:45 PM	Technical Diving	Mod 1 vs. Advanced Rebreather Training	Unified Team Diving, Booth #7099
1:00 PM–1:45 PM	Imaging	A Maldivian Atoll — From a Marine Biologist's Point of View	Sub Oceanic Maldives, Booth #9073
2:00 PM–2:45 PM	Technical Diving	Picking 5 Top WW2 Wrecks in the Pacific Theater	Dirty Dozens Expeditions, Booth #8089
3:00 PM–3:45 PM	Imaging	Macro Shooting and Remote Lighting	Backscatter Underwater Video and Photo, Booth #7109
4:00 PM–4:45 PM	Technical Diving	Diving Into Success: Essential Insights from the Writers at Scuba Diving Industry Magazine	Scuba Diving Industry Magazine by Cline Group, Booth #8075
WEDNESDAY, NOVEMBER 20			
11:00 AM–11:45 AM	Imaging	Next Level Lighting Tech	Keldan GmbH, Booth #8120
12:00 PM–12:45 PM	Technical Diving	Empowering Divers: Two Decades of Shearwater Innovation	Shearwater Research, Booth #7103
1:00 PM–1:45 PM	Imaging	The WAM Effect	Ultralight Camera Solutions, Booth #7120
2:00 PM–2:45 PM	Technical Diving	Boost Your Dives With the Avelo Mode	Avelo Labs, Booth #9122
3:00 PM–3:45 PM	Technical Diving	Beautifying Tech and Providing Diver & Gear ID for Safety Since 2005 for Some of the World's Best Explorers and Most Avid Rebreather Enthusiasts	ScubaDoRag, Booth #4128
4:00 PM–4:45 PM	Imaging	Use Buoyancy Control to Unlock Your Footage	Avelo Labs, Booth #9122
5:00 PM–5:45 PM	Imaging	The Making of Secrets of the Octopus	Nauticam, Booth #8114

THURSDAY, NOVEMBER 21

11:00 AM–11:45 AM	Technical Diving	Coral Vita	Bahamas Ministry of Tourism, Booths #9056, 9057
12:00 PM–12:45 PM	Imaging	Essential Underwater Photography Masterclass – Fast Track to Successful	Ocean Geographic, Booth #9109
1:00 PM–1:45 PM	Imaging	GoPro Best Settings for Wide Angle, Macro, and How to Get the Best Color	Backscatter Underwater Video and Photo, Booth #7109
2:00 PM–2:45 PM	Technical Diving	Bikini Atoll is Closing in 2027: How Did It Happen and Will It Open Again?	Dirty Dozen Expeditions, Booth #8089
3:00 PM–3:45 PM	Imaging	The World of Blackwater	Kraken Sports, Booth #8117
4:00 PM–4:45 PM	Imaging	Underwater Fashion Meets Product Photography & Modeling	Spacefish Army, Booth #4149

FRIDAY, NOVEMBER 22

11:00 AM–11:45 AM	Imaging	Macro Unhinged	Ultralight Camera Solutions, Booth #7120
12:00 PM–12:45 PM	Imaging	Optimizing Your Images for Google Image Search	High 5 Promotions, Booth #3188
1:00 PM–1:45 PM	Technical Diving	The Most Obscure Questions in Scuba Diving	Unified Team Diving, Booth #7099
2:00 PM–2:45 PM	Imaging	Diving in the Maldives – How to Plan Your Perfect Trip!	Sub Oceanic Maldives, Booth #9073
3:00 PM–3:45 PM	Imaging	Stories of Our Underwater Legends (SOULS)	Ocean Geographic, Booth #9109
4:00 PM–4:45 PM	Imaging	How to Shoot Stunning Underwater Shots with Insta360 Cameras	Insta360, Booth #9143

VISIT THE WEBSITE FOR FULL INFO AND A COMPLETE UP-TO-DATE SCHEDULE.

... demashow.com/education



author's corner preview

DEMA Show is excited to once again host diving-related authors for book signing, launches, discussions, and meet and greets directly on the Show Floor at DEMA Central, Booth #5233.

At Author's Corner, you'll get to meet and engage with authors, hear about their exploits and encounters, obtain signed copies of their books, and more!



BRANDI MUELLER

NOVEMBER 21
2:00 PM–2:30 PM

NOVEMBER 22
2:00 PM–2:30 PM



LIZ PARKINSON

NOVEMBER 21
2:45 PM–3:45 PM



HOWARD ROSENSTEIN

NOVEMBER 19
3:00 PM–3:30 PM

NOVEMBER 20
11:00 AM–11:30 AM

DEMA-SPONSORED EDUCATION *at-a-glance*

All DEMA Show 2024 education will take place in person at the Las Vegas Convention Center. Seminar dates, times and locations are subject to change. Visit demashow.com/education for more info.

NOTE: SESSIONS **SHADED IN BLUE** ARE OPEN TO ALL

	● STAFF AND STORE		● THINK OUTSIDE THE BOX	● CUSTOMER OUTREACH	● ONLINE MARKETING	
TIME	TUESDAY, NOVEMBER 19		WEDNESDAY, NOVEMBER 20		THURSDAY, NOVEMBER 21	FRIDAY, NOVEMBER 22
8:30 AM– 9:45 AM	Make 'Em Laugh: Using AI to Add Humor to Your Content Beth Ziesenis <i>Room S231</i>		DEMA Member Update and Annual Meeting Tom Ingram <i>Room S232</i>		Building Dive Industry Stewardship and Boosting Revenue through Voluntourism in Coral Restoration Roxane Boonstra <i>Room S231</i>	Proposition 65 Affects EVERYONE in the Diving Industry Ryan Landis <i>Room S231</i>
10:00 AM– 10:45 AM	● Finding Your Authentic AI Voice Beth Ziesenis <i>Room S231</i>	● Why Did I Buy That? Tips to Enhance Your Inventory Planning Skills Anne Obarski <i>Room S232</i>	● Store Displays for Days! Georganne Bender <i>Room S231</i>	● Dive Into the Data: Maximizing Sales and Customer Connections Using Dive Business Data Lynn Switanowski <i>Room S232</i>	● Small Businesses Don't Die, They Just Commit Suicide! Tom Shay <i>Room S231</i>	● How to Embrace Generation Z as Students and Staff Tec Clark <i>Room S232</i>
11:00 AM– 11:45 AM	● Growing Your Dive Business Through Experiential Education Tec Clark <i>Room S231</i>	● 5 Tips for Generating and Responding to Online Reviews Steve Huskey <i>Room S232</i>	● Hacking YouTube, Attracting Younger Divers: Tips and Tricks You Won't Find Online Steve Huskey <i>Room S231</i>	● Connect. Profit. Repeat.: How to Create Personal Connections that Grow Your Business Cathryn Castle Garcia <i>Room S232</i>	● Search Engine Optimization Using AI Steve Huskey <i>Room S231</i>	● Watching Your Wallet: Practical Approaches for Managing Expense and Improving Cash Flow in Your Dive Center Jeffrey Cinciripino <i>Room S232</i>
12:00 PM– 12:45 PM	● Beyond the Sales Floor: How Savvy Retailers Connect with Their Communities Georganne Bender <i>Room S231</i>	● Evaluate Your Store 360 Degrees: Deliver an Astonishing Experience at Every Touchpoint Anne Obarski <i>Room S232</i>	● Seamless Depths: Merging Dive Experiences with Digital Innovation Jennifer Shaheen <i>Room S231</i>	● Where Has All the Profit Gone? Identifying (and Eliminating) Hidden Expenses that Are Draining Your Profit Potential Lynn Switanowski <i>Room S232</i>	● How to Put Sizzle on Your Sales Floor Tom Shay <i>Room S231</i>	● Developing a Loyalty Program Paul Howe <i>Room S232</i>
1:00 PM– 2:15 PM	Anchoring Customer Loyalty: Secrets to Sustaining Success in the Dive Industry Jennifer Shaheen <i>Room S231</i>		Generation Z Panel Discussion Tec Clark <i>Room S231</i>		Behind the Scenes with Hollywood Icons and Diving Industry Stuntwomen: Liz Parkinson and Meghan Heaney-Grier Liz Parkinson; Meghan Heaney-Grier; Moderated by Greg Hold <i>Room S231</i>	
3:00 PM– 3:45 PM	● 10 Power Ideas to Keep Your Customers Close Georganne Bender <i>Room S231</i>	● Social Media for Shop Owners: Small Moves Online that Make Big Waves in Revenue Christy McFerren <i>Room S232</i>	● Making a Splash on TikTok: Dive Business Edition Jennifer Shaheen <i>Room S231</i>	● Connect. Profit. Repeat. Part Two: How to Create Productive B2B Connections that Grow Your Business Cathryn Castle Garcia <i>Room S232</i>	● Creating a Positive Cashflow with an "Open-to-Buy" Tom Shay <i>Room S231</i>	● Advertising Strategies, Budgeting and Evaluation Paul Howe <i>Room S232</i>

Schedule subject to change. Visit demashow.com for full info and a complete up-to-date schedule.

DEMA-SPONSORED EDUCATION *in-depth*

NOTE: SESSIONS **SHADED IN BLUE** ARE OPEN TO ALL

● STAFF AND STORE

● THINK OUTSIDE THE BOX

● CUSTOMER OUTREACH

● ONLINE MARKETING

NOVEMBER 19

8:30 AM – 9:45 AM

Make 'Em Laugh: Using AI to Add Humor to Your Content

Room Number: S231

Beth Ziesenis, Author. Speaker. Nerd., Your Nerdy Best Friend

No matter how great your content is, you will struggle to find your audience if you don't stand out. Today's crazy AI technology can help you add humor and interest to your posts — if you know what tools to use.

Join Beth Z, Your Nerdy Best Friend, for a mind-blowing tour of the fun side of AI content tools. You'll discover how to make fish talk, create shareable shark memes and even deep fake a deep-sea diver.

Learning Objectives:

- Discover free and bargain tools to create AI-powered multimedia in a click
- Understand how to craft fun content without crossing ethical or copyright lines
- Leave with a list of the latest and greatest AI-generating tools to upgrade your content right away

10:00 AM – 10:45 AM

Finding Your Authentic AI Voice

Room Number: S231

Beth Ziesenis, Author. Speaker. Nerd., Your Nerdy Best Friend

So you started using ChatGPT for your blog posts, emails and newsletters. But you're getting bland word salads that sound like everyone else's word salads.

It's time to up your AI-writing game. Join Beth Z, Your Nerdy Best Friend, for the tips and tricks you need to have AI sound less like AI and more like YOU.

Learning Objectives:

- Discover prompts that immediately improve the quality of your AI content
- Learn how to teach AI to write like you do
- Understand settings to personalize your AI content generation to create something you can be proud of

10:00 AM – 10:45 AM

Why Did I Buy That? Tips to Enhance Your Inventory Planning Skills

Room Number: S232

Anne Obarski, Founder and Principal, Merchandise Concepts

Do you walk into a trade show and purchase products "by the seat of your pants" or by following an established plan? Do you have a strategy in place when products arrive at your store? When you connect with new vendors, how do you plan to evaluate their performance? Successful dive shop owners research their customers' needs, analyze what they need and what the market offers, and strategically make their inventory numbers work for them. In this session, you'll learn practical tips to help you turn your questions from "Why did I buy that?" into "How quickly can I reorder?"

Learning Objectives:

- Determine critical strategies to attract current and new customers
- Understand the three most important inventory numbers you need to know and the one you never thought of
- Discover the valuable information you learn from merchandise that isn't selling

11:00 AM – 11:45 AM

Growing Your Dive Business Through Experiential Education

Room Number: S231

Tec Clark, President, Tec Clark, Inc.

What is experiential education? Coined in the 1980s, experiential education, also referred to as experiential learning, is the process of learning by doing. Engaging students in hands-on experiences and reflection allows them to better connect theories and knowledge learned in the classroom to real-world situations. Experiential education has made its way into middle schools, high schools, colleges and universities worldwide. And the best part is that diving activities are perfect for experiential education of physics, physiology, biology and environmental sciences.

Join diving industry professional Tec Clark as he shares his three decades of experiential education conducted in over four university

diving programs. Tec gives numerous examples of actual experiential education activities involving diving, as well as how diving professionals and dive centers can pitch experiential education to middle schools, high schools, colleges and universities.

Learning Objectives:

- Get creative with experiential education programming
- Identify which people to approach for proposals
- Learn to structure diving field trips
- Know the elements school administrators want to see
- Become the go-to expert for in-water experiential education

11:00 AM – 11:45 AM

5 Tips for Generating and Responding to Online Reviews

Room Number: S232

Steve Huskey, COO, High 5 Promotions

Online reviews are virtual gold, but misusing reviews can harm your business. When customers are choosing a school, online reviews are a major factor. This session will show you how to use the reviews you have. We will discuss when and how to ask for a review and cover various methods for managing your online reputation. Attendees will learn a four-step system for responding to negative reviews and how to train employees to look for review opportunities.

Learning Objectives:

- Discuss how reviews can benefit and harm your business
- Discover methods for generating more positive reviews
- Learn how to craft your message into review responses

Schedule subject to change.



Visit the website for full info and a complete up-to-date schedule.

demashow.com/education

12:00 PM – 12:45 PM

Beyond the Sales Floor: How Savvy Retailers Connect with Their Communities

Room Number: S231

Georganne Bender, Principal, KIZER & BENDER Speaking!

Community is incredibly important to today's consumers. Retailers get points for being good corporate citizens; points for protecting the environment; and points for recycling, upcycling, sustainability and for supporting local charities. This session takes a close look at what can be done locally to connect with the community, engage potential customers and encourage the community to look at the business as a local partner. Attendees will learn how to be present in local activities, an easy exercise to help brainstorm powerful ideas, how to create partnership promotions with other noncompeting businesses, how to utilize cause marketing, how to employ PR techniques to toot their own horn and how to promote events organically on social media, plus PR strategies to connect with the media and how to use brand layering, newsjacking and more.

Learning Objectives:

- Understand how to participate in local/community events
- Learn to utilize partnership promotions and cause marketing events to increase sales
- Leave with the knowledge of how to employ PR tactics to spread the word about your store and what you have to offer the media as a professional dive industry resource

12:00 PM – 12:45 PM

Evaluate Your Store 360 Degrees: Deliver an Astonishing Experience at Every Touchpoint

Room Number: S232

Anne Obarski, Founder and Principal, Merchandise Concepts

Pre-2020, we would hear words to describe physical stores, like awesome, beautiful and great, and you dreamed your customers would find you downright astonishing. Dreaming is done. We'll focus on eight critical areas of your store that work together to deliver an astonishing experience at every single customer touchpoint. We will look at marketing, exterior, interior, employees, merchandising and three more areas you might not have considered. You can't afford not to deliver an astonishing experience at every turn.

Learning Objectives:

- Discover how to multiply your unique brand through first impressions
- Uncover marketing connections you must maintain to multiply the strongest customer relationship
- Realize the most important step in the entire 360-degree experience that your customers secretly want but never tell you

1:00 PM – 2:15 PM

Anchoring Customer Loyalty: Secrets to Sustaining Success in the Dive Industry

Room Number: S231

Jennifer Shaheen, President, Technology Therapy Group

Struggling to differentiate your business amid a sea of competitors, with customer retention rates that ebb and flow unpredictably? This session is a beacon for those looking to navigate the turbulent waters of customer loyalty and reap the rewards of repeat business and enthusiastic word-of-mouth referrals.

Immerse yourself in innovative strategies that go beyond the conventional, focusing on crafting personalized experiences, delivering unparalleled service and fostering a sense of community that keeps customers coming back. Learn the art of creating compelling loyalty programs, the science behind harnessing customer feedback for continuous improvement, and the magic of turning customers into fervent advocates for your dive business. After this session, you'll be equipped to cultivate a close-knit community of customers who are eager to return and share their exceptional experiences with the world.

Learning Objectives:

- Identify key factors that drive customer loyalty in the dive industry
- Explore effective loyalty programs and personalized customer engagement strategies
- Learn how to use customer feedback to enhance service quality and retention
- Understand the role of community-building in fostering long-term customer relationships

3:00 PM – 3:45 PM

10 Power Ideas to Keep Your Customers Close

Room Number: S231

Georganne Bender, Principal, KIZER & BENDER Speaking!

Customer service is an election that's held every day, and customers vote with their dollars. What is it about a store that causes customers to drive by a competitor? What about it is new, different, exciting and, most importantly, memorable?

This session will focus on 10 things retailers can do right now to keep customers close. Attendees will learn what customers expect from an in-store experience in 2024, how to improve interaction between customers and store associates, how to look at the store and services offered through the lens of a consumer, why the customer's definition is the only one that counts and what to do about it, how to guard your online reputation, easy-to-implement ways to thrill customers, stealth marketing tactics to increase visibility, and more.

Attendees will leave with a checklist of strategies, tactics, tips and techniques to help keep customers closer than ever before.

Learning Objectives:

- Learn what customers expect from an in-store experience in 2024 — it's markedly different from what you might think
- Discuss how to improve interaction between customers and store associates
- Learn how to look at the store and services offered through the lens of a consumer and easy-to-implement ways to thrill customers and keep them coming back for more

3:00 PM – 3:45 PM

Social Media for Shop Owners: Small Moves Online that Make Big Waves in Revenue

Room Number: S232

Christy McFerren, CEO, Gladwater Creative

Running a dive shop is no small task, and the margins on your time are as tight as your profit margins. Building a large community of happy, thriving divers who drive recurring revenue is critical to success, and much of that starts with your online presence. As a shop owner, every minute spent on social media either moves in your direction or sends divers swimming to other waters, so it's critical to be effective with the time you spend on your online presence. This session will help you take the guesswork out and lay a foundation for your social media strategy so you can invest your time wisely. You'll come away with small, simple actions that create a ripple effect, resulting in real, meaningful waves for your revenue.

Learning Objectives:

- Learn psychological building blocks of a social media presence that captures interest, drives engagement and yields transactions with your audience
- Define your audience and determine the types of divers you are serving in your area and how you can use social media to keep them coming back for more
- Discover how to maximize your time with human and digital resources to create the content your audience wants consistently
- Create tangible outcomes, including social media calendar, theme ideas and content generation strategy to stand out



NOVEMBER 20

8:30 AM – 9:45 AM

DEMA Member Update and Annual Meeting

Room Number: S233

Tom Ingram, President & CEO, DEMA

Join Tom Ingram, DEMA's President and CEO; DEMA Members; DEMA's Board of Directors; and DEMA Committee Members, and learn how YOU can be involved in the diving industry's trade association! Connect with fellow industry leaders and influencers as you learn about the importance of your involvement to the success of the industry and DEMA.

During the Annual Membership Meeting, DEMA will also recognize the recipients of the 2024 Wave Makers Award and the 2024 Diving Community Champion Awards. Established in 2019, Diving Community Champions recognizes how DEMA Member companies and recreational diving benefit the general public and help advance communities.

Learning Objectives:

- Meet industry leaders and learn how you can get involved
- Network with fellow DEMA Members
- Learn about DEMA's initiatives to help bring businesses together to grow the industry

10:00 AM – 10:45 AM

Store Displays for Days!

Room Number: S231

Georganne Bender, Principal, KIZER & BENDER Speaking!

Almost every customer has visited a store with the intent to purchase just one item but left with an armload of products instead. That's the power of a focused layout and curated visual merchandising. The goal on every sales floor is to create intriguing displays that make buying a snap — and easy for shoppers to purchase multiple items. During this presentation, you will learn how to identify the better-selling, "lakefront property" space, which fixtures are essential to create eye-catching displays, how to curate product stories that sell, the proper use of props, how to unleash the Power of 3 and the Pyramid Principle, how to make the store's darkest corners a destination, how to cross-merchandise like a pro, and more. Attendees will come away with dozens of easy-to-implement display strategies that encourage customers to stay longer and buy more. This session is the closest thing to having a professional store planner visit your store. Each attendee will receive a free copy of KIZER & BENDER's illustrated ebook, Visual Merchandising & Store Design, a \$24.95 value, and a complimentary, no-strings, 30-minute Zoom call to share ideas for their sales floor.

Learning Objectives:

- Learn how to identify and best utilize key selling spaces on your sales floor, how to create and control the shopper experience, and choose and set fixtures and displays on the sales floor to sell
- Learn the latest in visual merchandising strategies to help a product sell itself

10:00 AM – 10:45 AM

Dive Into the Data: Maximizing Sales and Customer Connections Using Dive Business Data

Room Number: S232

Lynn Switanowski, Founder/President, Creative Business Consulting Group

Does the word "data" inspire you or inject fear into your dive business planning process? Join this session and learn about all the wonderful ways your dive business can use data that is generated from your business to drive more sales, marketing engagement, cost-savings and, of course, more profits.

Attendees will be introduced into the world of data analytics and will discover how to leverage the information provided by POS systems, accounting systems, email marketing analytics and social media interactions to make informed decisions for their dive businesses.

Understanding the importance of data in marketing for dive businesses is the key to future success. Knowing how to analyze and interpret data from various sources to create actionable insights can help you unlock the full potential to drive results all year long.

Learning Objectives:

- Understand the value and potential of data generated by a dive business for driving sales, marketing engagement, cost-savings and profitability
- Learn how to embrace data as a valuable resource for business planning and decision-making
- Gain the skills to analyze and interpret data to make informed decisions that drive results for your dive business
- Learn how to create actionable insights by analyzing data from various sources, enabling you to unlock the full potential of your dive business

11:00 AM – 11:45 AM

Hacking YouTube, Attracting Younger Divers: Tips and Tricks You Won't Find Online

Room Number: S231

Steve Huskey, COO, High 5 Promotions

Learn power hacks every YouTube marketer needs to know: How to repurpose your existing videos and get them ranked on the first page of YouTube, how to use shorts and when to use the most powerful form of marketing — remarketing. We will cover proven methods to get more visibility on YouTube and more traffic to your website.



Learning Objectives:

- Learn what ranking factors are the most important
- Recognize content that can be repurposed
- Learn how to attract younger divers using YouTube
- Learn what kind of structure is best for dive and travel on YouTube
- Learn how to use YouTube remarketing

11:00 AM – 11:45 AM

Connect. Profit. Repeat.: How to Create Personal Connections that Grow Your Business

Room Number: S232

Cathryn Castle Garcia, Co-owner, Creative Director, C2G2Productions.com

Humans are social creatures. We crave real connections — not just social media likes and follows. In this session, we'll ditch the Internet and outline plans to connect you and your business with your neighbors in ways that build valuable relationships — and put money in your pocket. And we'll have fun doing it.

We'll touch on the neuroscience of relationship-building and how it affects potential customers' purchasing decisions. We'll create an action plan you can implement easily, starting right now. We'll identify resources you can use to learn more about relationship-building for fun and profit.

This session is ideal for dive center owners, managers and staff, and it will also benefit independent instructors and travel specialists.

Learning Objectives:

- Understand why relationship-building is the key to success in any business
- Discuss a plan for crafting valuable relationships within communities
- Put together an action plan for successful customer engagement marketing and events
- Receive a resource guide list of related books, podcasts and YouTube channels

12:00 PM – 12:45 PM

Seamless Depths: Merging Dive Experiences with Digital Innovation

Room Number: S231

Jennifer Shaheen, President, Technology Therapy Group

Dive into the future where the digital world meets the deep blue! "Phygital" might sound like the latest buzzword, but it's the game-changer your dive business needs. Imagine combining the thrill of diving with the reach of digital technology to captivate divers everywhere. This transformative session will guide you through merging hands-on dive adventures with the digital realm, creating experiences that are both memorable and shareable. From virtual reality tours of underwater wonders to fostering a vibrant online community, discover how to extend the excitement of the ocean to screens worldwide. Dive businesses ready to make a splash in both physical and digital waters will find this journey into "phygital" strategies an essential dive into innovation. Get ready to redefine diving experiences and connect with the modern diver in a way you never thought possible.

Learning Objectives:

- Understand the concept of phygital experiences and their importance in the dive industry
- Explore innovative digital tools to enhance physical dive experiences
- Learn how to create engaging online content that complements and extends the in-water experience
- Discover strategies for integrating phygital elements into your overall customer experience strategy

12:00 PM – 12:45 PM

Where Has All the Profit Gone? Identifying (and Eliminating) Hidden Expenses that Are Draining Your Profit Potential

Room Number: S232

Lynn Switanowski, Founder/President, Creative Business Consulting Group

Understanding and managing expenses that impact your dive business' bottom line is crucial for sustained profitability. In this session, we will

dive into the often-overlooked expenses that can eat away at profits and explore effective strategies to mitigate them. From identifying unnecessary overhead costs and optimizing staff scheduling to implementing energy-efficient practices and minimizing shrinkage, you'll learn practical steps to cut expenses without compromising quality.

Learning Objectives:

- Identify and understand the expenses that can impact the bottom line of a dive business
- Learn how to effectively track and analyze expenses to identify areas for improvement
- Explore strategies to mitigate hidden expenses and cut costs without compromising quality
- Discover techniques for optimizing staff scheduling, implementing energy-efficient practices and minimizing shrinkage to improve financial health

1:00 PM – 2:15 PM

Generation Z Panel Discussion

Room Number: S231

Tec Clark, President, Tec Clark, Inc.

A staggering 74 million young people born in 1995 and later are known as Generation Z. Gen Z is an incredibly unique and diverse group with unmistakable characteristics that make them quite desirable for students in diving programs, as well as staff in dive centers.

Join diving industry leader Tec Clark as he leads a panel discussion with actual Gen Zers who are diving professionals. This will be a lively and extremely informative look into the special characteristics, motivations, attitudes and hurdles associated with Gen Z. There will also be ample time for Q&A of the Gen Z panelists.

Learning Objectives:

- Discover what motivates Gen Z, where they focus their free time, the role of social media in their lives, what they want out of work and careers, and their favorite diving and travel activities

3:00 PM – 3:45 PM

Making a Splash on TikTok: Dive Business Edition

Room Number: S231

Jennifer Shaheen, President, Technology Therapy Group

This workshop peels back the layers of TikTok, unveiling how dive businesses can harness its potential to not only float but also dive deeper into success. Plunge into the world of TikTok with us, exploring the art of crafting content that resonates and goes viral, while fostering a genuine connection with the diving community and beyond. Participants will gain insights into showcasing breathtaking dive

adventures, amplifying conservation messages, and engaging with a diverse, global audience eager for underwater escapades. Furthermore, we'll navigate the nuances of TikTok's dynamic algorithm, teaching you strategies to enhance your brand's online presence, captivate the youth market, and ensure your dive business adapts and thrives in the evolving digital landscape. Embark on this journey to emerge with a comprehensive TikTok strategy that elevates your dive business to new depths of digital engagement and visibility.

Learning Objectives:

- Grasp the basics of TikTok and its potential for dive businesses
- Learn strategies for creating engaging and shareable TikTok content
- Discover how to use TikTok for marketing and community engagement
- Understand best practices for maintaining an active and appealing TikTok presence

3:00 PM – 3:45 PM

Connect. Profit. Repeat. Part Two: How to Create Productive B2B Connections that Grow Your Business

Room Number: S232

Cathryn Castle Garcia, Co-owner, Creative Director, C2G2Productions.com

This is a follow-up to the "Connect. Profit. Repeat." session. Part Two is intended for business owners and managers and, building on the previous session, focuses on how to reach out to local business owners/managers as potential customers and collaborators. Ideally, participants will attend both sessions.

The previous session established that humans are social creatures. We crave real connections — not just social media likes and follows. In this session, we'll outline plans to connect you and your business with other businesses in your community in ways that build valuable relationships — and put money in your pocket. And we'll have fun doing it.

We'll create an action plan you can implement easily, starting right now, and identify resources you can use to learn more about relationship-building for fun and profit.

Learning Objectives:

- Achieve a solid understanding of why relationship-building is the key to success in any business
- Discuss a plan for crafting valuable B2B relationships within their communities
- Put together an action plan for successful B2B engagement and tips for co-sponsoring events
- Receive a resource guide list of related books, podcasts and YouTube channels



NOVEMBER 21

8:30 AM – 9:45 AM

Building Dive Industry Stewardship and Boosting Revenue through Voluntourism in Coral Restoration

Room Number: S231

Roxane Boonstra, Learning Ecosystems Administrator, Coral Restoration Foundation™

In a year marked by record-breaking temperatures and a global coral bleaching crisis, the resilience of our coral reefs is under siege. With coral reefs in over 70 countries fueling a tourism economy worth over \$35.8 billion annually, the vitality of these ecosystems is not only ecological but also crucial for local livelihoods. Amid a 50% decline in live coral since the 1950s, the diving world is feeling the impact. As a result, many interventionist initiatives through coral reef management and coral restoration programs have been on the rise around the world. It's time to bridge the gap between conservation experts and local dive industry stakeholders. This presentation provides networking for businesses eager to support local environmental conservation initiatives and voluntourism within coral restoration through creating marketable experiences for clients and fostering a culture of guardianship that builds a returning customer base and loyal clientele.

Learning Objectives:

- Understand adaptive strategies for coral restoration amid environmental disturbances
- Discover how dive operators and professional divers can collaborate with restoration groups to support reef restoration efforts
- Learn about a cost-free, open-source network for connecting with established restoration practitioners to boost your engagement in coral reef conservation
- Develop engaging experiences that encourage clients to become repeat active stewards of the environment

10:00 AM – 10:45 AM

Small Businesses Don't Die, They Just Commit Suicide!

Room Number: S231

Tom Shay, Principal, Profits Plus Solutions

Reports from the US Census Bureau show as companies have downsized, and individuals decide they want to own their own business, there are more and more new small businesses being started. Yet, about 95% of these will not be in business to see their fifth anniversary, and only half of those will celebrate 10 years in business. Businesses with many years of experience are not immune to navigating these challenges. Dive shop owners can take control and create a successful future.

Learning Objectives:

- Determine what aspects of dive shop challenges and failures can averted by way of actions and changes by the dive shop owner
- Understand the importance of separating dive shop owner duties from duties that should be the responsibility of the manager
- How to deal with cash shortfalls and inventory challenges

10:00 AM – 10:45 AM

How to Embrace Generation Z as Students and Staff

Room Number: S232

Tec Clark, President, Tec Clark, Inc.

About 24% of the population — that's 74 million young people — were born in 1995 or later. This group has been labeled Generation Z, and they are different from other groups like Millennials (Gen Y), Generation X or Baby Boomers. Gen Z comprises college-aged young people who are potential customers, potential staff members and potentially the future dive leaders of our industry.

Join industry leader Tec Clark as he discusses strategies to engage the Gen Z population in your diving business. With over three decades teaching in four different university diving programs, Tec will share tactics to embrace Gen Z as not only potential students of your dive business but also as potential staff.

Learning Objectives:

- Understand ages and other characteristics of Gen Z (e.g., socioeconomic status, motivations, work ethic, etc.)
- Prepare for some negative issues associated with Gen Z
- Learn what diving programs and services appeal most to Gen Z
- Know what considerations you should address when hiring Gen Z

11:00 AM – 11:45 AM

Search Engine Optimization Using AI

Room Number: S231

Steve Huskey, COO, High 5 Promotions

Artificial intelligence is like a teenager — it's not always reliable. We will expose tactics that search engines use to penalize websites that use too much AI, and attendees will receive an exclusive handout with marker keywords that are used by search engines. We will also show ways that you can use AI for business without penalizing your SEO.

Learning Objectives:

- Learn how to use these inspiration engines to repurpose content and create unique images and text
- Learn how to generate useful content, methods to avoid and how to use images that help website performance
- Receive a handout of marker keywords that contain proprietary content

11:00 AM – 11:45 AM

Watching Your Wallet: Practical Approaches for Managing Expense and Improving Cash Flow in Your Dive Center

Room Number: S232

Jeffrey Cinciripino, Owner, Scuba Shack Diving Services LLC

Dive shops are facing increases in expense across all facets of their business, and inflation continues to be sticky. As margins continue to be squeezed, these increased expenses impact your profits, cash flow and ability to invest. It is imperative that dive shops watch their wallets and understand where these expenses are escalating, why they are increasing and what actions they can take to reduce the impact. This interactive session will present a number of case studies depicting successes in expense management and improving cash flow. Five areas looked at will include shipping/freight, banking fees, processing fees, insurance and utilities. Additionally, we will touch on some other ideas that will help improve cash flow. During the session, we will invite those in attendance to share their success and/or challenges with expense management.

Learning Objectives:

- Recognize the importance of watching your wallet
- Learn more about areas where you can improve expenses
- Gain an appreciation for what others are doing in the industry
- Be prepared to develop a plan of action for lowering expenses and improving cash flow

12:00 PM – 12:45 PM

How to Put Sizzle on Your Sales Floor

Room Number: S231

Tom Shay, Principal, Profits Plus Solutions

Businesses that have high average sales tickets and high sales per square foot do not do so by accident. During this session, techniques for improving both will be shown. And these ideas do not require a large budget. There are over 25 aspects to causing a customer to notice a business and then notice the products and services offered once they have entered the business.

Learning Objectives:

- Discover why you should create your own displays instead of using manufacturers' displays
- See how it is more important what customers see instead of what looks pretty
- Understand how appealing to all five senses is key to selling
- Learn how to strategically increase your sales per square foot

12:00 PM – 12:45 PM

Developing a Loyalty Program

Room Number: S232

Paul Howe, President, STARR Consulting

Create a loyalty program for your scuba facility! This session will present topics, including the rationale for developing a loyalty program, strategy development, pricing strategies, development of the benefits to customers, sourcing of loyalty cards, promotion of the program and evaluation of the program.

Learning Objectives:

- Develop a rationale for a loyalty program
- Discuss strategies and components of the loyalty program, including pricing and evaluation

1:00 PM – 2:15 PM

Behind the Scenes with Hollywood Icons and Diving Industry Stuntwomen: Liz Parkinson and Meghan Heaney-Grier

Room Number: S231

Moderated by Gregory Holt, Scuba Radio

Are you fascinated by the thrilling world of stunt diving? Curious about what it's like to work in the film industry as an underwater stunt performer? This special session takes you on a journey through the evolution of underwater stunt work, featuring stories from trailblazing women.

We'll begin with highlights from Zale Parry's pioneering career in underwater exploration and stunt diving, starting in the 1950s, whose groundbreaking achievements paved the way for women in the industry. Today, Liz Parkinson and Meghan Heaney-Grier carry on that legacy, working on high-profile projects like Avatar, Shrinking, and Pirates of the Caribbean. Both have inspired audiences worldwide with their diving adventures and conservation efforts, continuing to push boundaries in and out of the water.

Join us for an engaging conversation celebrating the past, present, and future of underwater stunt diving, honoring the women who have shaped this field. Hear firsthand about the challenges and triumphs of working in Hollywood and discover how the industry has evolved over time. Don't miss this chance to be part of the adventure!

3:00 PM – 3:45 PM

Creating a Positive Cashflow with an "Open-to-Buy"

Room Number: S231

Tom Shay, Principal, Profits Plus Solutions

A majority of businesses do not understand or utilize an open-to-buy. Yet the majority of small retail businesses that fail each year have a financial sheet showing them as profitable on the day they close.

Too often, that needed cash is sitting on the shelf as excessive inventory. How many business owners and managers are surprised each month as they examine their financial statements to see there is more inventory than they wanted in their business? This problem can be solved. Understanding and utilizing an "open-to-buy" will move marginal businesses to profitable businesses. Attendees will be provided with a link to the Profits Plus website where they can receive a free open-to-buy calculator.

Learning Objectives:

- Experience the simplicity of the numbers used in this inventory control system
- Learn how to control inventory by categories in their dive shop and how to adjust buying according to seasons
- Learn how to interpret the information from their point of sale

3:00 PM – 3:45 PM

Advertising Strategies, Budgeting and Evaluation

Room Number: S232

Paul Howe, President, STARR Consulting

This advertising strategies, budgeting and evaluation session will present different strategies used in developing an advertising campaign. Once a strategy is in place, the session will then present different advertising budgeting approaches that may be used. Lastly, attendees will learn how to evaluate advertising expenditures by calculating response and evaluation rates.

Learning Objectives:

- Learn the basic advertising strategies
- Develop the advertising budget
- Factor the response and conversion rates to evaluate advertising expenditures

NOVEMBER 22

8:30 AM – 9:15 AM

Proposition 65 Affects EVERYONE in the Diving Industry

Room Number: S231

Ryan Landis, Partner, Gordon Rees Scully Mansukhani LLP

Litigation and civil penalties from California's Safe Drinking Water and Toxic Enforcement Act of 1986 (referred to as "Prop 65") have already impacted many diving manufacturers and retailers. Are you next? As the 5th-largest economy in the world, a vast majority of diving products can end up in the stream of commerce in California where they will be subject to Prop 65. This can range from dive weights to protective gear to clothing to sundries. This law reaches far beyond California and can affect any diving equipment manufacturer anywhere (even internationally) as well as any entity in the chain of manufacturing and distribution, including retailers or resorts selling the product into California.

Ryan Landis, partner at the law firm Gordon Rees Scully Mansukhani LLP, will provide a brief background of Prop 65, including a discussion of relevant statutory and regulatory provisions related to potential issues facing the diving industry. He will discuss recent changes to the law, including changes to required warning content and transmission, new chemical exposure considerations, Prop 65 exemptions, and "Safe Harbor" defenses. Mr. Landis will also provide an update on "private enforcer" action trends and new legal challenges that may pave the way for further industry protection as well as plans for regulatory compliance and risk management.

10:00 AM – 10:30 AM

Decoding Congress: How Politics Shape the Dive Industry

Room Number: S231

Emily Coyle, Strategic Advisor, Forbes Tate Partners

Join Emily Coyle, a seasoned Washington lobbyist with over 25 years of experience in federal policymaking. The goals of this seminar are to help the dive community and DEMA members learn how Congress does (and doesn't) work and better understand how U.S. politics and elections influence policy outcomes, including their direct impact on the dive industry. Emily will also provide an update on the DIVE BOAT Act's progress, recent federal elections, and answer attendee questions.



Visit the website for full info and a complete up-to-date schedule.

demashow.com/education

exhibitor-sponsored SEMINARS

Forge deeper connections through engaging sessions and seminars presented to you by DEMA Show exhibitors, delivering practical insights and innovative solutions to ignite your business!

MONDAY, NOVEMBER 18

8:00 AM – 5:00 PM

PSI-PCI Visual Cylinder Inspection® for PSI-PCI Alumni
Professional Scuba Inspectors, Inc.

Certification, Fee, Open to All, Preregistration Required, Training
Room: S223

1:00 PM – 5:00 PM

Dive Travel Business Course
Fly & Sea Dive Adventures
Fee, Preregistration Required
Room: S216

TUESDAY, NOVEMBER 19

8:00 AM – 10:00 AM

PSI-PCI Update
Professional Scuba Inspectors, Inc.

Fee, Open to All, Preregistration Required, Training
Room: S223

8:00 AM – 4:00 PM

OCEAN REEF Service Technician Course
Ocean Reef Inc.

Certification, Fee, Preregistration Required
Room: S211

8:00 AM – 5:00 PM

Sherwood Scuba: SR2, Maximus Pro, Gemini, & Remora
Sherwood Scuba

Preregistration Required
Room: S212

8:00 AM – 6:00 PM

MARES Lab Service Technician Training Course (2-Day) Option 1
Head U.S.A., Inc.

Mares Authorized Dealers
Room: S227

8:30 AM – 9:30 AM

PADI Standards: Year in Review (Spanish)
PADI

Credit Received, Open to All
Room: S222

9:00 AM – 10:00 AM

Safety on Liveboards
Divers Alert Network

Open to All
Room: S229

What's New at SSI
Head U.S.A., Inc.

Open to All
Room: S219

9:15 AM – 10:45 AM

Dive Travel Business Course – Effective Marketing
Fly & Sea Dive Adventures

Fee, Preregistration Required
Room: S216

10:00 AM – 11:00 AM

Scuba Therapy... Imagine the Possibilities
Diveheart Foundation

Open to All
Room: S207

Fitness to Dive at the Dive Shop: Handling Last-Minute Uncertainty
Divers Alert Network

Open to All
Room: S229

How to Increase Sales with the MySSI App
Head U.S.A., Inc.

Open to All
Room: S219

PADI Standards: Year in Review
PADI

Credit Received, Open to All
Room: S222

10:00 AM – 2:00 PM

TUSA CARE Service Seminar
TABATA USA, Inc.

Preregistration Required
Room: S226

10:30 AM – 12:30 PM

PSI-PCI Oxygen Cylinder Cleaning Technician
Professional Scuba Inspectors, Inc.

Certification, Fee, Open to All, Preregistration Required, Prerequisite Required, Training
Room: S223

11:00 AM – 11:50 AM

Explore Costa Rica's Natural Wonders: From Vibrant Ocean Depths to Majestic Volcanoes, Stunning Waterfalls, Thrilling Adventures, and Diverse Wildlife – Bill Beard Costa Rica
Deep Blue Adventures

Open to All
Room: S221

11:00 AM – 12:00 PM

The Great Barrier Reef Explained – From North to South
Diveplanit Travel Pty Ltd.

Open to All
Room: S206

How Feasible Is Personalized Decompression?
Divers Alert Network

Open to All
Room: S229

Increase Dive Computer Sales in Your Open Water Diver Programs with the SSI App
Head U.S.A., Inc.

Open to All
Room: S219

Ocean Diplomacy: The Fight to Protect Our Oceans and Reduce Plastic Pollution
NAUI Worldwide

Open to All
Room: S225

Maximizing ConEd with the Master Scuba Diver Challenge and Other PADI Assets!
PADI

Credit Received, Open to All
Room: S222

12:00 PM – 12:45 PM

Papua New Guinea – An Exotic and Intriguing Destination With Fantastic Diving
Fly & Sea Dive Adventures

Open to All
S216

12:00 PM – 12:50 PM

Discover Curaçao – The Hidden Gem of the Caribbean – Dive Curacao
Deep Blue Adventures

Open to All
Room: S221

12:00 PM – 1:00 PM

Living Well with Dive Computers
Divers Alert Network

Open to All
Room: S229

Strengthen Your Business with the Upgraded SSI Event Calendar
Head U.S.A., Inc.

Open to All
Room: S219

Dave Winford's Small Business Series #1
NAUI Worldwide

Open to All
Room: S225

Diving into Innovation: PADI's Newest Digital Tools and Enhancements
PADI

Credit Received, Open to All
Room: S222

1:00 PM – 1:45 PM

Introduction to New Partner Portal
Fly & Sea Dive Adventures

Open to All
Room: S216

1:00 PM – 1:50 PM

Dive Into a Shore Diver's Paradise – Bonaire with Buddy Dive Resort
Deep Blue Adventures

Open to All
Room: S221

1:00 PM – 2:00 PM

2025 DAN Instructor, Instructor Trainer, and Examiner Update
Divers Alert Network

DAN Instructors, Instructor Trainers and Examiners (active or inactive)
Room: S229

Increase Your Global Reach & Attract More Customers With SSI's MyDiveGuide
Head U.S.A., Inc.

Open to All
Room: S219

Diving Deep into Digital: Exploring Online Behaviors of Dive Enthusiasts
NAUI Worldwide

Open to All
Room: S225

Introducing a Global Solution for Plastic Pollution: Updates for PADI AWARE's Global Plastic Treaty Petition and PADI Sustainability Initiatives
PADI

Credit Received, Open to All
Room: S222

1:30 PM – 3:30 PM

PSI-PCI Valve Repair Technician
Professional Scuba Inspectors, Inc.

Certification, Fee, Open to All, Preregistration Required
Room: S223

2:00 PM – 2:45 PM

Explore the Bahamas with All Star Liveaboards
Fly & Sea Dive Adventures

Open to All
S216

2:00 PM – 2:50 PM

From Dive Center to Adventure Center – Taking Your Business to the Next Level – Deep Blue Adventures
Deep Blue Adventures

Open to All
Room: S221

2:00 PM – 3:00 PM

Everything You Need To Know About DAN
Divers Alert Network

Open to All
Room: S229

SSI Pro Pathway 3.0
Head U.S.A., Inc.

Open to All
Room: S219

The Mission to Return Missing American Service Members to Their Families and Why It Is Important: Project Recover
NAUI Worldwide

Open to All
Room: S225

Risk Management: Navigating Risk with Confidence
PADI

Credit Received, Open to All
Room: S222

TUSA Sales & B2B Overview
TABATA USA, Inc.

Preregistration Required
Room: S226

3:00 PM – 3:45 PM

The 4 P's for Successful Marketing of Dive Travel: Planning, Packaging, Promoting and Partnering
Fly & Sea Dive Adventures

Open to All
Room: S216

3:00 PM – 3:50 PM

Top 5 Reasons Malaysia Is a Diver's Paradise – Tourism Malaysia
Deep Blue Adventures

Open to All
Room: S221

3:00 PM – 4:00 PM

Evolving Depths: Technical Diving and Innovative Training Strategies
NAUI Worldwide

Open to All
Room: S225

Course Director Training Course (CDTC) Q&A
PADI

Credit Received, Open to All
Room: S222

TUSA Marketing Update
TABATA USA, Inc.

Preregistration Required
Room: S226

3:00 PM – 5:00 PM

Active Learning Session – Setting Up Your Digital Teaching Environment
Head U.S.A., Inc.

Open to All
Room: S219

4:00 PM – 4:45 PM

Explore the Philippines with Atlantis Resorts & Liveboard
Fly & Sea Dive Adventures

Open to All
Room: S216

4:00 PM – 5:00 PM

Mastering the NAUI Mobile App
NAUI Worldwide

Open to All
Room: S225

DiveShop360/EVE Roadmap Overview and Q&A
PADI

Credit Received, Open to All
Room: S222

5:00 PM – 6:00 PM

Dive Travel Business Course – The "Secret Sauce"
Fly & Sea Dive Adventures

Fee, Preregistration Required
Room: S216

WEDNESDAY, NOVEMBER 20

8:00 AM – 5:00 PM

Sherwood Scuba: 9000 Pro Series 1st Stage, Brut/Magnum Pro, Oasis/Blizzard Pro, and the Genesis Prana
Sherwood Scuba

Preregistration Required
Room: S212

8:00 AM – 6:00 PM

MARES Lab Service Technician Training Course (2-Day) Option 1
Head U.S.A., Inc.

Mares Authorized Dealers
Room: S227

8:30 AM – 9:30 AM

Risk Management: Navigating Risk with Confidence (Spanish)
PADI

Credit Received, Open to All
Room: S222

9:00 AM – 9:45 AM

Dive Travel Business Course – The "Secret Sauce"
Fly & Sea Dive Adventures

Fee, Preregistration Required
Room: S216

9:00 AM – 10:00 AM

How Feasible Is Personalized Decompression?
Divers Alert Network

Open to All
Room: S229

10:00 AM – 10:45 AM

The Very Best of Fiji
Fly & Sea Dive Adventures

Open to All
Room: S216

10:00 AM – 10:50 AM

Underwater Iceland – Magma Dive
Deep Blue Adventures

Open to All
Room: S221

10:00 AM – 11:00 AM

Sun Exposure: UV Radiation
Divers Alert Network

Open to All
Room: S229

Strengthen Your Business With the Upgraded SSI Event Calendar
Head U.S.A., Inc.

Open to All
Room: S219

Manta Ray Cognition and Coloration Changes
Manta Pacific Research Foundation

Open to All
Room: S206

NOAA Ocean Guardian Dive Club
National Marine Sanctuary Foundation

Open to All
Room: S205

One World, One Team, One NAUI
NAUI Worldwide

Open to All
Room: S225

Risk Management: Navigating Risk with Confidence
PADI

Credit Received, Open to All
Room: S222

10:00 AM – 2:00 PM

TUSA CARE Service Seminar
TABATA USA, Inc.

Preregistration Required
Room: S226

11:00 AM – 11:45 AM

Discover Roatan with Anthony's Key Resort
Fly & Sea Dive Adventures

Open to All
Room: S216

11:00 AM – 11:50 AM

CYA! Travel Selling Basics to Help Protect Your Business – Deep Blue Adventures
Deep Blue Adventures

Open to All
Room: S221

11:00 AM – 12:00 PM

Celebrate 40 Years of Aggressor Adventures – Learn to Maximize Your Profits by Aggressor Sales Manager Capt. Tom Gebhardt
Aggressor Adventures

Open to All
Room: S202

Enjoy the Philippines With Atlantis Dive Resorts and Liveaboards
Atlantis Dive Resorts & Liveaboards

Open to All
Room: S207

How to Become an Avelo Dive Center
Avelo Labs

Open to All
Room: S210

Australia's Most Unique Marine Encounters
Diveplanit Travel Pty Ltd.

Open to All
Room: S206

Hazards of Rebreather Diving
Divers Alert Network

Open to All
Room: S229

How to Increase Sales with the MySSI App
Head U.S.A., Inc.

Open to All
Room: S219



The Mission to Return Missing American Service Members to Their Families and Why It Is Important: Project Recover
NAUI Worldwide
Open to All
Room: S225

Diving in the Arctic and Antarctica
Oceanwide Expeditions
Open to All
Room: S203

PADI Swim School: Transforming Your Scuba Business
PADI
Credit Received, Open to All
Room: S222

Choose SNSI
SNSI
Open to All
Room: S204

12:00 PM – 12:45 PM
Discover the Philippines with Magic Resorts
Fly & Sea Dive Adventures
Open to All
Room: S216

12:00 PM – 12:50 PM
Cuba: Gardens of the Queen — Avalon
Deep Blue Adventures
Open to All
Room: S221

12:00 PM – 1:00 PM
Mild DCI, In-Water Recompression, and When to Freak Out: Do's and Don'ts
Divers Alert Network
Open to All
Room: S229

What's New at SSI
Head U.S.A., Inc.
Open to All
Room: S219

Diving Deep into Digital: Exploring Online Behaviors of Dive Enthusiasts
NAUI Worldwide
Open to All
Room: S225

Live Panel — Maximizing Business Opportunities from PADI's Digital Ecosystem (PADI Adventures, PADI Dive Guides, and your Dive Shop Locator profile)
PADI
Credit Received, Open to All
Room: S222

1:00 PM – 1:50 PM
Connect. Profit. Repeat — Creating Personal Connections: Bonus Session — Cathryn Castle
Deep Blue Adventures
Open to All
Room: S221

1:00 PM – 2:00 PM
Environmentally Friendly Dive Operations
Divers Alert Network
Open to All
Room: S229

SSI Pro Pathway 3.0
Head U.S.A., Inc.
Open to All
Room: S219

You Are Not A Marine Biologist
NAUI Worldwide
Open to All
Room: S225

Maximizing ConEd with the Master Scuba Diver Challenge and other PADI Assets!
PADI
Credit Received, Open to All
Room: S222

2:00 PM – 2:45 PM
The 4 P's for Successful Marketing of Dive Travel: Planning, Packaging, Promoting, and Partnering
Fly & Sea Dive Adventures
Open to All
Room: S216

2:00 PM – 2:50 PM
Enjoy the Philippines with Atlantis Resorts and Liveaboards — Marty Snyderman
Deep Blue Adventures
Open to All
Room: S221

2:00 PM – 3:00 PM
Combining Safari and Diving in Africa
African and Oriental Travel Co.
Open to All
Room: S205

Explore Iceland: Land of Fire and Ice
Blue Green Expeditions
Open to All
Room: S204

DAN Global Initiatives
Divers Alert Network
Open to All
Room: S229

So You Want to Be an SSI Instructor Trainer?
Head U.S.A., Inc.
Open to All
Room: S219

Dave Winford's Small Business Series #2
NAUI Worldwide
Open to All
Room: S225

PADI Standards: Year in Review
PADI
Credit Received, Open to All
Room: S222

2:00 PM – 3:30 PM
Members Update
International Training
Open to All
Room: S210

3:00 PM – 3:45 PM
AlamBatu, Bali — the Gateway to Indonesia
Fly & Sea Dive Adventures
Open to All
Room: S216

3:00 PM – 3:50 PM
The Best of 333 Islands — Fiji's Top Dive Experiences — Waidroka Bay Resort, Volivoli Beach Resort, and Paradise Taveuni Resort
Deep Blue Adventures
Open to All
Room: S221

3:00 PM – 4:00 PM
Welcome Back the Thailand Aggressor with Two Andaman Sea Itineraries and the NEW Thailand Signature Lodge!
Aggressor Adventures
Open to All
Room: S202

Spare Air Repair Seminar: Certificate Included, No Registration Necessary
Brownie's Marine Group
Fee, Open to All
Room: S206

Increase Your Global Reach & Attract More Customers With SSI's MyDiveGuide
Head U.S.A., Inc.
Open to All
Room: S219

Passport to Paradise North Sulawesi — Indonesia
Lembeh Resorts
Open to All
Room: S207

DAN Insurance and Risk Management
NAUI Worldwide
Open to All
Room: S225

Instructor Development Today: Refining Your Programs to Meet Consumer Demand
PADI
Credit Received, Open to All
Room: S222

Belize: Discover the Depths of the Hidden Jewel
Sandy Point Resorts
Open to All
Room: S203

3:30 PM – 5:00 PM
SDI/TDI Crossover
International Training
Open to All
Room: S210

4:00 PM – 4:45 PM
Diving the Red Sea and Solomon Islands — With Master Liveaboards
Fly & Sea Dive Adventures
Open to All
Room: S216

4:00 PM – 4:50 PM
The Changing Face of the Dive Travel Industry...or Is It? — Dr. Alex Brylske
Deep Blue Adventures
Open to All
Room: S221

4:00 PM – 5:00 PM
Anse Chastanet Resort's Bubbly Presentation Of St. Lucia's Diving Delights
Anse Chastanet Resort & Scuba St. Lucia
Open to All
Room: S202

Peak Inhale: A Look Into NAUI's Apnea Programs
NAUI Worldwide
Open to All
Room: S225

Dive Against Debris: Maximize Your Conservation Impact and Turn Your Data into Dollars
PADI
Credit Received, Open to All
Room: S222

5:00 PM – 5:45 PM
Introduction to New Partner Portal
Fly & Sea Dive Adventures
Open to All
Room: S216

5:00 PM – 5:50 PM
Connect. Profit. Repeat — B2B Connections: Bonus Session — Cathryn Castle
Deep Blue Adventures
Open to All
Room: S221

THURSDAY, NOVEMBER 21

8:00 AM – 10:00 AM
Our World Underwater Scholarship Society Breakfast
Fourth Element
Invitation Only
Room: S233

8:00 AM – 5:00 PM
Sherwood Scuba: SR2, Maximus Pro, Gemini, & Remora
Sherwood Scuba
Preregistration Required
Room: S212

8:00 AM – 6:00 PM
MARES Lab Service Technician Training Course (2-Day) Option 2
Head U.S.A., Inc.
Mares Authorized Dealers
Room: S227

8:30 AM – 9:30 AM
Benchmarks for Success: Maximizing the Scuba Diver's Journey (Spanish)
PADI
Credit Received, Open to All
Room: S222

8:30 AM – 10:00 AM
Roundtable: Integrating Sustainability and Expand Your Business and Your Bottom Line — Deep Blue Adventures, Dr. Alex Brylske, and Reef World
Deep Blue Adventures
Open to All
Room: S221

9:00 AM – 10:00 AM
Living Well with Dive Computers
Divers Alert Network
Open to All
Room: S229

9:00 AM – 11:00 AM
Active Learning Session — Setting Up Your Digital Teaching Environment
Head U.S.A., Inc.
Open to All
Room: S219

10:00 AM – 10:45 AM
Explore Belize with Blackbird Caye Resort
Fly & Sea Dive Adventures
Open to All
Room: S216

10:00 AM – 10:50 AM

Building Deep Customer Connections Through Dive Travel: A Prospective From Maya Angelou — Dr. Alex Brylske
Deep Blue Adventures
Open to All
Room: S221

10:00 AM – 11:00 AM

Drowning from the Inside: The Ins, Outs, and Unknowns of IPE
Divers Alert Network
Open to All
Room: S229

NAUI Course Director Meeting
NAUI Worldwide
Active NAUI CD or CDT
Room: S225

PADI Standards: Year in Review
PADI

Credit Received, Open to All
Room: S222

10:00 AM – 12:00 PM

Shearwater Dealer Meeting
Shearwater Research Inc.
Authorized Dealers, Preregistration Required
Room: S205

10:00 AM – 2:00 PM

TUSA CARE Service Seminar
TABATA USA, Inc.
Preregistration Required
Room: S226

11:00 AM – 11:45 AM

Dive Travel — Why Use a Wholesaler?
Fly & Sea Dive Adventures
Open to All
Room: S216

11:00 AM – 11:50 AM

Indonesia's Best Diving Across the Archipelago — Subculture
Deep Blue Adventures
Open to All
Room: S221

11:00 AM – 12:00 PM

Choose SNSI
SNSI
Open to All
Room: S204

Costa Rica Scuba Diving & Adventure Travel with Bill Beard's
Bill Beard's Diving Safaris Costa Rica
Open to All
Room: S202

How to Become an Avelo Dive Center
Avelo Labs
Open to All
Room: S210

How to Plan the Perfect Group Trip to Atlantis Philippines
Atlantis Dive Resorts & Liveaboards
Open to All
Room: S207

Lionfish University's Yearly Update of the Lionfish Invasion
Lionfish University
Open to All
Room: S203

PADI Swim School: Transforming Your Scuba Business
PADI
Credit Received, Open to All
Room: S222

Reef Health Update — Citizen Science Opportunities
Diveplanit Travel Pty Ltd.
Open to All
Room: S206

Safety on Liveaboards
Divers Alert Network
Open to All
Room: S229

What's New at SSI
Head U.S.A., Inc.
Open to All
Room: S219

You Are Not a Marine Biologist
NAUI Worldwide
Open to All
Room: S225

12:00 PM – 12:45 PM

The Lure of the Galapagos Islands
Fly & Sea Dive Adventures
Open to All
Room: S216

12:00 PM – 12:50 PM

Business Branding and Brand Refreshing — Cathryn Castle
Deep Blue Adventures
Open to All
Room: S221

12:00 PM – 1:00 PM

Hazards of Rebreather Diving
Divers Alert Network
Open to All
Room: S229

How to Increase Sales with the MySSI App
Head U.S.A., Inc.
Open to All
Room: S219

Live Panel — Maximizing Business Opportunities from PADI's Digital Ecosystem (PADI Adventures, PADI Dive Guides and Your Dive Shop Locator Profile)
PADI
Credit Received, Open to All
Room: S222

12:00 PM – 2:00 PM

WDHOF General Membership Meeting
Women Divers Hall of Fame Inc.
Invitation Only
Room: S205

1:00 PM – 1:50 PM

Mozambique — The Ultimate in Underwater Diversity — Deep Blue Adventures
Deep Blue Adventures
Open to All
Room: S221

1:00 PM – 2:00 PM

2025 DAN Instructor, Instructor Trainer and Examiner Update
Divers Alert Network
DAN Instructors, Instructor Trainers and Examiners (active or inactive)
Room: S229

Strengthen Your Business With the Upgraded SSI Event Calendar
Head U.S.A., Inc.
Open to All
Room: S219

Save & Sustainable Manta Ray Tourism
Manta Pacific Research Foundation
Open to All
Room: S206

Unlocking Diver Acquisition in a Changing Market
PADI
Credit Received, Open to All
Room: S222

1:00 PM – 1:45 PM

Lunch & Learn: You've Built a Successful Dive Travel Program — Now What?
Fly & Sea Dive Adventures
Open to All
Room: S216

2:00 PM – 2:45 PM

Explore the Maldives, Indonesia and the Red Sea With Emperor Divers
Fly & Sea Dive Adventures
Open to All
Room: S216

2:00 PM – 2:50 PM

The Great Barrier Reef Explained — From North to South — Diveplanit
Deep Blue Adventures
Open to All
Room: S221

2:00 PM – 3:00 PM

Everything You Need To Know About DAN
Divers Alert Network
Open to All
Room: S229

Increase Dive Computer Sales in Your Open Water Diver Programs with the SSI App
Head U.S.A., Inc.
Open to All
Room: S219

Diving in the Arctic and Antarctica
Oceanwide Expeditions
Open to All
Room: S203

Risk Management: Navigating Risk with Confidence
PADI
Credit Received, Open to All
Room: S222

Beyond Reef Safe: Sunscreen, Science and More
Stream2Sea
Open to All
Room: S207

TUSA Sales & B2B Overview
TABATA USA, Inc.
Preregistration Required
Room: S226

2:00 PM – 3:30 PM

Members Update
International Training
Open to All
Room: S210

2:00 PM – 4:00 PM

Surface Rescue by RescueX
Dive 1st Aid
Open to All
Room: S204

3:00 PM – 3:45 PM

Bonaire — AKA the "Shore Diving Capital" of the World — Through the Eyes of Buddy Dive Resort
Fly & Sea Dive Adventures
Open to All
Room: S216

3:00 PM – 3:50 PM

Statia — The Caribbean's Best Keep Secret — Scubaqua
Deep Blue Adventures
Open to All
Room: S221



3:00 PM – 4:00 PM

Celebrate 40 Years of Aggressor Adventures — Learn to Maximize Your Profits by Aggressor Sales Manager Capt. Tom Gebhardt
Aggressor Adventures
Open to All
Room: S202

Spare Air Repair Seminar: Certificate Included, No Registration Necessary
Brownie's Marine Group
Fee, Open to All
Room: S206

SSI Pro Pathway 3.0
Head U.S.A., Inc.
Open to All
Room: S219

Diving into Innovation: PADI's Newest Digital Tools and Enhancements
PADI
Credit Received, Open to All
Room: S222

El Galleon Beach Resort & Asia Divers in Puerto Galera
PDOT Philippine Department of Tourism
Open to All
Room: S207

TUSA Marketing Update
TABATA USA, Inc.
Preregistration Required
Room: S226

3:00 PM – 6:00 PM

NAUI Annual Awards & Annual General Meeting
NAUI Worldwide
NAUI Members Only
Room: S225

3:30 PM – 5:00 PM

SDI/TDI Crossover
International Training
Open to All
Room: S210

4:00 PM – 4:45 PM

Passport to Paradise — An Intriguing Concept for 3 Different Resorts and Dive Areas in Indonesia
Fly & Sea Dive Adventures
Open to All
Room: S216

4:00 PM – 4:50 PM

Total Tahiti — Fluid Tahiti
Deep Blue Adventures
Open to All
Room: S221

4:00 PM – 5:00 PM

Anse Chastanet Resort's Bubbly Presentation of St. Lucia's Diving Delights
Anse Chastanet Resort & Scuba St. Lucia
Open to All
Room: S202

Increase Your Global Reach & Attract More Customers With SSI's MyDiveGuide
Head U.S.A., Inc.
Open to All
Room: S219

Introducing a Global Solution for Plastic Pollution: Updates for PADI AWARE's Global Plastic Treaty Petition and PADI Sustainability Initiatives
PADI
Credit Received, Open to All
Room: S222

5:00 PM – 5:50 PM

Maximum Maldives — Exploring 26 Atolls of Magnificence — Deep Blue Adventures
Deep Blue Adventures
Open to All
Room: S221

**FRIDAY,
NOVEMBER 22****8:00 AM – 5:00 PM**

Sherwood Scuba: 9000 Pro Series 1st Stage, Brut/Magnum Pro, Oasis/Blizzard Pro, and the Genesis Prana
Sherwood Scuba
Preregistration Required
Room: S212

8:00 AM – 6:00 PM

MARES Lab Service Technician Training Course (2-Day) Option 2
Head U.S.A., Inc.
Mares Authorized Dealers
Room: S227

9:00 AM – 10:00 AM

Fitness to Dive at the Dive Shop: Handling Last-Minute Uncertainty
Divers Alert Network
Open to All
Room: S229

10:00 AM – 10:45 AM

Introduction to New Partner Portal
Fly & Sea Dive Adventures
Open to All
Room: S216

10:00 AM – 10:50 AM

Creative Macro — Byron Conroy
Deep Blue Adventures
Open to All
Room: S221

10:00 AM – 11:00 AM

Sun Exposure: UV Radiation
Divers Alert Network
Open to All
Room: S229

So You Want to Be an SSI Instructor Trainer?
Head U.S.A., Inc.
Open to All
Room: S219

Instructor Development Today: Refining Your Programs to Meet Consumer Demand
PADI
Credit Received, Open to All
Room: S222

Belize: Discover The Depths Of The Hidden Jewel
Sandy Point Resorts
Open to All
Room: S203

11:00 AM – 11:45 AM

Discover the Fabulous Culture and Diving of Yap in Micronesia
Fly & Sea Dive Adventures
Open to All
Room: S216

11:00 AM – 11:50 AM

Australia's Most Unique Marine Encounters — Diveplanit
Deep Blue Adventures
Open to All
Room: S221

11:00 AM – 12:00 PM

Combining Safari and Diving in Africa
African and Oriental Travel Co.
Open to All
Room: S205

The Biodiversity of the Philippines with Atlantis Resorts and Liveaboards
Atlantis Dive Resorts & Liveaboards
Open to All
Room: S207

Drowning from the Inside: The Ins, Outs, and Unknowns of IPE
Divers Alert Network
Open to All
Room: S229

Increase Dive Computer Sales in Your Open Water Diver Programs with the SSI App
Head U.S.A., Inc.
Open to All
Room: S219

Peak Inhale: A Look Into NAUI's Apnea Programs
NAUI Worldwide
Open to All
Room: S225

DiveShop360/EVE Roadmap Overview and Q&A
PADI
Credit Received, Open to All
Room: S222

12:00 PM – 12:50 PM

Navigating the Shift to an Eco-Conscious Business Model — Green Fins
Deep Blue Adventures
Open to All
Room: S221

12:00 PM – 1:00 PM

Mild DCI, In-Water Recompression, and When to Freak Out: Do's and Don'ts
Divers Alert Network
Open to All
Room: S229

Dave Winford's Small Business Series #3
NAUI Worldwide
Open to All
Room: S225

Dive Against Debris: Maximize Your Conservation Impact and Turn Your Data into Dollars
PADI
Credit Received, Open to All
Room: S222

1:00 PM – 1:50 PM

Top 5 Reasons Malaysia Is a Diver's Paradise — Tourism Malaysia
Deep Blue Adventures
Open to All
Room: S221

1:00 PM – 2:00 PM

Environmentally Friendly Dive Operations
Divers Alert Network
Open to All
Room: S229

Amplify Your Impact: Social Media Marketing Strategies for Dive Professionals
NAUI Worldwide
Open to All
Room: S225

Unlocking Diver Acquisition in a Changing Market
PADI
Credit Received, Open to All
Room: S222

1:00 PM – 2:45 PM

Lunch & Learn: Effective Marketing — Practical Tips for Your Dive Travel Program
Fly & Sea Dive Adventures
Open to All
Room: S216

2:00 PM – 3:00 PM

Course Director Training Course (CDTC) Q&A
PADI
Credit Received, Open to All
Room: S222

Evolving Depths: Technical Diving and Innovative Training Strategies
NAUI Worldwide
Open to All
Room: S225

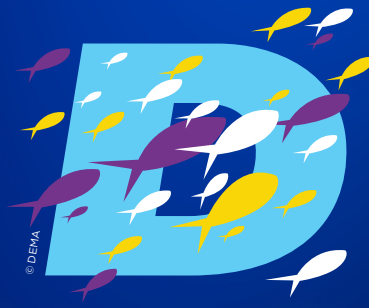
3:00 PM – 4:00 PM

Mastering the NAUI Mobile App
NAUI Worldwide
Open to All
Room: S225

4:00 PM – 5:00 PM

One World, One Team, One NAUI
NAUI Worldwide
Open to All
Room: S225

Sessions listed above are up-to-date as of 9/16/24. Access the most up-to-date list at demashow.com.



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