

a world of **OPPORTUNITY**



depths of **POSSIBILITY**



NOVEMBER 19–22, 2024
Las Vegas Convention Center
LAS VEGAS, NV ••• [DEMASHOW.COM](https://www.demashow.com)

DEMA SHOW 2024
EXHIBITOR & SPONSOR PROSPECTUS

In partnership with **godivenow**

the global destination FOR DIVING, TRAVEL & ACTION WATER SPORTS PROFESSIONALS

Join the international community and connect with credentialed buyers and professionals involved in every facet of the diving, travel and action water sports industry!



7,000+
Credentialed
Professionals



85+
Countries
Represented



200+
Learning
Opportunities

WHO ATTENDS DEMA SHOW?



42% Retail Dive Centers
in attendance in 2023

Boat/Liveaboard Operators
Commercial Divers
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
Show Organizers
Travel Agents/Professionals
Travel Associations
Travel Wholesalers

PRIMARY JOB FUNCTION



51% Chairman/Owner/
President/CEO/COO
in attendance in 2023

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



95% ARE INVOLVED IN PURCHASING DECISIONS

Source: 2023 DEMA Show Registrant Data, Attendee and Exhibitor Surveys

tap into POWERFUL BUYERS

WHO SHOULD *exhibit?*

If you provide products or services for the diving, travel and action water sports industry, DEMA Show is your best opportunity to connect with qualified buyers. Exhibitors showcase an array of products and services, including but not limited to:

- Accessories
- Air & Gas Testing
- Air Station Equipment & Supplies
- Apparel & Footwear
- Bags, Back Packs, 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 Trip)
- 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
- Watersports (Non-Diving) Equipment
- Weight Systems & Weights
- Wreck Diving

75% of attendees purchased products on-site at DEMA Show, while 87% made plans to purchase as a direct result of visiting exhibitors on the Show floor.

Source: 2023 Attendee Survey Data

EXHIBIT RATES (PER 100 SF)

\$22.95/square foot
DEMA Members

\$27.95/square foot
Non-Members

YOUR EXHIBIT SPACE INCLUDES:

- ✓ Exhibitor Badges: 4+ badges (based on square footage and membership)
- ✓ Pipe and Drape (standard)
- ✓ Exhibitor Sign at Booth (standard)
- ✓ Booth Carpet (standard)
- ✓ Exhibitor Listing in Trade Show App
- ✓ Exhibitor Listing on Show Floor Map
- ✓ Exhibitor Listing on Website
- ✓ Space Selection Priority Points
- ✓ DEMA Rewards Program Points

DON'T MISS OUT

RESERVE YOUR DEMA SHOW BOOTH TODAY!

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PROMOTIONAL opportunities

Explore these opportunities at demashow.com/promos

EXHIBITOR SHOW SPECIALS

Drive sales and booth traffic by offering exclusive Show specials to our diverse audience of dive and travel buyers. With irresistible deals and promotions, you'll elevate your presence and stand out from the competition!

RESOURCE CENTER SNAPSHOT SESSIONS (RCSS)

Submit your session abstract for consideration as part of the RCSS. This is a **FREE** opportunity exclusively available to exhibitors, which allows you to provide valuable learning opportunities for attendees directly on the Show Floor!

NEW PRODUCT SHOWCASE

Promote your latest products and technologies in a strategic Show Floor location. Your product(s) will be displayed throughout the entire Show, giving you added visibility while driving traffic to your booth. **Space is limited** — learn more and reserve a spot at the link above!

EXHIBITOR-SPONSORED SEMINARS

Present technical information, training and in-depth sales demonstrations face-to-face in a formal educational setting.

AUTHOR'S CORNER

Be an active contributor to the literary pulse of the diving community! Authors are equipped with a large-screen tv, a well-stocked bookshelf and comfortable lounge seating, providing you with an intimate setting to engage with your readers, foster connections and promote your literary creations.

SILENT AUCTION

When you support DEMA's Member Assistance Programs by contributing to the silent auction, your item(s) will be displayed and open for bidding during the first three (3) days of DEMA Show, offering attendees the chance to acquire unique treasures while supporting the industry. **NEW:** Contribute early to be featured on the DEMA Show website!

FIRST-TIME EXHIBITOR CENTER

Is this your first time exhibiting at DEMA Show? As a featured location on the Show Floor, this area provides you with extra attention to showcase your products and services!

NEW TREASURE HUNT!

This is an incredible way to amplify visibility and get buyers to your booth! When you join the Treasure Hunt, attendees will be specifically directed to visit your booth, and you'll get highly visible marketing before and during the event! Space is limited—learn more and sign up at the link above!

SPECIAL SAVINGS & ONSITE BENEFITS FOR DEMA MEMBERS

Exhibiting at DEMA Show is an incredible opportunity to connect with your target audience. As a DEMA Member, you'll also secure added Show benefits and discounts on your booth and promotions!

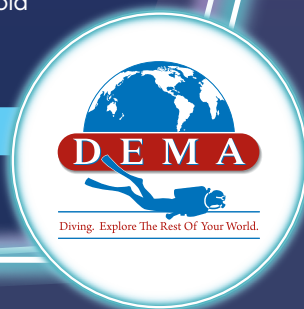
EXHIBITOR SAVINGS: Up to \$500 per 10'x10' booth space* & up to six (6) complimentary exhibitor badges per 100 net square feet of paid exhibit space*

MEMBER LOUNGES: Enjoy the comforts and privacy of exclusive member lounges on the Show Floor. Exhibitors can use this space to enjoy time away or even conduct business meetings. Gold and Platinum members can also enjoy the added perks in the VIP member lounge.

Contact DEMA at +1-800-862-3483 or visit www.dema.org to save today!

Reserve Your Booth ••• +1-703-706-8241 ••• sales@demashow.com

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



sponsorship OPPORTUNITIES

DEMA Show offers a variety of options to elevate your brand before, during and after the Show! Select a sponsorship listed below or work with us to create a custom package to fit your goals and budget.

benefits OF SPONSORING

✓ **DRIVE** traffic
to your booth

✓ **ELEVATE**
brand visibility

✓ **DEMONSTRATE**
industry leadership

✓ **STAND OUT** from
the competition

Increase Booth
Traffic Up To

104%

Source: Center for Exhibition
Industry Research

All sponsor packages include the following core benefits:

- Logo and link on DEMA Show website
- Logo and link in DEMA Show Mobile App
- Logo inclusion in attendee emails
- Logo inclusion in on-site signage
- DEMA Rewards Points

Did you know that by participating in DEMA Show, you're actively supporting our industry?

Proceeds from DEMA Show go directly back into supporting our industry and help us sustain and grow professional diving, travel and action water sports!



AMPLIFY YOUR IMPACT

RESERVE YOUR SPONSOR PACKAGE TODAY!

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ON-SITE SIGNAGE

opportunities

EXHIBIT HALL FLOOR STICKERS

\$2,500 (pair of 3'x3' OR one 6'x6')

Help DEMA Show attendees navigate their way and direct them to your booth with custom, highly visible, colorful decals on the Show Floor. Customize stickers with your company name, logo and/or booth number! See note re. graphics/location below.

ONE- & TWO-SIDED METER PANELS

\$1,050 (single-sided) | \$1,950 (double-sided)

Grab the attention of all attendees with these eye-catching "indoor billboards," strategically placed near the registration area. See note re. graphics/location below.

HANGING AISLE DINGLERS

\$18,500+ for 16 Dingers

Prominently display your company logo with hanging aisle dingers throughout the exhibit hall that will reinforce your brand and drive traffic to your booth as thousands of attendees navigate the Show Floor. See note re. graphics/location below.

BATHROOM CLINGS

\$5,500 for 48 Clings!

Capture the attention of all attendees where they least expect it and without interruption! Bathroom clings will be placed on bathroom mirrors and stall doors via customizable clings (15" W x 10" H). See note re. graphics/location below.

LIGHT BOXES

\$3,500/light box

Capture everyone's attention with high-impact 10' tall light boxes. Each fixture will feature a backlit panel of your advertising or marketing message in addition to your company's name and logo. See note re. graphics/location below.

COLUMN WRAPS

Contact for Pricing

Display your brand in high-traffic areas with a massive vertical column wrap! See note re. graphics/location below.

ONSITE SIGNAGE: Sponsor responsible for providing artwork. DEMA responsible for production and installation. Location to be determined by DEMA Show Management.



more opportunities, INFINITE POSSIBILITIES

ATTENDEE BAGS

\$15,000 | Exclusive

Make a lasting impression when your brand is prominently featured on the official DEMA Show bags given to every attendee at registration! An incredible marketing piece, these bags are essential for attendees as they make their way around the Show Floor each day and have lasting visibility as they continue using them long after the show wraps.

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

HOTEL KEY CARDS

\$25,000 | Exclusive

Place your brand directly in the hands of attendees staying in the Westgate Las Vegas Resort and Casino, the official host hotel! You'll have a lasting impact that goes well beyond the event. *Sponsor to produce artwork.*

CHARGING STATION

\$20,000 | Exclusive

Sponsor a custom-built charging station in the exhibit hall where attendees can sit, charge their devices and network with colleagues. Lounge is fully branded with sponsor artwork. Tables, chairs and charging ports included.



NEW OPPORTUNITIES

DAILY HAPPY HOUR SPONSOR

\$2,500 | 4 Available

Each day, DEMA Show will host a happy hour for attendees in DEMA Central, and as the co-sponsor, you'll get to engage directly with attendees without ever leaving the Show Floor!

- Sponsor logo co-branded with DEMA logo in on-site signage
- Sponsor recognition in Show daily email sent to all attendees
- Sponsor recognition on Schedule of Events on DEMA Show website
- Opportunity to give out promotional item during happy hour

360 PHOTO BOOTH

Contact for Pricing | Exclusive

Step into the spotlight by sponsoring a 360 Photo Booth at DEMA Show! Strategically placed on the Show Floor, this immersive experience will captivate attendees, offering them a unique opportunity to capture dynamic, panoramic photos that showcase your brand in every direction. Your logo will be co-branded with the DEMA Show logo in photos and adorn the photo booth, ensuring prominent visibility and brand association with cutting-edge technology and memorable moments.



Digital OPPORTUNITIES



MOBILE APP TITLE SPONSOR

\$5,500 | Exclusive

Put your brand at everyone's fingertips – literally. Position your brand in the industry by sponsoring the 2024 Mobile App, an essential tool used by thousands of attendees before, during and even after DEMA Show!

- Sponsor logo featured on mobile app splash page
- Prominent branding within the mobile app
- Recognition as official sponsor in all materials promoting the app

CUSTOM MOBILE APP PUSH ALERTS

\$350 | 5 Available

Attendees receive notifications through the DEMA Show mobile app – send your dedicated message directly to their phones. Alert them about a new product, a demo in your booth and more!

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

SOCIAL MEDIA POSTS

\$500 | 7 Available

Reach DEMA Show social media followers and boost your brand awareness through a dedicated post. With over 16,000 combined followers on Instagram and Meta, this is an incredible opportunity to expand your reach!

WEB BANNER ADS

\$1,000 | 3 Available

Display your ad to thousands who visit the DEMA Show website before, during and even after the event! *Tip: Secure your spot early to maximize your reach and ROI.*

- Web banner ad in rotation on DEMA Show 2024 website
- Ad will be posted three (3) days after receipt of artwork and will appear until approximately one week after Show wraps
- Ad specs: 728x90 high-resolution JPG, PNG or TIF file

E-MAIL BLASTS

\$1,500 | 5 Available

Get attendees excited to visit your booth through a dedicated e-mail. Exact launch date to be determined by DEMA Show Management.

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

PRE-SHOW ATTENDEE REGISTRATION SPONSOR

\$5,000 | Exclusive

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

- Company logo front and center on login page
- Company name and logo included in the attendee registration confirmation email
- Company name and logo included in the official Badge Pick-Up notice emailed to each attendee confirming their registration

READY TO AMPLIFY YOUR RESULTS? BOOK YOUR SPONSORSHIP TODAY!



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