DATE: [Insert date]

CONTACT: [Insert name]

 [Insert Title]

 [Insert direct dial phone number]

 [Insert email address]

**FOR IMMEDIATE RELEASE**

**[YOUR COMPANY] TO EXHIBIT AT DEMA SHOW™ 2025 IN ORLANDO**

City, State – [COMPANY] will join hundreds of exhibiting companies at DEMA Show 2025, the global, trade-only event for the dive, travel, and action watersports industries. From November 11-14, 2025, at the Orange County Convention Center in Orlando, Florida, [COMPANY] will showcase [PRODUCTS/EQUIPMENT/SERVICES].

“DEMA Show is an integral component to [COMPANY]’s success in the diving, travel and action water sports industry. We are thrilled to join the community in Orlando for a week of networking, showcasing our latest products, and preparing for a successful 2026,” said [COMPANY SPOKESPERSON, TITLE].

Attendees can visit [COMPANY] at Booth #\_\_\_\_ to explore its newest offerings, participate in live demonstrations, and network with company representatives. To schedule a meeting with [COMPANY] during DEMA Show, please contact us at [CONTACT INFORMATION].

To learn more about DEMA Show 2025, visit [www.demashow.com](http://www.demashow.com).

**###**

**About [COMPANY]**

Boilerplate (Brief description of company/organization)

**About DEMA Show**

DEMA Show is the world’s largest trade-only event for diving, travel, and action water sports professionals. DEMA Show is produced by the Diving Equipment and Marketing Association (DEMA) and managed by NTP Events. DEMA is an international organization dedicated to the promotion and growth of the recreational scuba diving and snorkeling industry. This non-profit, global organization promotes scuba diving through many initiatives including consumer awareness programs, media campaigns, and sponsorship of DEMA Show. For more information about DEMA, call 1.858.616.6408 or visit [www.dema.org](file://thing1/Shows/DEMA/DEMA%202015/ESM/04%20Promote%20Your%20Presence/Word%20Documents/www.dema.org).

*DEMA Show™ is a trademark of the Diving Equipment & Marketing Association, registered with the U.S. Patent and Trademark Office.*