

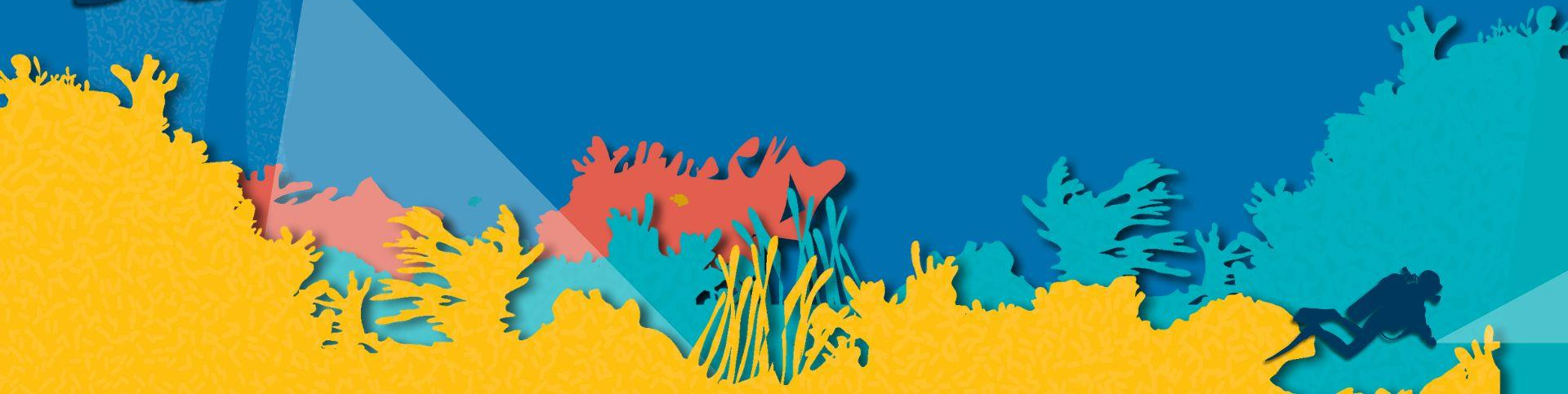


NOVEMBER 11-14, 2025

Orange County Convention Center, West Hall A

ORLANDO, FL | [DEMASHOW.COM](https://demashow.com)

international attendee **VIRTUAL ORIENTATION**



Goals & Agenda



- Get comfortable with what to expect at DEMA Show 2025
- Key logistics for international attendees (travel, badge pickup, shuttles)
- Tips for navigating the venue and show floor
- Orientation to education, networking, and onsite resources
- Live Q&A

Housekeeping



 **This meeting will be recorded**

If you prefer not to be on camera, feel free to keep it off.

 **Questions & Participation**

Raise your hand or use the chat to ask questions or share feedback.

 **Technical issues?**

Try leaving and rejoining the meeting. You can also message the host in the chat for help.

What is DEMA Show



- The world's leading **trade-only event** for diving, travel and action water sports pros
- 4 days of exhibits, education, launches, and networking
- **International buyer focus:** sourcing, destination pavilions, new product showcase
- Onsite orientation + support to help you maximize ROI

DEMA Team



Tom Ingram
President & CEO



Nicole Russel
Vice President of
Operations



Colleen Vasquez
Vice President of
Finance



Rachelle Reimers
Communications and
Publications Chief



Alicia Vasquez
Membership
Manager

DEEP CONNECTIONS
ENDLESS POSSIBILITIES



Key Dates & Times

Show Dates: November 11–14, 2025 (Tues-Fri)

Orange County Convention Center (OCCC), Orlando, Florida

Registration & Badge Pick Up ET)

DAY	ATTENDEES
Monday, November 10	10 AM – 5 PM
Tuesday, November 11	7 AM – 6 PM
Wednesday, November 12	8 AM – 6 PM
Thursday, November 13	8 AM – 6 PM
Friday, November 14	9 AM – 4 PM

Show Floor Hours (ET)

DAY	SHOW FLOOR HOURS
Tuesday, November 11	10 AM – 6 PM
Wednesday, November 12	10 AM – 6 PM
Thursday, November 13	10 AM – 6 PM
Friday, November 14	10 AM – 5 PM

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Registration & Badge Pick-Up



- Bring a **photo ID** — your confirmation QR code will speed up the process
- DEMA Show is a **trade-only event** (buyers, retailers, travel trade, media, pros) – all attendees must submit credentials
- Your **badge determines session and event access** — confirm what's included with your registration
- **On-site Registration Desk** is available for any changes or questions



Visa & Travel Documentation

- **Apply early** – processing times vary by country
- Request a **Letter of Invitation** when registering to help with visa application
- Carry proof of **registration confirmation** and **business purpose** (attending trade show)
- Passport must be valid **6+ months past travel dates**
- **Visa Waiver Program (VWP/ESTA)**: Check if eligible and apply online in advance
- Be prepared to show **strong ties** (employment, family, property, etc.) and any **prior U.S. travel history** during visa interview
- Locate your nearest **U.S. Embassy/Consulate** for specific requirements
- Some travelers may be subject to the **Visa Bond Pilot Program** (currently Malawi & Zambia)
- Keep a copy of your **accommodation confirmation** and **return/onward ticket** with you when entering the U.S.

demashow.com/international-guests



Arrival & Transportation

- Fly into **MCO – Orlando International Airport**
- Hotel shuttles, taxi, rideshare available
- **Two Host Hotels:**
 - Rosen Centre Hotel – direct access via walkway
 - Days Inn Orlando Convention Center – walking distance to OCCC

demashow.com/location-info

demashow.com/transportation-parking

demashow.com/dema-show-hotels





Venue Orientation

- Location: **Orange County Convention Center (West Concourse)**
- **Entrances** and wayfinding **maps** available in app & onsite
- **Key services:** food, lounges, prayer/quiet rooms, nursing suite, lost & found
- Plan your walking routes — it's a large venue

demashow.com/location-info

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First Time Orientation

First time attending DEMA Show?

Join a quick 15-minute session on Tuesday or Wednesday that will provide you with the information to make the most of your time at the show. This will include tips and tricks for navigating the show floor, and information about special events and show features.

This session complements that orientation — join both for maximum value.

demashow.com/dema-show-first-timer-orientation-sign-up



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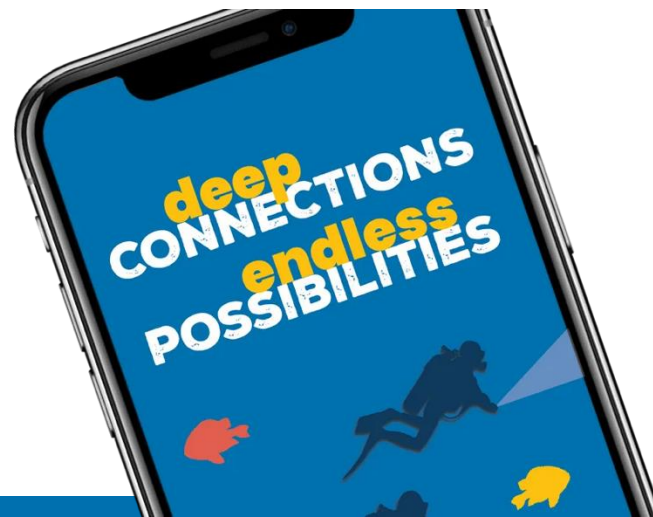
Mobile App & Website

- Download **DEMA Show Mobile App** for maps, schedules, notifications, and more

demashow.com/dema-show-app

- Use **Map Your Show's** "My Show Planner" Tool to explore exhibitor show specials, preview the show floor, favorite exhibitors

dema25.mapyourshow.com/8_0/login/login.cfm



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Make the Most of Your Time

- **Plan Your Schedule:** Explore top brands, new products, and destination pavilions. Use the **website/app/My Show Planner** to build and manage your agenda.
 - **Education:** Business growth, training, and safety sessions. Includes DEMA-sponsored education and exhibitor seminars, and more (some require pre-registration/fees).
 - **Networking:** Happy hours, receptions, and app-based matchmaking. Exchange digital business cards and confirm follow-ups onsite.
- *Full exhibitor list, education schedule, and networking tools are in the **app**.*



Full Schedule of Events

DEMA SHOW 2025 EDUCATION/FEATURES SCHEDULE

Additional content will be added to the schedule as it becomes available.

🔍 Search

🔧 Filters

- DEMA Sponsored Education
- Exhibitor Sponsored Seminars
- Special Sessions Open to All
- Resource Center Snapshot Sessions
- New Product Showcase
- Authors Corner

MON, NOVEMBER 10 TUE, NOVEMBER 11 WED, NOVEMBER 12 THU, NOVEMBER 13 FRI, NOVEMBER 14

7:50 AM

PSI-PCI Visual Cylinder Inspection®

📍 W311A-D ⌚ 580 mins

● Exhibitor Sponsored Seminars

The award winning PSI-PCI Visual Cylinder Inspection® course is the only formally endorsed and recognized certification course

PSI-PCI Visual Cylinder Inspection® Alumni

📍 W311A-D ⌚ 580 mins

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demashow.com/full-schedule

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Onsite & Money-Saving Tips

- **Travel & Tech:** U.S. power is 120V/60Hz — bring an adapter/converter. Consider a U.S. SIM or eSIM for connectivity.
- **Payments & ID:** Credit cards widely accepted; carry a backup photo ID.
- **Health & Comfort:** Pace yourself Day 1 for jet lag. Wear comfortable shoes, carry a refillable water bottle.
- **Plan Ahead:** Group your meetings by zone to save walking time.
- **Savings:** Book through the official hotel block for perks and security. Look for show-only specials and discounts.



Policies & Code of Conduct

- **Trade-only event** — badge sharing prohibited
- **Harassment-free environment** — zero tolerance
- **Ask before taking photos/filming**
- Full policies & reporting contacts available at demashow.com

demashow.com/policies

demashow.com/faqs

demashow.com/contact



Safety & Security

- Keep your **badge visible** at all times
- Note **exits, first aid & security stations**
- Report issues: *“See something, say something”*
- Protect valuables & avoid unauthorized badge scans
- Only trust **official DEMA & DEMA Show communications & vendors**



Key Contacts





- **Info Desk** – located onsite
- **Registration Desk** – for badge & credential changes
- **Show Management Office** – location TBA (will be provided in advance)
- **Visa & Attendee Questions:** info@demashow.com



demashow.com/contact



Next Steps

-  Download the **app** & build your schedule (Available Oct 1)
-  Confirm hotel eligibility — **Room block closes Oct 16**
-  Review **visa & travel documents** ASAP
-  Follow DEMA Show online for latest updates



Q&A

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Thank You!

See You in Orlando

Orientation Contact: eholland@ntpevents.com

General Contact: info@demashow.com

Deck & links will be shared after this session