



## DEMA Show 2025: Speaker Policies

DEMA's mission is to bring businesses together to grow the Diving Industry worldwide. Strategic goals aligned with this mission are to:

1. Build a community among DEMA members with a culture and environment that will produce valued relationships.
2. Create worthwhile opportunities for DEMA members to share and exchange information and knowledge.
3. Provide learning opportunities that are responsive to DEMA member needs and relevant to the changing dynamics of the Diving Industry.
4. Be on the forefront of addressing the legislative and regulatory initiatives that affect the Recreational Diving Industry.

Speakers hired by DEMA for the purpose of providing learning opportunities are expected to maintain the same high standard of responsibility and duty of care required of DEMA, including the requirement of positioning recreational diving in a positive manner. Positively promoting recreational diving, along with the necessity of DEMA's involvement with the legislative and legal processes impacting the diving industry, necessitates this high degree of responsibility and duty of care.

As such DEMA requires the following of all speakers, including the speaker's organization, subsidiaries and affiliates:

1. Speakers engaged by DEMA may not serve in the capacity of a plaintiff's expert in lawsuits against other diving industry members at any time, and may not use their engagement with DEMA as a credential or other part of their professional resume for the purpose of being a plaintiff's expert witness as doing so represents a conflict of interest with DEMA's mission.
2. Speakers may not promote their own business as part of their presentations or materials. Such presenters are contracted to work on behalf of DEMA when hired by the association, and must positively promote recreational diving including the business of diving.
3. Speakers representing DEMA may not be critical of members of any stakeholder group in the recreational diving industry by name or example, including DEMA during the course of their presentation. This restriction includes using inappropriate or unsubstantiated statements or writings during and after presentations provided on DEMA's behalf.
4. Speakers may address issues of concern for educational purposes by using examples from outside of the diving industry.
5. Speaker grants DEMA and/or its agents and/or contractors the exclusive rights to make audio, video or any other type of recording now known or hereafter developed of the presentation and to transcribe the presentation and hereby grants DEMA a non-exclusive license to sell or otherwise distribute such recording or transcriptions in print, audio, video and other communications media by reproduction and sale or other distribution by any and all means now known or hereafter developed. DEMA will provide SPEAKER one copy of any such recording and/or transcripts upon request.

### ACKNOWLEDGED AND ACCEPTED BY:

Name of Speaker: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_