



DEMA SHOW®

CELEBRATING 50 YEARS



Ernest N. Morial Convention Center • **Register Now: demashow.com**

The Largest Trade-Only Event for Diving,
Travel and Action Watersports Professionals

Registration and Hotel Room Block Now Open

In partnership with **godivenow**

DEMA Show® 2026

BUSINESS BY DAY. NEW ORLEANS BY NIGHT.

Join the global diving industry as DEMA Show celebrates 50 years of innovation, education, business growth and community connection.

Connect directly with qualified buyers, manufacturers, travel providers, training organizations and industry decision-makers shaping the future of diving and watersports.

Explore new products, build partnerships and discover what's next for the global diving industry.



7,000+ INDUSTRY PROFESSIONALS • 500+ EXHIBITORS • 250+ EDUCATIONAL SESSIONS • 60+ COUNTRIES

What You'll Gain

- ✓ Business growth insights
- ✓ Product sourcing
- ✓ Industry networking
- ✓ Training & certifications
- ✓ Travel partnerships
- ✓ Retailing tools & business solutions

Who You'll Meet

- ✓ Dive retailers & training professionals
- ✓ Resorts, liveaboards & travel operators
- ✓ Public safety & military divers
- ✓ Content creators & educators
- ✓ Conservation leaders & nonprofits
- ✓ Manufacturers, distributors & suppliers

What's on the Show Floor

- ✓ Dive equipment, apparel & accessories
- ✓ Dive travel & liveaboards
- ✓ Photography, video & underwater tech
- ✓ Retail tools & business solutions
- ✓ Safety, communications & technical gear
- ✓ Watersports innovations & emerging products

...and so much more!



Explore the Exhibitor List



DEMA Show[®] 50TH Anniversary Party

Celebrate 50 years of DEMA Show at Mardi Gras World on **Thursday, November 5, from 6:00–9:00 PM**. Join the people, businesses, and relationships that have shaped our industry while enjoying one of the week's premier networking events in a uniquely New Orleans setting. Explore the iconic Float Den with self-guided tours and photo opportunities before heading into the River City Ballroom for an evening of appetizers, beer, wine, music, networking, special presentations, and prize raffles.

WHO CAN ATTEND

The party is open to all registered DEMA Show attendees, exhibitors, and media. Guests must be 21 years of age or older.

Each registered attendee may purchase up to two tickets, making it easy to bring a guest or spouse.

TICKETS

- **\$10 when purchased during registration or onsite at DEMA Show Registration or DEMA Central (Booth #100) through Wednesday, November 4, at 6:00 PM.**
- \$20 beginning Thursday, November 5, when purchased at DEMA Show Registration, DEMA Central (Booth #100), or at the door at Mardi Gras World.

Bonus: Every ticket presented at the door is automatically entered into the evening's prize raffles. Ticket holders must be present to win.

SHUTTLE SERVICE

Mardi Gras World is just a short walk from the Ernest N. Morial Convention Center. Complimentary shuttle service will also be provided between the convention center, Mardi Gras World, and the New Orleans Marriott (host hotel only) from 5:45 PM to 9:00 PM.

Learn More and Purchase Your Tickets Today

Plan Your Experience

WHERE IT ALL HAPPENS

Ernest N. Morial Convention Center, New Orleans, LA

Mark your calendar for a high-impact week of learning, buying and building your business at DEMA Show® 2026.

Schedule at a Glance (subject to change)

Monday, November 2

- 10:00 AM – 5:00 PM Attendee Badge Pick-Up

Tuesday, November 3

- 7:00 AM – 6:00 PM Registration & Badge Pick-Up
- 8:30 AM – 9:15 AM First-Time Attendee Orientation
- 10:00 AM – 6:00 PM Show Floor Open
- Full Day Exhibitor-Sponsored Seminars & Education

Wednesday, November 4

- 8:00 AM – 6:00 PM Registration & Badge Pick-Up
- 8:30 AM – 9:15 AM First-Time Attendee Orientation
- 8:30 AM – 9:45 AM DEMA Member Update & Annual Meeting
- 10:00 AM – 6:00 PM Show Floor Open
- Full Day Exhibitor-Sponsored Seminars & Education

Thursday, November 5

- 8:00 AM – 6:00 PM Registration & Badge Pick-Up
- 10:00 AM – 6:00 PM Show Floor Open
- 6:00 PM – 9:00 PM DEMA Show 50TH Anniversary Celebration
- Full Day Exhibitor-Sponsored Seminars & Education

Friday, November 6

- 9:00 AM – 4:00 PM Registration & Badge Pick-Up
- 10:00 AM – 5:00 PM Show Floor Open
- 1:00 PM Treasure Hunt Prize Drawing
- Full Day Exhibitor-Sponsored Seminars & Education

Friday-Only Badge pickup open only on Friday

Explore the Full Schedule



DEMA Show® Highlights

TAKE YOUR EXPERIENCE TO THE NEXT LEVEL WITH THESE CAN'T-MISS FEATURES, LOCATED DIRECTLY ON THE DEMA SHOW FLOOR: 

Treasure Hunt

Compete in a fun, interactive quest to win prizes.

Join the excitement on the Show Floor as you meet exhibitors and unlock chances to win prizes. It's a great way to network and enjoy some friendly competition!

Product Showcase

Explore standout products, services and solutions from DEMA Show exhibitors — and vote for your favorite!

NEW FOR 2026

Attendees' Choice Award

Scan the QR code at the Product Showcase pods to cast one vote for your favorite product.

The winner will be announced Friday, November 6 at 1:00 PM at DEMA Central.

Destination Pavilions

Discover dive travel offerings from around the globe.

Tour the world in one place! Explore top diving destinations and connect with representatives ready to help you plan unforgettable adventures for your customers.

Author's Corner

Meet industry writers and hear about their adventures firsthand.

Stop by to meet well-known authors, get your favorite diving books signed and hear the stories behind the stories — from thrilling underwater explorations to expert industry insights.

Silent Auction

Bid on gear, travel and more to support industry programs.

Snag a great deal on gear, training or travel while supporting DEMA's advocacy and education initiatives. Check back often — bidding wars happen fast and prizes go quickly!

Resource Center Snapshot Sessions

Discover new ideas and innovations at DEMA Show's Resource Center Snapshot Sessions, located directly on the Show floor.

From advances in technical diving gear to new photography and videography products and services, this is your one-stop shop to get you in-the-know and on-the-go!

Please note: Image Resource Center and Technical Diving Resource Center sessions will take place in the Resource Center Snapshot Session area.

First-Time Exhibitors Center

See what's new and upcoming.

Be the first to explore offerings from new-to-DEMA-Show exhibitors. Whether it's a fresh product line or a startup making waves, this is where innovation happens.

DEMA Central & Member Lounges

Recharge, reconnect and access exclusive perks.

Relax, recharge your devices and meet fellow DEMA members. Enjoy exclusive perks, resources and networking opportunities designed to help you make the most of your membership.

Power-Up! Internet Café

Sponsored by United Airlines, the official airline of DEMA Show 2026.

Need to check your email or recharge your phone? Swing by the Internet Café to plug in and power up. Brought to you by United Airlines — your official travel partner for DEMA Show 2026.

CA Prop 65 Consultations

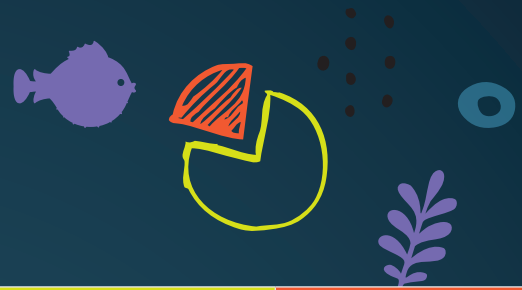
Get free legal guidance on compliance (by appointment).

Have questions about product labeling or Prop 65 compliance? Schedule a complimentary one-on-one consultation with legal experts specializing in California regulations.



**Explore all that awaits
you at DEMA Show**

Registration and Savings Highlights



	Education Package	Exhibits-Only	Friday-Only*
	Member Rate \$65 After September 15: \$90 Non-Member Rate: \$210	Member Rate \$55 After September 15: \$75 Non-Member Rate: \$190	Member Rate \$35 After September 15: \$55 Non-Member Rate: \$85
Show Floor Access	✓	✓	✓
DEMA-Sponsored Education	✓	X	X
Exhibitor-Sponsored Seminars**	✓	✓	✓
Special Sessions	✓	✓	✓
Resource Center Snapshot Sessions	✓	✓	✓

*Friday-Only Pass badges must be picked up onsite at DEMA Show on that Friday. Early badge pick-up is not available.

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

DEMA MEMBER SAVINGS

Save up to \$145 when you register as a DEMA member!

Not a member? Join now to access discounted rates and exclusive year-round benefits.

Contact membership@demo.org | +1 858-616-6408

NEW TO DEMA SHOW?

First-Time Non-Members Get \$40 Off Their Registration!

Select "No" when asked if you've attended DEMA Show before, and your \$40 discount will be automatically applied at checkout based on historical registration records.

BUYER BADGES

If you're planning to purchase from exhibitors, make sure to select a **Buyer Badge** during registration. Upload your **credentials** online to qualify.

Register Now

Hotels & Transportation

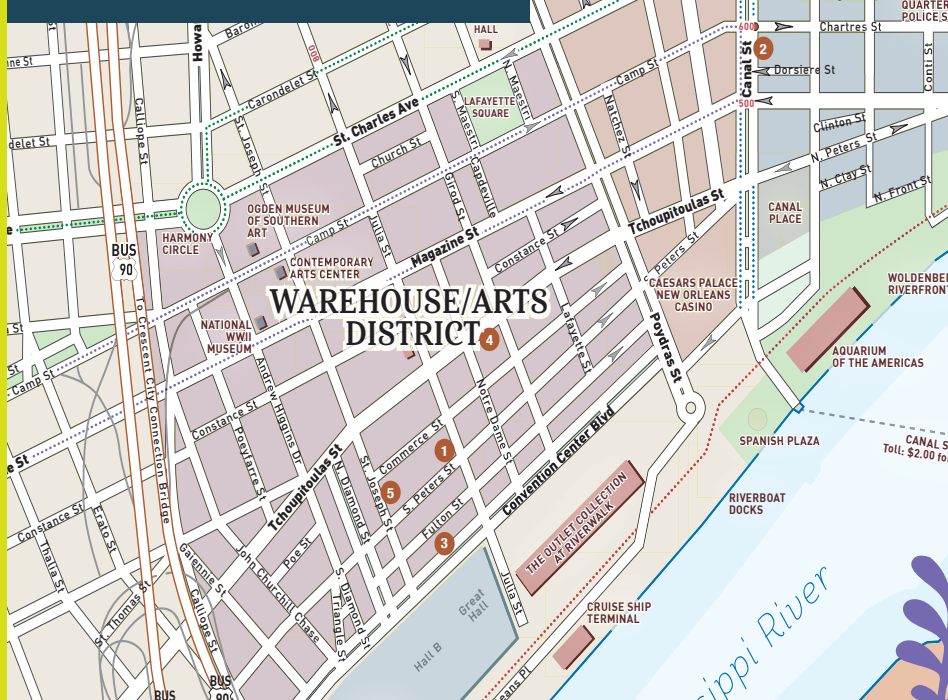
SAVE ON YOUR STAY & TRAVEL

Official DEMA Show® 2026 Hotels

Book through the official [DEMA Show Hotel Block](#) to access exclusive show rates. Rooms are limited and may sell out before the October 9 deadline.



DEMA Show 2026 Hotels



#	Hotel Property
1	Courtyard New Orleans Warehouse Arts District
2	New Orleans Marriott
3	New Orleans Marriott Warehouse Arts District
4	Renaissance New Orleans Arts Warehouse District
5	Springhill Suites New Orleans Warehouse Arts District

New Orleans Marriott — DEMA Show Official Host Hotel

DEMA Show Exclusive Rate:
\$274/night (plus taxes and fees)

555 Canal Street
New Orleans, LA 70130

*SHUTTLE SERVICE TO AND FROM THE CONVENTION CENTER WILL BE PROVIDED FROM THIS HOTEL ONLY.

New Orleans Marriott Warehouse Arts District

DEMA Show Exclusive Rate:
\$286/night (plus taxes and fees)

859 Convention Center Boulevard
New Orleans, LA 70130

Springhill Suites New Orleans Warehouse Arts District

DEMA Show Exclusive Rate:
\$260/night (plus taxes and fees)

301 St. Joseph Street
New Orleans, LA 70130

*THE SPRINGHILL SUITES OFFERS A COMPLIMENTARY BREAKFAST BUFFET.

Courtyard New Orleans Warehouse Arts District

DEMA Show Exclusive Rate:
\$247/night (plus taxes and fees)

300 Julia Street
New Orleans, LA 70130

Renaissance New Orleans Arts Warehouse District

DEMA Show Exclusive Rate:
\$273/night (plus taxes and fees)

700 Tchoupitoulas Street
New Orleans, LA 70130

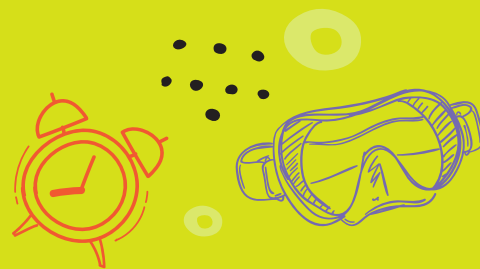
Booking 10+ rooms?

Complete this form. For questions about group booking, contact gwendorf@ntpevents.com.

Book Your Hotel Now

Beware of third-party scams — only book through DEMA Show links to avoid third-party scams.

Get Ready to Join Us in New Orleans!



VENUE

Ernest N. Morial Convention Center

New Orleans, LA – Halls G-J
900 Convention Center Blvd.,
New Orleans, LA 70130

AIR TRAVEL

Fly into New Orleans International Airport (MSY), approximately 15 miles from the convention center.

DEMA Show is proud to partner with United Airlines as the Official Airline of DEMA Show 2026. United Airlines is offering exclusive attendee discounts on qualifying flights to New Orleans (MSY) between October 31 – November 9, 2026. [Learn more.](#)

DRIVING & PARKING

The Ernest N. Morial Convention Center owns and operates multiple parking lots located on the South end of the Convention Center across from Halls H, I and J. The current daily parking rate is \$23.00 per vehicle and \$42.00 per oversized vehicle with no in and out privileges.

It is a cashless venue. Parking fees are paid through the [ParkMobile app](#) and are subject to change.

RENTAL CARS

Book with [AVIS](#) using AWD code **T690399** for exclusive DEMA Show rates.

TAXI / RIDESHARE

If arriving or departing the New Orleans Ernest N. Morial Convention Center by taxi or rideshare, please use the designated Taxi/Rideshare Zone. [Click here to download the Taxi/Rideshare Zone map.](#)

MOBILITY SERVICES

Mobility scooter rental is available at the convention center UPS Store, located in Lobby F. Reserve scooters or wheelchairs in advance through the [Mobility Scooter Reservation Form.](#)

Plan Your Trip



International Guests

GLOBAL INDUSTRY. GLOBAL AUDIENCE.

We proudly welcome professionals from around the world to DEMA Show. Start planning your international travel early and take advantage of the [resources available](#) to help you succeed.

NEED A VISA?

Request a Letter of Invitation during registration to support your U.S. visa application.

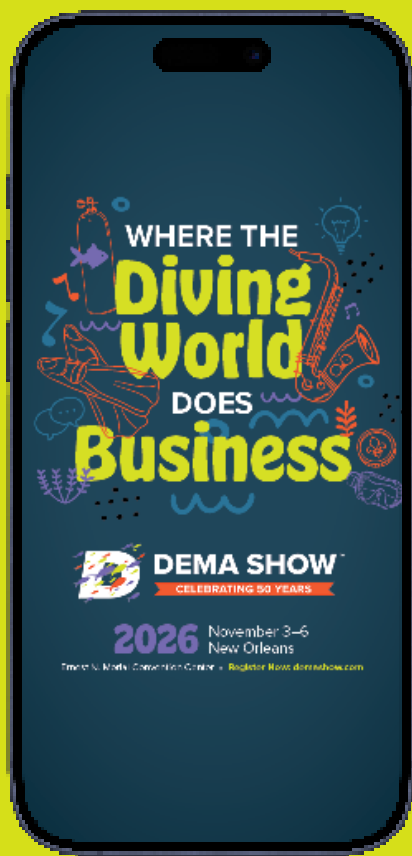
TIPS FOR VISA SUCCESS:

- Show ties to your home country (employment, family, assets)
- Bring proof of past travel history
- Present your DEMA Show invitation letter at your visa interview

NEED AN ESTA?

Travelers from Visa Waiver countries must apply for ESTA.

More Travel Resources for International Attendees



Download the DEMA Show® Mobile App

MAKE THE MOST OF YOUR DEMA SHOW EXPERIENCE WITH THE MOBILE APP!

KEY FEATURES INCLUDE:

- Interactive floor plan
- Searchable exhibitor listings
- Real-time alerts and event updates
- Exhibitor show specials
- Networking tools
- Personalized schedule

And much, much more!



Thank You to Our Sponsors and Media Partners

Sponsors



Media Partners



Resource Center Snapshot Sessions

TIME	SESSION	SESSION TITLE	HOSTING COMPANY
TUESDAY, NOVEMBER 3			
11:00 AM – 11:45 AM	Imaging Session	Great Underwater Content Isn't About The Gear...Or Is It?	Ultralight Camera Solutions, Booth 2051
12:00 PM – 12:45 PM	Imaging Session	Elevate your Underwater Storytelling	Expedition OZ, Booth 915
1:00 PM – 1:45 PM	Imaging Session	How Atlantis Dive Resorts & Liveaboards Help Photographers See More	Atlantis Philippines, Booth 2629
2:00 PM – 2:45 PM	Imaging Session	A Story of Transformation: Discovering the Philippines with Avelo	Avelo Labs, Booth 1751
3:00 PM – 3:45 PM	Technical Diving Session	The Anatomy of Resilience: Engineering Safety in Overhead Environments	Bonassi USA, Inc., Booth 2947
4:00 PM – 4:45 PM	Technical Diving Session	Whites Drywear: FUSION Technology — A Drysuit Like No Other	Whites Drywear, Booth 2739
5:00 PM – 5:45 PM	Technical Diving Session	Dive Data in Sight: Introducing Augmented Reality Display Technology for Scuba Divers	Paragon Dive Group, LLC, Booth 2355
WEDNESDAY, NOVEMBER 4			
11:00 AM – 11:45 AM	Technical Diving Session	Using Community Data to Improve Technical Diving Outcomes	Fog-X, Booth 3248
12:00 PM – 12:45 PM	Imaging Session	GoPro Best Settings for Wide Angle, Macro, and How to Get the Best Best Color	Backscatter Underwater Video and Photo, Booth 2045
1:00 PM – 1:45 PM	Imaging Session	Develop the Mindset to Make Photographs as Opposed to Taking Photographs	Atlantis Philippines, Booth 2629
2:00 PM – 2:45 PM	Imaging Session	Searching for the Light: The Art and Challenge of Filming Wildlife Beneath the Surface	Nauticam, Booth 2148
3:00 PM – 3:45 PM	Technical Diving Session	Avelo Edge Leads with Dive Performance	Avelo Labs, Booth 1751
4:00 PM – 4:45 PM	Imaging Session	The World of Blackwater	Kraken Sports, Booth 1955
5:00 PM – 5:45 PM	Technical Diving Session	Exploration in the DFZ	National Speleological Society Cave Diving Section, Booth 2552

TIME	SESSION	SESSION TITLE	HOSTING COMPANY
THURSDAY, NOVEMBER 5			
11:00 AM – 11:45 AM	Imaging Session	Get Creative With Macro Photography	Backscatter Underwater Video and Photo, Booth 2045
12:00 PM – 12:45 PM	Imaging Session	Shark Diving in the Maldives — Discover an Ocean Full of Possibilities	Sub Oceanic Maldives, Booth 3241
1:00 PM – 1:45 PM	Technical Diving Session	3.6 Billion Potential New Divers With Shipwreck Discovery	Lionfish Central, Inc., Booth 438
2:00 PM – 2:45 PM	Imaging Session	Roots-to-Reef: Sustainable Travel, Made Simple	Aquanauts Grenada, Booth 2239
3:00 PM – 3:45 PM	Technical Diving Session	Drysuits and Thermal Protection in Diving	Diving Unlimited International, Booth 2350
4:00 PM – 4:45 PM	Imaging Session	Shaping Marine Conservation History One Fish at a Time	Atlantis Philippines, Booth 2629
FRIDAY, NOVEMBER 6			
11:00 AM – 11:45 AM	Imaging Session	Making It Count — Bringing Artistic Styles to Macro Photography Through Innovative Optics	Nauticam, Booth 2148
12:00 PM – 12:45 PM	Technical Diving Session	Increased Revenue, Decreased Turn Times — Optimizing Your Service Business	Diventures LLC, Booth 226
1:00 PM – 1:45 PM	Imaging Session	Turning Content Into Customers Through Smart Distribution	Spacefish Army, Booth 547
2:00 PM – 2:45 PM	Imaging Session	Dirty Tricks for Underwater Photographers in Post	Backscatter Underwater Video and Photo, Booth 2045
3:00 PM – 3:45 PM	Imaging Session	From Whales to Nudibranchs: How I Fell in Love with Macro Photography.	Atlantis Philippines, Booth 2629
4:00 PM – 4:45 PM	Imaging Session	Mantas Paradise — All You Need to Know About Diving and Snorkeling with Manta Rays in the Maldives	Sub Oceanic Maldives, Booth 3241

DEMA-Sponsored

EDUCATION AT-A-GLANCE

● SPECIAL SESSIONS OPEN TO ALL ● STAFF AND STORE ● CUSTOMER OUTREACH ● ONLINE MARKETING ● THINK OUTSIDE THE BOX

TIME	TUESDAY, NOVEMBER 3	WEDNESDAY, NOVEMBER 4	THURSDAY, NOVEMBER 5	FRIDAY, NOVEMBER 6
8:00 AM – 9:45 AM			● DEMA Member Update and Annual Meeting Julie Anne Fabsik-Swartz, President & CEO, DEMA Room 391	
8:30 AM – 9:15 AM	● First-Time Attendee Orientation Room 280	● First-Time Attendee Orientation Room 280		
8:30 AM – 9:45 AM	● Beyond ChatGPT: 24 Fabulously Fresh Ways to Use Generative AI for Dive Industry Pros Beth Ziesenis, Author. Speaker. Nerd., Your Nerdy Best Friend Room 291		● Success Stories: A Look at What Dive Businesses Have Done Right Cathryn Castle Garcia, Owner, ClearStoryCoach.com Room 291	● Water is the Great Equalizer: Empowering Divers with Disabilities Scott Taylor, Former Co-Owner, A-1 Scuba (A Diverentures Company) Room 291
10:00 AM – 10:45 AM	● How to Build a Local Brand Customers Can't Forget Steph Bechard, Brand Strategist, Educational Speaker Room 291	● Increased Revenue, Decreased Turn Times — Optimizing Your Service Business Rene Dupre, Director of Scuba Service and Repair Programs, Diverentures Room 292	● Five Generations, One Dive Shop: How to Connect with Every Type of Diver Georganne Bender, Principal, KIZER & BENDER Speaking Room 291	● Case Study: How to Get ChatGPT, Gemini, and Perplexity to Recommend Your Website Steve Huskey, President, DataGorilla Marketing Room 292
	● Reaching Women Divers: How to Create Experiences That Build Confidence, Community, and Long-Term Engagement in Your Dive Business Annie Crawley, CEO, Dive Into Your Imagination Room 291	● Profit is Not an Accident: A Practical Financial Framework for Dive Retailers Lynn Switanowski, President, Creative Business Consulting Group Room 292	● Diving Fitness as a Business Model Tec Clark, Educator, Trainer, Consultant, ScubaGuru Academy Room 291	● Engaging Teen Divers: Building Teams and Future Leaders to Strengthen Retention and Long-Term Growth Annie Crawley, CEO, Dive Into Your Imagination Room 292
11:00 AM – 11:45 AM	● Quick Wins: Tackle Your Tech To-Do List in 10 Minutes or Less Beth Ziesenis, Author. Speaker. Nerd., Your Nerdy Best Friend Room 291	● From Conservation to Conversion: How Purpose-Driven Programming Drives Revenue, Retention, and Community Growth Georgia King, Principal, KIZER & BENDER Speaking Room 292	● 7 Keys to Unlocking Talent: A Strategic Blueprint for Competitive Advantage Shelli Hendricks, President, Blue Horizon Solutions Room 291	● Stop Running a Dive Shop. Start Running a Business Michael Fitzgerald, CEO, California Scuba Center Inc Room 292
	● Going Gonzo: How Unconventional Marketing Can Grow Your Business Cathryn Castle Garcia, Owner, ClearStoryCoach.com Room 291	● Show Up and Sell: How to Profit at Booth and Tabling Events Tec Clark, Educator, Trainer, Consultant, ScubaGuru Academy Room 292	● Instead of Selling Scuba, Start Marketing Magic: Aquatic Experiences as Your Next Profit Center Cathryn Castle Garcia, Owner, ClearStoryCoach.com Room 291	● From Student to Brand Ambassador: Turning Your Certification Pipeline into a Sales Engine Lynn Switanowski, President, Creative Business Consulting Group Room 292
12:00 PM – 12:45 PM	● The Good, The Bad & The Algorithm: What and How to Post in 2026 Steph Bechard, Brand Strategist, Educational Speaker Room 291	● Harnessing the Gray Tsunami: How to Grow Your Business with Senior Divers Gil Zeimer, Author, Scuba Writer, Blogger, Journalist, Travel Writer, Scuba Storyteller Room 292	● Stop Them in Their Fins: Visual Merchandising That Moves Dive Gear! Georganne Bender, Principal, KIZER & BENDER Speaking Room 291	● Proven Methods to Get Videos Cited by ChatGPT and Gemini Steve Huskey, President, DataGorilla Marketing Room 292
	● From Startup to Storefront: Strategies for Building a Thriving Dive Business Lee Rand, Special Advisor, Avelo Labs Room 291	● Community Over Competition: How Building a Community Will Grow Your Business Faster Than Selling Rachel Zimmerman, Founder, Midwest Mermaids Scuba Room 292	● Creating Lifelong Divers: Proven Strategies to Increase Retention, Build Loyalty, and Turn First-Time Divers into Repeat Customers Annie Crawley, CEO, Dive Into Your Imagination Room 291	● Lessons from the Deep End: A Dive Industry Entrepreneurship Panel Tec Clark, Educator, Trainer, Consultant, ScubaGuru Academy Room 292
3:00 PM – 3:45 PM	● Reels, Real People, Real Sales: Social Media Tactics That Actually Drive Dive Shop Traffic Georgia King, Principal, KIZER & BENDER Speaking Room 291	● 25 Ways to "Blue" Your Business — And Make More Green Gil Zeimer, Author, Scuba Writer, Blogger, Journalist, Travel Writer, Scuba Storyteller Room 292	● Endgame: Designing Your Dive Business for the Ultimate Reward Shelli Hendricks, President, Blue Horizon Solutions Room 291	● Small is Your Superpower: How to Leverage the Advantage of Being an Indie Dive Shop Georganne Bender, Principal, KIZER & BENDER Speaking Room 292
	● Your Website's Not About You: The Website Edit That Makes You More Money Cathryn Castle Garcia, Owner, ClearStoryCoach.com Room 291	● Telling Stories That Sell: Using AI, Video, and Social Media to Grow Your Dive Business Annie Crawley, CEO, Dive Into Your Imagination Room 292		

Schedule subject to change. Visit demashow.com for the most up-to-date information.

DEMA-Sponsored Education

IN-DEPTH

● SPECIAL SESSIONS OPEN TO ALL ● STAFF AND STORE ● CUSTOMER OUTREACH ● ONLINE MARKETING ● THINK OUTSIDE THE BOX

**TUESDAY,
NOVEMBER 3**

8:30 AM – 9:15 AM

● First-Time Attendee Orientation

Room: 280

Join us for a session that will provide you with the information you need to make the most of your time at the Show, including answers to the most frequently asked questions, tips and tricks for navigating the Show Floor, and information about special events and Show features.

8:30 AM – 9:45 AM

● Beyond ChatGPT: 24 Fabulously Fresh Ways to Use Generative AI for Dive Industry Pros

Room: 291

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

ChatGPT is nearly four years old, and many dive professionals have already worked AI into their daily routines for member communications, event descriptions, and more. But AI is evolving fast, and keeping up can feel like chasing a moving target. That's why we've crafted the perfect session to help you stay ahead.

Beth Z, Your Nerdy Best Friend, has done the homework for you. She's bringing her tech-savvy insights to DEMA with 24 fresh AI-powered strategies designed specifically for the dive industry. You'll discover tools for marketing, graphics, communication, data analytics, and much more—all at your fingertips, with pricing that fits any budget.

Learning Objectives:

- Identify the latest AI tools available for dive professionals
- Apply real-world AI best practices and use cases from industry peers

10:00 AM – 10:45 AM

● How to Build a Local Brand Customers Can't Forget

Room: 291

Steph Bechard, Brand Strategist, Educational Speaker

Just like people, brands can have personality traits that leave an impression on their customers, just think of some of your favorite brands to shop with, and how different each one can feel. Building a brand is much larger than just having a logo, and retailers have a special opportunity to build a local business that becomes a destination for their community. In this session, we will cover the different aspects

of building a brand, from design to messaging, and how to match your marketing to your store. This session is a fan favorite with attendees sharing that the information was transformative to their marketing and brand strategy, and a "must-see" presentation for retailers looking to target the right audiences.

Learning Objectives:

- Identify their core audience and develop strategies to communicate with them effectively online
- Define the core pillars of their brand and apply them to their marketing messaging

10:00 AM – 10:45 AM

● Increased Revenue, Decreased Turn Times — Optimizing Your Service Business

Room: 292

Rene Dupre, Director of Scuba Service and Repair Programs, Diventures

Increased Revenue, Decreased Turn Times is a practical, high-impact session for dive retailers seeking stronger service profitability, faster turnaround, and better customer retention. Industry veteran René Dupré shares six proven standards that improve workflow, reduce hidden costs, strengthen safety, and turn service into a trust-building revenue driver. Attendees leave with actionable strategies they can implement immediately, making this session a strong value-add for any trade show audience.

Learning Objectives:

- Identify six service standards that improve turnaround time, safety, and profitability in a dive shop service department
- Describe how diagnostics, quoting, and proactive outreach can turn service into a stronger revenue and retention driver

11:00 AM – 11:45 AM

● Quick Wins: Tackle Your Tech To-Do List in 10 Minutes or Less

Room: 291

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

We've all had that day with technology: You can't find the file you need. You accidentally delete the file you need. You can't open the file you need. You forgot the password to get to the file you need. The file you need is on a website that refuses to load. Sound familiar? Now imagine a better day. In this fast-paced, practical session, Your Nerdy Best Friend delivers quick wins to solve your most frustrating tech headaches, each in 10 minutes or less. No fluff, no overwhelm, just fixes that actually work.

Author Beth Z, a self-proclaimed technology therapist, shares the most common tech struggles facing diving professionals today, from managing files and passwords to staying productive on the go. You'll walk away with simple, actionable solutions that help you spend less time fighting technology and more time focusing on your business, your customers and yes, maybe even getting back in the water.

Learning Objectives:

- Identify common, everyday tech frustrations that slow down their workflow
- Apply simple, 10-minute fixes to solve file, password, and access issues

11:00 AM – 11:45 AM

● From Conservation to Conversion: How Purpose-Driven Programming Drives Revenue, Retention, and Community Growth

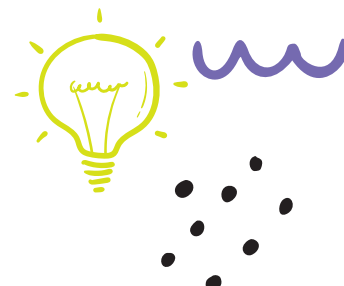
Room: 292

Georgia King, Principal, KIZER & BENDER Speaking

What if your conservation work wasn't just good for the ocean — but your most powerful business driver? This keynote-style session shows how integrating conservation into a dive operation can increase revenue, strengthen loyalty, and drive growth. Using a Costa Rica case study, it demonstrates how coral restoration programs, community outreach, and education can convert interest into bookings, repeat diving, and long-term engagement. Attendees will learn how to build a "conservation-to-customer funnel" that moves customers from first interaction through to certification, advanced training, retail, and pro-level pathways, with practical steps for immediate implementation.

Learning Objectives:

- Implement a conservation engagement model that strengthens customer involvement
- Design a customer conversion funnel that moves participants from initial engagement to certification, advanced training, and long-term engagement



TUESDAY, NOVEMBER 3

12:00 PM – 12:45 PM

● The Good, The Bad & The Algorithm: What and How to Post in 2026

Room: 291

Steph Bechard, Brand Strategist, Educational Speaker

Social media platforms are notorious for changing features, strategies, and types of content, oftentimes leaving business accounts confused on what, where, and how often to post. This session will offer practical steps to get, and stay, on top of the best-performing social media platforms of 2026. We will cover the leading ways to stay on the right side of the algorithm, while debunking social strategy myths to help you come up with a posting plan. Retailers will walk away with an understanding of what to do and what not to do on social media to see success.

Learning Objectives:

- Implement social strategies and create content that resonates with followers to generate sales
- Measure social analytics to understand audience preferences

12:00 PM – 12:45 PM

● Harnessing the Gray Tsunami: How to Grow Your Business with Senior Divers

Room: 292

Gil Zeimer, Author, Scuba Writer, Blogger, Journalist, Travel Writer, Scuba Storyteller

Whether you own a dive shop, liveaboard, resort, or manufacture equipment, the senior market with more than 73 million Baby Boomers is a substantial segment of our population worldwide. In fact, this “Gray Tsunami” is a demographic shift that continues to grow and is America’s second-largest age group after our children, the Millennials. (Source: 2020 U.S. Census)

Of the approximately 2.5 million divers in the U.S. and 6 million worldwide, divers aged 55 and up account for about 40% of all divers who responded to DEMA’s 2023 global survey (8,274 responses). That translates to an estimated 2.4 million divers globally in this age group. (Source: DEMA: 2024 Fast Facts: Recreational Scuba). Furthermore, American senior divers spend approximately \$3.8 billion annually, or 40% of an estimated global industry size of \$9.5 billion. (Source: Cline Group Market Studies).

Learning Objectives:

- Utilize facts from DEMA Global Diver Surveys and Cline Group Market Studies to recognize the Gray Tsunami as a demographic shift
- Reinforce this group with mini-biographies of dive club members still active in their 50s–90s

3:00 PM – 3:45 PM

● Reels, Real People, Real Sales: Social Media Tactics That Actually Drive Dive Shop Traffic

Room: 291

Georgia King, Principal, KIZER & BENDER Speaking

Most dive shops are active on social media — but very few are seeing consistent, measurable business results. The problem isn’t effort, it’s strategy. Built from real-world dive shop operations, this session introduces a practical, repeatable content system using what shops are already doing every day — no marketing team or expensive production required. Attendees will learn how to turn training sessions, dive trips, retail interactions, and staff moments into high-performing content across key categories: educational, lifestyle, community-focused, and retail. Special focus on short-form video and Reels — what’s working, how to create it quickly, and how to structure it for reach. We’ll also cover calls to action, creating urgency without discounting, tracking real metrics (inquiries, bookings, foot traffic), and adjusting based on performance data. Scalable for any shop size and implementable immediately.

Learning Objectives:

- Create a repeatable weekly content system using existing dive shop operations
- Apply content frameworks that increase engagement and drive customer inquiries

3:00 PM – 3:45 PM

● 25 Ways to “Blue” Your Business — And Make More Green

Room: 292

Gil Zeimer, Author, Scuba Writer, Blogger, Journalist, Travel Writer, Scuba Storyteller

Blue is the color of the ocean that we all love for diving, snorkeling, surfing, swimming, and sailing. Blue also symbolizes serenity, stability, inspiration, hope, and wisdom. By adopting “blue” initiatives, you can make your business more environmentally friendly to attract and keep more customers.

There are many things we can all do in 2026 and beyond to “blue” your business. Most of these are quite easy to accomplish. Better yet, by following these suggestions, you can make your business more successful by currying more favor with your customers.

This interactive workshop will showcase a list of initiatives that many of the most forward-thinking dive-related businesses are deploying — and making it pay off in the long run.

Learning Objectives:

- Recognize the importance of adopting inexpensive blue initiatives to create a sustainable halo around your business
- Educate customers on doing the little things first, like asking divers to reduce plastic use by bringing their reusable thermoses



WEDNESDAY, NOVEMBER 4

8:00 AM – 9:45 AM

● DEMA Member Update and Annual Meeting

Room: 391

Julie Anne Fabsik-Swartz, President & CEO, DEMA

Join DEMA’s NEW President & CEO, Julie Fabsik-Swartz; fellow DEMA Members; DEMA’s Board of Directors; and DEMA Committee Members, to 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. You’ll also have a chance to meet the 2027-29 candidates for the DEMA Board of Directors!

During the Annual Membership Meeting, DEMA will also recognize the recipients of the 2026 Wave Makers and Diving Community Champion Awards.

Learning Objectives:

- Meet industry leaders and learn how you can get involved
- Meet the 2027 DEMA Board Candidates
- Network with fellow DEMA Members
- Learn about DEMA’s initiatives to help bring businesses together to grow the industry

8:30 AM – 9:15 AM

● First-Time Attendee Orientation

Room: 280

Join us for a session that will provide you with the information you need to make the most of your time at the Show, including answers to the most frequently asked questions, tips and tricks for navigating the Show Floor, and information about special events and Show features.

WEDNESDAY, NOVEMBER 4

10:00 AM – 10:45 AM

● Five Generations, One Dive Shop: How to Connect with Every Type of Diver

Room: 291

Georganne Bender, Principal, KIZER & BENDER Speaking

On any given day there are five generations of customers exploring the sales floor, each with a completely different approach to shopping, buying, and building relationships. The challenge? What makes one diver feel confident and ready to dive in might leave another feeling overwhelmed and heading for the exit. From digitally native Gen Alpha to experience-driven Millennials, time-starved Gen X, and active Baby Boomers, attendees will learn what motivates each group, plus how to build trust, communicate effectively, sell more and connect across channels, leaving with practical, ready-to-use strategies to engage every diver and keep them coming back for more.

Learning Objectives:

- Identify how each generation differs and why that matters for sales and service
- Apply strategies to build trust, communicate effectively, sell more, and connect across social media channels for each of the five generations

10:00 AM – 10:45 AM

● Case Study: How to Get ChatGPT, Gemini, and Perplexity to Recommend Your Website

Room: 292

Steve Huskey, President, DataGorilla Marketing

If an AI engine doesn't recommend your website, do you exist online? This is a case study based on reading AI Patents and applying them in the real-world. You will learn how to start being the brand that ChatGPT, Gemini, and Perplexity recommend and link to. You'll leave with a simple plan to put the bots to work for you.

Learning Objectives:

- Identify how to get your website recommended by AI engines
- Develop a simple plan to implement high-value AI visibility factors



11:00 AM – 11:45 AM

● 7 Keys to Unlocking Talent: A Strategic Blueprint for Competitive Advantage

Room: 291

Shelli Hendricks, President, Blue Horizon Solutions

In today's rapidly evolving workplace, succession planning is no longer a luxury; it is a primary driver of competitive advantage. Business owners that build engaged teams and ready successors will outperform their competitors in innovation, customer loyalty, and profitability. Yet many dive business owners struggle to translate "succession planning" into a practical, scalable talent strategy.

This dynamic and highly actionable session introduces seven proven keys that unlock the potential of talent in your dive operation. Participants will explore how to align professional development with business objectives from employee recruitment to leadership development and bottom-line business performance.

Rather than theory alone, this workshop equips business owners with a diagnostic framework you can immediately implement with your teams.

Attendees will leave with a clear understanding of how to:

- Build team culture where employees feel informed, valued, and inspired
- Create engagement systems that are sustainable
- Increase employee retention while improving customer satisfaction
- Align talent initiatives directly to measurable business results

When talent strategy is intentional, employees are engaged, customers are satisfied, leaders are empowered for the future, and investors see the positive impact on business value.

Learning Objectives:

- Increase employee retention while improving customer satisfaction
- Align talent initiatives directly to measurable business results



11:00 AM – 11:45 AM

● Stop Running a Dive Shop. Start Running a Business

Room: 292

Michael Fitzgerald, CEO, California Scuba Center Inc

This session equips dive center owners with innovative strategies to expand beyond traditional retail models. Attendees learn how to build powerful networks, diversify revenue streams, and uncover untapped opportunities in training, travel, and partnerships. By thinking outside the box, participants gain practical tools to increase profitability, strengthen community presence, and create sustainable, multi-channel business growth.

Learning Objectives:

- Implement three new revenue strategies and track gains in engagement, sales, and profit within 90 days
- Analyze current operations to identify two new revenue streams and develop a plan to launch them within 60 days

12:00 PM – 12:45 PM

● Stop Them in Their Fins: Visual Merchandising That Moves Dive Gear!

Room: 291

Georganne Bender, Principal, KIZER & BENDER Speaking

Turn your dive shop into a selling machine! When racks of wetsuits, masks, and gear blur together, customers – especially new divers – feel overwhelmed and sales slip away. Great visual merchandising makes shopping easy and buying irresistible. Learn what it takes to create displays that sell, how to maximize prime floor space, and tell product stories that inspire action. Discover how to simplify assortments, use signage that educates without overload, highlight add-ons, and guide the shopper journey, leaving with practical ideas you can implement the moment you're back in your store.

Learning Objectives:

- Identify key areas of the sales floor and use them more effectively to drive sales
- Implement practical visual merchandising techniques that increase sales and encourage add-on purchases



WEDNESDAY, NOVEMBER 4

12:00 PM – 12:45 PM

● Proven Methods to Get Videos Cited by ChatGPT and Gemini

Room: 292

Steve Huskey, President, DataGorilla Marketing

In the AI world, videos can be used to get recommended by ChatGPT, Gemini, and other engines. We will show you the newest ways to link your videos with YouTube. We read AI patents and uncovered the methods that AI engines use to recommend videos. We will leave you with a blueprint of proven ways to get more views and subscribers to your existing video channels.

Learning Objectives:

- Identify the ranking factors most important to AI Engines
- Apply methods to repurpose existing videos for AI visibility

3:00 PM – 3:45 PM

● Endgame: Designing Your Dive Business for the Ultimate Reward

Room: 291

Shelli Hendricks, President, Blue Horizon Solutions

Most dive business owners are familiar with the challenges and complexities that come with steering their company day-to-day. But have you considered the transformative power of picturing your endgame? This simple yet strategic action is more than just setting a goal; it's about creating a clear roadmap for your entrepreneurial journey.

By attending this workshop, participants will be able to:

- Craft a clear vision to chart the course for your dive business
- Find the right strategic buyers for your company
- Calculate how much you'll need to earn from your business exit to live the rest of your life comfortably.
- Manage risk as you move closer to your endgame.

Learning Objectives:

- Craft a clear vision to chart the course for your dive business
- Calculate how much you'll need to earn from your business exit to live the rest of your life comfortably

3:00 PM – 3:45 PM

● Small is Your Superpower: How to Leverage the Advantage of Being an Indie Dive Shop

Room: 292

Georganne Bender, Principal, KIZER & BENDER Speaking

Big retailers are shrinking to feel more local because small is where the real advantage is. Indie dive shops already have what big chains are chasing: agility, authenticity, and real relationships. They can pivot fast, test new ideas, build community, and create memorable, experience-driven moments without layers of approval. In this session, attendees will learn practical, revenue-driving ways to turn independence into a competitive edge, boost traffic, increase sales, strengthen loyalty, and become the go-to hub for divers in their market — and walk away with fresh ideas ready to implement immediately.

Learning Objectives:

- Leverage your competitive edge and independent status to your advantage
- Identify strategies to boost foot traffic, increase sales, and strengthen customer loyalty

THURSDAY, NOVEMBER 5

8:30 AM – 9:45 AM

● Success Stories: A Look at What Dive Businesses Have Done Right

Room: 291

Cathryn Castle Garcia, Owner, ClearStoryCoach.com

The diving industry has had its ups and downs. But over the last several decades, there are some dive business owners who have weathered it all, from economic challenges, war, natural disasters, a global pandemic, and more. This interactive session explores the stories behind long-standing dive operations and the valuable lessons they've learned over time. Through expert insights, real-world examples, and audience Q&A, attendees will gain valuable lessons on resilience, leadership, and long-term business success.

Learning Objectives:

- Identify lessons from industry leaders that educate, inform, and inspire
- Recognize and celebrate the achievements of long-standing dive businesses

10:00 AM – 10:45 AM

● Reaching Women Divers: How to Create Experiences That Build Confidence, Community, and Long-Term Engagement in Your Dive Business

Room: 291

Annie Crawley, CEO, Dive Into Your Imagination

This session shows dive professionals how to better attract, support, and retain women in diving. Annie Crawley shares insights from decades in the field, highlighting what helps women feel confident, capable, and connected underwater. Attendees learn how small shifts in communication, training, and community-building can lead to stronger engagement, increased retention, and new growth opportunities within their business.

Learning Objectives:

- Implement strategies that increase participation and retention of women divers
- Evaluate current programs working in the industry and adjust communication and training approaches to better support women

10:00 AM – 10:45 AM

● Profit is Not an Accident: A Practical Financial Framework for Dive Retailers

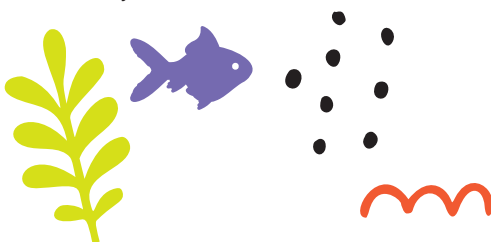
Room: 292

Lynn Switanowski, President, Creative Business Consulting Group

Most dive shop owners know their revenue — but very few know their real profit margins by category, by product, or by customer. This session delivers a plain-language introduction to retail profit drivers: gross margin, contribution margin, expense ratios, and net operating profit. Attendees will learn how to identify which parts of their business are making money versus subsidizing the parts that aren't — and what to do about it. Using real-dive retail examples and a guided Profit Mapping exercise, participants will leave with a clear picture of where their profit is being made, where it's being lost, and the top three actions to improve the bottom line starting immediately.

Learning Objectives:

- Calculate margin by product category and identify exactly which parts of your business are making money and which are not
- Build a simple monthly profit target and the specific sales, margin, and expense levers needed to hit it consistently all year long



THURSDAY, NOVEMBER 5

11:00 AM – 11:45 AM

● Going Gonzo: How Unconventional Marketing Can Grow Your Business

Room: 291

Cathryn Castle Garcia, Owner, ClearStoryCoach.com

Merriam-Webster Dictionary defines Gonzo as, “outlandishly unconventional, outrageous, or extreme.” Here, we’ll define Going Gonzo as a slightly whacky marketing strategy that puts money, money, money in your pocket – and smiles on peoples’ faces. We’re not talking about online challenges. In fact, we’ll ditch the Internet and outline plans that directly connect you and your business with your neighbors in ways that turn them into customers. And we’ll have fun doing it. We’ll create an Action Plan and a Calendar of Events you can implement easily, starting right now. This session is ideal for dive center owners, managers, and staff, and will also benefit independent instructors and travel specialists.

Learning Objectives:

- Create and implement Gonzo marketing plans, including business-to-business collaborations
- Identify untapped local customer prospects and effectively reach them to increase sales; develop an action plan/event calendar

11:00 AM – 11:45 AM

● Show Up and Sell: How to Profit at Booth and Tabling Events

Room: 292

Tec Clark, Educator | Trainer | Consultant, ScubaGuru Academy

Dive centers and dive professionals have an abundance of opportunities to get new customers at events that allow businesses to have a booth and/or table. These are often referred to as tabling events at consumer shows, markets, expos, fairs, concerts, churches, etc. In this presentation, Tec Clark will cover not only the many opportunities for booth and tabling events, but he will also cover your table/booth designs, pitches and hooks, and customer data collection methods. Tec also covers the cost to value for attending these events. The secret sauce of this presentation is in Tec’s pitch and hook flowchart to engage passerby’s at these events.

Learning Objectives:

- Design booths for maximum impact and engagement
- Learn what to say to potential customers (pitch and hook) and how to gain new customer contact information

12:00 PM – 12:45 PM

● From Startup to Storefront: Strategies for Building a Thriving Dive Business

Room: 291

Lee Rand, Special Advisor, Avelo Labs

Drawing on decades of experience launching, scaling, and investing in new businesses, from a Silicon Valley startup acquired by Intel to a career in venture investing, this session offers a practical playbook for dive businesses ready to grow smarter. Through case studies, including the Avelo Dive Center model, attendees will learn how to identify true customer-market fit, refine brand positioning, raise capital, and use AI to streamline operations and deepen customer engagement, with clear frameworks to apply immediately.

Learning Objectives:

- Apply a structured customer-market fit framework to assess if a product, service, or model meets real demand and delivers measurable value
- Implement practical AI tools to improve a core function, such as marketing, engagement, or operations, within 90 days of the session

12:00 PM – 12:45 PM

● Community Over Competition: How Building a Community Will Grow Your Business Faster Than Selling

Room: 292

Rachel Zimmerman, Founder, Midwest Mermaids Scuba

Rachel Zimmerman, founder of Midwest Mermaids Scuba, shares how dive businesses can grow faster by focusing on community, not just sales. Many divers are certified but quickly drop off due to lack of confidence, connection, and opportunity. This session explores why retention—not marketing—is the real challenge and provides actionable strategies to keep divers engaged. Attendees will create lifelong divers through community, continued education, and simple, effective tools that drive loyalty, referrals, and long-term revenue.

Learning Objectives:

- Implement at least three community-building strategies to increase diver retention and post-certification engagement within their organization
- Analyze their current post-cert process to identify gaps in confidence, connection, and continued education, and develop a plan to improve retention

3:00 PM – 3:45 PM

● Your Website’s Not About You: The Website Edit That Makes You More Money

Room: 291

Cathryn Castle Garcia, Owner, ClearStoryCoach.com

Does your dive center’s website promote you? Or does it focus on your potential customer? Does it speak to your potential customers in a way that explains and illustrates how your business can transform their lives and make them happier as a scuba diver? Does it outline a simple, easy way your customer can do business with you? Does it provide a compelling call to action? In this session, we’ll flip the script of your “About Us”-themed website and shift the focus to how your customer will feel when they invest with you. We’ll identify what needs to be included on your website and why, where it needs to be located, what needs to be left off, and why. (This might scramble your brain for a sec, but stick with me. It’s worth it.) This session is ideal for dive center owners and managers with existing websites, and it’s especially useful for those who are looking to create a new website, including new business owners, independent instructors and travel specialists.

Learning Objectives:

- Explain why and how to design a customer-focused website that compels potential customers to buy
- Implement three key elements—A Promise, Proof, A Plan — using web design tips and a resource guide

3:00 PM – 3:45 PM

● Telling Stories That Sell: Using AI, Video, and Social Media to Grow Your Dive Business

Room: 292

Annie Crawley, CEO, Dive Into Your Imagination

Social media has shifted from posting content to building strategic systems that drive real business results. This session shows dive professionals how to integrate AI, video, photography, and storytelling into a focused approach that cuts through the noise and converts attention into bookings. Annie Crawley shares how to create content that builds trust, reflects real dive experiences, and connects with today’s audience—while simplifying workflow and turning everyday moments into consistent visibility, engagement, and revenue.

Learning Objectives:

- Design a focused content strategy using AI, video, and storytelling to increase engagement and audience growth
- Build a repeatable content system that converts social media efforts into bookings, retention, and measurable revenue

FRIDAY, NOVEMBER 6

8:30 AM – 9:45 AM

● Water is the Great Equalizer: Empowering Divers with Disabilities

Room: 291

Scott Taylor, Former Co-Owner, A-1 Scuba (A Diventures Company)

Professional Adaptive Diving Instructor Training is a powerful session showing dive leaders how adaptive training expands access, builds loyal community partnerships, and strengthens instructor skills. Scott Taylor shares decades of experience helping shops confidently serve divers with disabilities through proven training pathways, practical techniques, and a clear business and community case for saying yes.

Learning Objectives:

- Identify how adaptive instructor training expands access and creates community and business value for dive shops
- Describe the training pathways and practical adaptations needed to confidently teach adaptive diving students

10:00 AM – 10:45 AM

● Diving Fitness as a Business Model

Room: 291

Tec Clark, Educator | Trainer | Consultant, ScubaGuru Academy

Fitness plays a critical role in public health, mental well-being, and overall quality of life. Approximately 96 million Americans enter fitness facilities and of those, tens of millions are participating in group fitness sessions like yoga, Pilates, masters swimming, and indoor cycling. These programs are a unique trend called functional fitness – a type of training that prepares the body for real-life activities. With fitness playing a critical role in diving activities, it's time to embrace diving fitness as a business model through functional fitness programs in dive centers. In this presentation, Tec Clark will cover the opportunities that exist through several functional fitness programs that support diving activities, and he will showcase how to make them profitable to the dive center or independent instructor.

Learning Objectives:

- Identify several functional fitness programs to be used for dive fitness programming at their dive centers
- Apply several key strategies to make these functional fitness programs profitable to their dive centers

10:00 AM – 10:45 AM

● Engaging Teen Divers: Building Teams and Future Leaders to Strengthen Retention and Long-Term Growth

Room: 292

Annie Crawley, CEO, Dive Into Your Imagination

This session shows dive professionals how to engage teen divers by creating experiences that foster teamwork, respect, responsibility, and real-world life skills. Drawing from youth sports models, Annie Crawley shares how consistent participation, mentorship, and peer connection create a sense of belonging and encourage long-term involvement. Attendees learn how to design programs that build character, create clear pathways for progression, and develop the next generation of divers while supporting sustainable business growth.

Learning Objectives:

- Design youth dive programs that foster teamwork, responsibility, and life skills while encouraging continued participation
- Apply mentorship and progression strategies that support youth development and build long-term pathways in diving

11:00 AM – 11:45 AM

● Instead of Selling Scuba, Start Marketing Magic: Aquatic Experiences as Your Next Profit Center

Room: 291

Cathryn Castle Garcia, Owner, ClearStoryCoach.com

Yes, you're in business to teach scuba diving and sell gear and promote dive travel. But if you have an onsite swimming pool, or easy access to a pool, you can also offer a range of Aquatic Experiences (beyond teaching swimming lessons) that will delight customers of all ages. It's a great way to increase traffic, sell aquatic gear and accessories, and organically upsell traditional scuba courses and travel. We'll explore a wide range of ideas, including how to plan, price and promote curated aquatic experiences that might also whet your customers' appetites for scuba! This session is ideal for dive center owners, managers, and staff with onsite pools or easy pool access. It will also benefit independent instructors looking to create new income streams.

Learning Objectives:

- Identify new ways to put the swimming pool to work as a profit center
- Create curated aquatic experiences for all age groups; Develop program pricing and promotional campaigns



FRIDAY, NOVEMBER 6

11:00 AM – 11:45 AM

● From Student to Brand Ambassador: Turning Your Certification Pipeline into a Sales Engine

Room: 292

Lynn Switanowski, President, Creative Business Consulting Group

Every student who walks through your door is the beginning of a long-term revenue relationship — if you know how to nurture it.

This session presents a step-by-step Diver Journey Map that shows exactly when to introduce gear, advanced courses, travel, and community touchpoints to keep certified divers engaged, spending, and referring friends.

Grounded in loyalty program strategy and customer lifecycle marketing, this session gives dive retailers a concrete roadmap for converting their training program into their most powerful sales asset. Real-world examples from specialty retail will illustrate each stage of the journey.

Learning Objectives:

- Implement a referral program structure tied to certification completion that generates measurable new student enrollments
- Map the stages of the post-certification customer journey and identify the highest-impact sales touchpoint at each stage

12:00 PM – 12:45 PM

● Creating Lifelong Divers: Proven Strategies to Increase Retention, Build Loyalty, and Turn First-Time Divers into Repeat Customers

Room: 291

Annie Crawley, CEO, Dive Into Your Imagination

This session shows dive professionals how to increase retention and build long-term customer value. Annie Crawley shares practical strategies to move divers beyond certification into ongoing engagement through connection, experience, and community. Attendees learn how to create programs that keep divers active, increase repeat business, and strengthen customer loyalty in a competitive market.

Learning Objectives:

- Implement retention strategies that increase repeat diving and long-term customer engagement across all aspects of a diver experience
- Design experiences that build emotional connection and improve customer lifetime value

12:00 PM – 12:45 PM

● Lessons from the Deep End: A Dive Industry Entrepreneurship Panel

Room: 292

Tec Clark, Educator | Trainer | Consultant, ScubaGuru Academy

Join Tec Clark as he interviews some of the diving industry's top entrepreneurs. In this insightful panel discussion, attendees will learn strategies from the many lessons learned by some of the best businesspeople in the diving industry. Panelists represent multiple areas of entrepreneurship including dive center, independent instructor, dive travel, equipment manufacturing, and not-for-profit.

Learning Objectives:

- Identify the proper mindset of successful entrepreneurs
- Apply time-tested strategies of entrepreneurship, and the uniqueness of the diving industry



Exhibitor-Sponsored Seminars

DISCOVER ACTIONABLE INSIGHTS AND PRODUCT SOLUTIONS FROM EXHIBITING COMPANIES THAT SUPPORT THE DIVE INDUSTRY'S GROWTH AND INNOVATION.

New seminars added regularly — check the full schedule for updates.

Schedule current as of September 2, 2026.

MONDAY, NOVEMBER 2

7:00 AM – 5:00 PM

PSI-PCI Visual Cylinder Inspection® Course — Alumni

PSI-PCI, INC.

Room: 275

Open to all previously trained PSI-PCI Inspectors, Pre-registration Required, Certification, Fee

PSI-PCI Visual Cylinder Inspection® Course

PSI-PCI, INC.

Room: 275

Open to All, Pre-registration Required, Certification, Fee

7:30 AM – 12:00 PM

Cylinder Assessment Technician (CAT) Certification Program

CYLINDEX

Room: 266

Certification, Fee, Pre-registration Required

7:30 AM – 5:30 PM

Cylinder Assessment Technician (CAT) Instructor Development Program

CYLINDEX

Room: 266

Fee, Pre-registration Required, Training

1:00 PM – 5:00 PM

Dive Travel Business Course

FLY & SEA DIVE
ADVENTURES

Room: 268

Fee, Pre-registration Required

1:00 PM – 5:30 PM

Cylinder Assessment Technician (CAT) Certification Program

CYLINDEX

Room: 266

Certification, Fee, Pre-registration Required

TUESDAY, NOVEMBER 3

7:30 AM – 8:45 AM

Prayer Breakfast

FLY & SEA DIVE
ADVENTURES

Room: 293

Fee, Pre-registration Required

8:00 AM – 10:00 AM

PSI-PCI Update

PSI-PCI, INC.

Room: 275

Open to all current (within 3 years of last training) PSI-PCI Inspectors that need to renew, Pre-registration Required, Fee

8:00 AM – 5:00 PM

Curriculum 1: Sherwood SR2, Maximus Pro, Genesis Argo

SHERWOOD SCUBA

Room: 287

Pre-registration Required

8:00 AM – 6:00 PM

MARES Lab Service Technician Training Course (2-Day) Option 1

HEAD WATERSPORTS

Room: 272

Mares Authorized Dealers

9:00 AM – 10:00 AM

Coffee Power Hour — Deep Blue is helping you kickstart your day with free coffee before the show begins!

DEEP BLUE
ADVENTURES

Room: 265

Open to All

Freediving: Human Physiology at the Edge

DIVERS ALERT
NETWORK

Room: 260

Open to All

What's New at SSI

HEAD WATERSPORTS

Room: 271

Open to SSI Centers & Pros

9:00 AM – 5:00 PM

Guardian Full Face Mask Technician Class

OCEAN TECHNOLOGY
SYSTEMS

Room: 285

Pre-registration required, fee

9:15 AM – 10:45 AM

Dive Travel Business Course — Session 2

FLY & SEA DIVE
ADVENTURES

Room: 268

Fee, Pre-registration Required

10:00 AM – 10:50 AM

From Wrecks to Whales: Discover the Depths of Portugal

DEEP BLUE
ADVENTURES

Room: 265

Open to All

10:00 AM – 11:00 AM

Before the Alarm Sounds: A New Tool for Safer Liveaboards

DIVERS ALERT
NETWORK

Room: 260

Open to All

Building Your Village — The Social Side of Diving

HEAD WATERSPORTS

Room: 271

Open to All

PADI Standards: Year in Review

PADI

Room: 288

Open to All

10:00 AM – 12:00 PM

From Clicks to Customers: Maximizing Results with PADI Adventures

PADI

Room: 290

Open to All

10:00 AM – 2:00 PM

TUSA Care Service Seminar

TUSA

Room: 273

TUSA Retailers Only

10:30 AM – 12:30 PM

PSI-PCI Oxygen Cylinder Cleaning Technician Course

PSI-PCI, INC.

Room: 275

Prerequisite: PSI-PCI Visual Cylinder Inspection Current Training, Pre-registration Required, Certification, Fee

11:00 AM – 11:45 AM

Egypt's Red Sea with Emperor Divers: Timeless Treasures Above and Below the Surface

FLY & SEA DIVE
ADVENTURES

Room: 268

Open to All

11:00 AM – 11:50 AM

Costa Rica: World- Class Scuba Diving — Unforgettable Land-Based Nature & Adventures

DEEP BLUE
ADVENTURES

Room: 265

Open to All

TUESDAY, NOVEMBER 3

11:00 AM – 12:00 PM

Lessons from the Thai Cave Rescue

**DIVERS ALERT
NETWORK**
Room: 260
Open to All

SSI Standards and Teaching Minors

HEAD WATERSPORTS
Room: 271
Open to All

Quality and Risk Management

PADI
Room: 288
Open to All

12:00 PM – 12:45 PM

Safety Sells: Turning Dive First Aid into a Retail Advantage

DIVE 1ST AID
Room: 280
Open to All

The Philippines You Might Not Yet Know

**FLY & SEA DIVE
ADVENTURES**
Room: 288
Open to All

12:00 PM – 12:50 PM

Build a Robust Travel Program

**DEEP BLUE
ADVENTURES**
Room: 265
Open to All

12:00 PM – 1:00 PM

Beyond the Dive Profile: The Continuum of Decompression Stress

**DIVERS ALERT
NETWORK**
Room: 260
Open to All

How to Launch Your GI Bill & Skill Bridge Reimbursement Program — What Centers & Pros Need to Know

HEAD WATERSPORTS
Room: 271
Open to All

Connected Tools. Better Experiences.

PADI
Room: 288
Open to All

Quality and Risk Management (Spanish)

PADI
Room: 290
Open to All

1:00 PM – 1:50 PM

Enjoy The Philippines with Atlantis Resorts and Liveaboards (Win a free trip!) — Marty Snyderman

**DEEP BLUE
ADVENTURES**
Room: 265
Open to All

1:00 PM – 2:00 PM

2027 DAN Instructor, Instructor Trainer, and Examiner Update

**DIVERS ALERT
NETWORK**
Room: 260
Open to All

The State of HEAD Watersports — An Executive Leadership Update on Current Conditions and What's Planned for the Future

HEAD WATERSPORTS
Room: 271
Open to HEAD
Watersports Dealers

Separating Fact from Fiction in Diver Training

PADI
Room: 288
Open to All

1:00 PM – 3:00 PM

The Art of the Dive Briefing: Engaging Divers, Growing Courses & Building Loyalty

PADI
Room: 290
Open to All

1:30 PM – 3:30 PM

PSI-PCI Valve Repair Technician Course

PSI-PCI, INC.
Room: 275
Open to All, Pre-
registration Required,
Certification, Fee

2:00 PM – 2:50 PM

Barbados: So Much To Discover

**DEEP BLUE
ADVENTURES**
Room: 265
Open to All

2:00 PM – 3:00 PM

DAN Programs for Dive Pros and Businesses

**DIVERS ALERT
NETWORK**
Room: 260
Open to All

How to Sell BC's — Tips & Tricks to Increase Your Revenue

HEAD WATERSPORTS
Room: 271
Open to All

The Future of Diving: From Exploration to Ocean Protection

PADI
Room: 288
Open to All

3:00 PM – 3:45 PM

Group Travel: Turning Diver Dreams to Reality

**FLY & SEA DIVE
ADVENTURES**
Room: 268
Open to All

Great Barrier Reef Health Update

**DIVEPLANIT TRAVEL
PTY LTD.**
Room: 278
Open to All

3:00 PM – 3:50 PM

Community Based Restoration via EcoTourism

**DEEP BLUE
ADVENTURES**
Room: 265
Open to All

3:00 PM – 4:00 PM

Maximize Your Marketing Potential with Scubago — Your New Booking Platform

HEAD WATERSPORTS
Room: 271
Open to All

The CDTC Roadmap: Your Guide to Prerequisites, Application & What It Takes to Succeed

PADI
Room: 290
Open to All

Turning Purpose Into Profit: Growing Your Dive Business Through Conservation

PADI
Room: 288
Open to All

4:00 PM – 4:50 PM

CYA! Travel Selling Basics to Help Protect Your Business

**DEEP BLUE
ADVENTURES**
Room: 265
Open to All

4:00 PM – 5:00 PM

Get Kids Salty — How to Build the Next Generation of Divers, Ocean Advocates, and Lifelong Customers

HEAD WATERSPORTS
Room: 271
Open to All

PADI Adaptive Services Facilities and the Adaptive Techniques Specialty Program

PADI
Room: 288
Open to All

5:00 PM – 5:50 PM

From Shoot to Screen: Live Underwater Portrait Post-Production Demo

**DEEP BLUE
ADVENTURES**
Room: 265
Open to All

WEDNESDAY, NOVEMBER 4

8:00 AM – 5:00 PM

Curriculum 2: 9000 Pro Series 1st Stage, Brut/Magnum Pro, Oasis/Blizzard Pro, Genesis Prana

SHERWOOD SCUBA
Room: 287
Pre-registration Required

8:00 AM – 6:00 PM

MARES Lab Service Technician Training Course (2-Day) Option 1

HEAD WATERSPORTS
Room: 272
Mares Authorized Dealers

8:30 AM – 11:00 AM

2026 Course Director Roundtable

PADI
Room: 294
Pre-registration
Suggested, Pre-requisite
Required, Fee

WEDNESDAY, NOVEMBER 4

8:30 AM - 4:30 PM

Poseidon Regulator Service Training

POSEIDON DIVING SYSTEMS

Room: 284

Certification, Fee, Pre-registration Required

9:00 AM – 10:00 AM

Freediving: Human Physiology at the Edge

DIVERS ALERT NETWORK

Room: 260

Open to All

Meet the New Mares Smart View 80 Phone Housing — Turn Every Customer Into an Underwater Content Creator

HEAD WATERSPORTS

Room: 271

Open to All

9:00 AM – 5:00 PM

Guardian Full Face Mask Technician Class

OCEAN TECHNOLOGY SYSTEMS

Room: 285

Pre-registration required, fee

10:00 AM – 10:45 AM

Safety Sells: Turning Dive First Aid into a Retail Advantage

DIVE 1ST AID

Room: 280

Open to All

Indonesia's Passport to Paradise: A Seamless Dive Safari Through North Sulawesi

FLY & SEA DIVE ADVENTURES

Room: 268

Open to All

Tanzania — Come for Safari, Stay for the Diving

TRANSCENDENT JOURNEYS TANZANIA

Room: 279

Open to All

10:00 AM – 10:50 AM

Dive Industry Young Professionals — Introductory Meeting

DEEP BLUE ADVENTURES

Room: 265

Open to All

10:00 AM – 11:00 AM

Revised “Oxygen Clock” Limits for Technical Diving

DIVERS ALERT NETWORK

Room: 260

Open to All

Running a Dive Center 101: Best Practices Every Store Owner & Manager Should Know

HEAD WATERSPORTS

Room: 271

Open to All

Drive Diver Engagement, Leverage PADI Club & Media

PADI

Room: 288

Open to All

Building Your Tec Business

PADI

Room: 290

Open to All

10:00 AM – 2:00 PM

TUSA Care Service Seminar

TUSA

Room: 273

TUSA Retailers Only

11:00 AM – 11:45 AM

How to Plan a Perfect Group Trip to Atlantis Philippines

ATLANTIS PHILIPPINES

Room: 280

Open to All

How to Become an Avelo Dive Center

AVELO LABS

Room: 278

Open to All

Crossover Gear: Driving Retail Growth with Multi-Purpose Footwear

CROSSKIX

Room: 279

Open to All

Group Travel: Turning Diver Dreams to Reality

FLY & SEA DIVE ADVENTURES

Room: 268

Open to All

Polar Diving in the Arctic and Antarctica

OCEANWIDE EXPEDITIONS

Room: 267

Open to All

11:00 AM – 11:50 AM

The Art and Logistics of Open Water Portraiture

DEEP BLUE ADVENTURES

Room: 265

Open to All

11:00 AM – 12:00 PM

Beyond the Dive Profile: The Continuum of Decompression Stress

DIVERS ALERT NETWORK

Room: 260

Open to All

Risk Management and Human Factors in Scuba Instruction

HEAD WATERSPORTS

Room: 271

Open to All

PADI's Digital Experience — Foundation Set. Evolution Ahead.

PADI

Room: 288

Open to All

12:00 PM – 12:45 PM

How to Sell Safaris and Diving as a Combination

AFRICAN AND ORIENTAL TRAVEL CO.

Room: 266

Open to All, Pre-registration Suggested

Compressor Troubleshooting and Maintenance

COMPRESSED AIR SUPPLIES & EQUIPMENT

Room: 264

Open to All

Group Trips That Work: Real Talk from Dive Shops Doing It Right

FLY & SEA DIVE ADVENTURES

Room: 268

Open to All

12:00 PM – 12:50 PM

Adaptive Diving Made Accessible: Simple Steps for Growing Inclusive Dive Programs

DEEP BLUE ADVENTURES

Room: 265

Open to All

12:00 PM – 1:00 PM

Risk Management in Deep Diving Part 1

DIVERS ALERT NETWORK

Room: 260

Open to All

Swimming Goggles as an Add-On Sale by Aquasphere and Zoggs

HEAD WATERSPORTS

Room: 271

Open to All

Quality and Risk Management

PADI

Room: 288

Open to All

1:00 PM – 1:50 PM

Creating Lifelong Travel Customers Through Transformative Reef Experiences

DEEP BLUE ADVENTURES

Room: 265

Open to All

1:00 PM – 2:00 PM

The Growth of AI — The New SSI App & What to Expect as We Expand Our Technology Footprint

HEAD WATERSPORTS

Room: 271

Open to All

From Student to Instructor: Building a Scalable Instructor Pipeline

PADI

Room: 290

Open to All

2:00 PM – 2:50 PM

Dive the Beautiful Solomon Islands with Emperor

DEEP BLUE ADVENTURES

Room: 265

Open to All

2:00 PM – 3:00 PM

Your Marketing Playbook for Dive Center Growth — How to Increase SEO and Maximize Campaigns

HEAD WATERSPORTS

Room: 271

Open to All

WEDNESDAY, NOVEMBER 4

2:00 PM – 3:00 PM

PADI Standards: Year in Review

PADI
Room: 288
Open to All

2:00 PM – 6:30 PM

Women in Diving: Insights, Action & Community A Collaborative Workshop & Networking Experience

PADI
Room: 294
Pre-registration Suggested

3:00 PM – 3:45 PM

HERE'S MY CARD!

BONASSI USA, INC.
Room: 280
Open to All

Spare Air Repair Seminar: Certificate Included. No Registration Necessary.

BROWNIE'S MARINE
GROUP
Room: 266
Fee, Open to All

Australia's Most Exciting Dive Sites

DIVEPLANIT TRAVEL
PTY LTD.
Room: 278
Open to All

Secrets of the Solomon Islands: Dive into Untouched Wonders

FLY & SEA DIVE
ADVENTURES
Room: 268
Open to All

Stop Waving Goodbye: How AI Search and Lifetime Value Marketing Are Rewriting the Rules for Dive Businesses

OCG CREATIVE, LLC
Room: 279
Open to All

3:00 PM – 3:50 PM

Madagascar: The Ultimate Frontier for Dive and Adventure Travel

DEEP BLUE
ADVENTURES
Room: 265
Open to All

3:00 PM – 4:00 PM

The State of HEAD Watersports — An Executive Leadership Update on Current Conditions and What's Planned for the Future

HEAD WATERSPORTS
Room: 271
Open to HEAD
Watersports Dealers

AI for Growing the Next Generation of Divers — Practical, Scalable Applications for a Dive Business

PADI
Room: 288
Open to All

The CDTC Roadmap: Your Guide to Prerequisites, Application & What It Takes to Succeed

PADI
Room: 290
Open to All

3:00 PM – 4:45 PM

Shearwater Annual Dealer Meeting

SHEARWATER
RESEARCH INC.
Room: 267
Pre-registration Required

4:00 PM – 4:50 PM

Indonesia: Passport to Paradise — Murex Resorts

DEEP BLUE
ADVENTURES
Room: 265
Open to All

4:00 PM – 5:00 PM

Separating Fact from Fiction in Diver Training

PADI
Room: 288
Open to All

5:00 PM – 5:45 PM

Anse Chastanet Resort's Bubbly Presentation Of St. Lucia's Diving Delights

ANSE CHASTANET
RESORT & SCUBA
ST. LUCIA
Room: 280
Open to All

5:00 PM – 5:50 PM

Statia — The Caribbean's Best Kept Secret (Win a free trip!)

DEEP BLUE
ADVENTURES
Room: 265
Open to All

THURSDAY, NOVEMBER 5

8:00 AM – 10:00 AM

Avelo Dive Center Annual Briefing and Coffee

AVELO LABS
Room: 278
Invitation Only

8:00 AM – 5:00 PM

Curriculum 1: Sherwood SR2, Maximus Pro, Genesis Argo

SHERWOOD SCUBA
Room: 287
Pre-registration Required

8:00 AM – 6:00 PM

MARES Lab Service Technician Training Course (2-Day) Option 2

HEAD WATERSPORTS
Room: 272
Mares Authorized Dealers

8:30 AM – 10:00 AM

DIVE CENTER CONNECT NETWORKING: Beyond the Dive Shop: Growing Revenue Through Youth & Adaptive Programs and Innovation

DEEP BLUE
ADVENTURES
Room: 265
Open to All

8:30 AM – 11:00 AM

2026 IDC Staff Instructor Roundtable

PADI
Room: 294
Pre-registration
Suggested, Prerequisite
Required, Fee

8:30 AM - 4:30 PM

Poseidon Regulator Service Training

POSEIDON DIVING
SYSTEMS
Room: 284
Certification, Fee, Pre-
registration Required

9:00 AM – 10:00 AM

Lessons from the Thai Cave Rescue

DIVERS ALERT
NETWORK
Room: 260
Open to All

Maximize Your Marketing Potential with Scubago — Your New Booking Platform

HEAD WATERSPORTS
Room: 271
Open to All

10:00 AM – 10:45 AM

Discover Statia with Scubaqua: Off the Radar, On the Bucket List

FLY & SEA DIVE
ADVENTURES
Room: 268
Open to All

Stop Racing to the Bottom: Charge What You're Worth and Build a Dive Business That Actually Profits

OCG CREATIVE, LLC
Room: 279
Open to All

10:00 AM – 10:50 AM

Keep the Conversation Going — Post-Networking Event Flex Time

DEEP BLUE
ADVENTURES
Room: 265
Open to All

10:00 AM – 11:00 AM

Revised "Oxygen Clock" Limits for Technical Diving

DIVERS ALERT
NETWORK
Room: 260
Open to All

The Ins & Outs of Becoming a Freediving Center — An Overview of Instruction, Equipment, and How to Tap Into the Freediving Market

HEAD WATERSPORTS
Room: 271
Open to All

AI for Growing the Next Generation of Divers — Practical, Scalable Applications for a Dive Business

PADI
Room: 288
Open to All

THURSDAY, NOVEMBER 5

10:00 AM – 11:00 AM

Expand Your Career Into Tec Diving

PADI

Room: 290

Open to All

10:00 AM – 11:45 AM

Shearwater Annual Dealer Meeting

SHEARWATER
RESEARCH INC.

Room: 267

Pre-registration Required

10:00 AM – 2:00 PM

TUSA Care Service Seminar

TUSA

Room: 273

TUSA Retailers Only

11:00 AM – 11:45 AM

Enjoy the Philippines With Atlantis Dive Resorts and Liveboards

ATLANTIS PHILIPPINES

Room: 280

Open to All

Avelo Explained: Lighter Gear, Intuitive Buoyancy, Safer Diving

AVELO LABS

Room: 278

Open to All

Bill Beard's Costa Rica Scuba Diving & Adventure Travel

BILL BEARD'S DIVING
SAFARIS COSTA RICA

Room: 279

Open to All

Beyond the Postcard: The Volivoli Experience

FLY & SEA DIVE
ADVENTURES

Room: 268

Open to All

11:00 AM – 11:50 AM

Mermaiding as a Revenue Stream: How Dive Shops Can Profit from the Mermaid Economy

DEEP BLUE

ADVENTURES

Room: 265

Open to All

11:00 AM – 12:00 PM

Understanding Today's Divers

DIVERS ALERT

NETWORK

Room: 260

Open to All

Dive Computers: The Key to Better Training, Safer Diving, and Increased Sales

HEAD WATERSPORTS

Room: 271

Open to All

Connected Tools. Better Experiences.

PADI

Room: 288

Open to All

12:00 PM – 12:45 PM

Combining Micronesia with Papua New Guinea as a Dive Destination

AFRICAN AND
ORIENTAL TRAVEL CO.

Room: 266

Open to All, Pre-
registration Suggested

Compressor Valve Maintenance

COMPRESSED AIR

SUPPLIES & EQUIPMENT

Room: 267

Open to All

Best Whale Encounters in the South Pacific

DIVEPLANIT TRAVEL
PTY LTD.

Room: 278

Open to All

Why Use A Wholesaler For Your Group Trips?

FLY & SEA DIVE
ADVENTURES

Room: 268

Open to All

Yearly Lionfish Invasion Update: What Every Diver Needs to Know

LIONFISH UNIVERSITY

Room: 280

Open to All

12:00 PM – 12:50 PM

From Dive Center to Adventure Center — Expand Your Market and Rocket Your Business to the Next Level

DEEP BLUE

ADVENTURES

Room: 265

Open to All

12:00 PM – 1:00 PM

Safety By Design: Operational Case Studies

DIVERS ALERT

NETWORK

Room: 260

Open to All

What's New at SSI

HEAD WATERSPORTS

Room: 271

Open to HEAD

Watersports Dealers

Connected Tools. Better Experiences. (Spanish)

PADI

Room: 288

Open to All

12:00 PM – 2:00 PM

The Equalization Exchange: Freedivers, Mermaids & Industry Gathering

PADI

Room: 294

Pre-registration Suggested

12:00 PM – 2:00 PM

Women Divers Hall of Fame General Meeting Luncheon

WOMEN DIVERS HALL
OF FAME INC.

Room: 264

Invitation Only

1:00 PM – 1:50 PM

Guardians of the Caribbean Sea: Restoring Reefs and Protecting Marine Life

DEEP BLUE

ADVENTURES

Room: 265

Open to All

1:00 PM – 2:00 PM

2027 DAN Instructor, Instructor Trainer, and Examiner Update

DIVERS ALERT

NETWORK

Room: 260

Prerequisite Required

Get Kids Salty — How to Build the Next Generation of Divers, Ocean Advocates, and Lifelong Customers

HEAD WATERSPORTS

Room: 271

Open to All

Drive Diver Engagement, Leverage PADI Club & Media

PADI

Room: 288

Open to All

1:00 PM – 3:00 PM

From Clicks to Customers: Maximizing Results with PADI Adventures (Spanish)

PADI

Room: 290

Open to All

2:00 PM – 2:50 PM

Creating a New Standard for Sustainable Dive Tourism

DEEP BLUE

ADVENTURES

Room: 265

Open to All

2:00 PM – 3:00 PM

Annual Examiners' Meeting

DIVERS ALERT

NETWORK

Room: 260

Prerequisite Required

How to Sell Regulators — Tips & Tricks to Increase Your Revenue

HEAD WATERSPORTS

Room: 271

Open to All

3:00 PM – 3:45 PM

Spare Air Repair Seminar: Certificate Included. No Registration Necessary.

BROWNIE'S MARINE
GROUP

Room: 266

Fee, Open to All

Compressor Filtration Maintenance and Services

COMPRESSED AIR
SUPPLIES & EQUIPMENT

Room: 264

Open to All

Passport to Paradise — North Sulawesi — Indonesia

LEMBEH RESORT

Room: 279

Open to All

THURSDAY, NOVEMBER 5

3:00 PM – 3:45 PM

Polar Diving in the Arctic and Antarctica

OCEANWIDE
EXPEDITIONS

Room: 267
Open to All

Beyond the Dive: Using Conservation to Engage

Divers and Build Stronger Customer Relationships

REEF — REEF
ENVIRONMENTAL
EDUCATION
FOUNDATION

Room: 280
Open to All

Reef-Safe Isn't Optional Anymore: What Every Instructor Should Know About Protecting Our Blue Planet

STREAM2SEA

Room: 278
Open to All, Training

3:00 PM – 3:50 PM

From Wrecks to Whales: Discover the Depths of Portugal

DEEP BLUE
ADVENTURES

Room: 265
Open to All

3:00 PM – 4:00 PM

How To Leverage Email Campaigns to Drive Local Sales

HEAD WATERSPORTS

Room: 271
Open to All

Quality and Risk Management

PADI

Room: 288
Open to All

3:00 PM – 4:45 PM

Whites Repair Seminar

WHITES DRYWEAR

Room: 268
Open to All, Training

4:00 PM – 4:50 PM

Tobago Beyond

DEEP BLUE
ADVENTURES

Room: 265
Open to All

4:00 PM – 5:00 PM

How to Launch Your GI Bill & Skill Bridge Reimbursement Program — What Centers & Pros Need to Know

HEAD WATERSPORTS

Room: 271
Open to All

5:00 PM – 5:45 PM

Anse Chastanet Resort's Bubbly Presentation Of St. Lucia's Diving Delights

ANSE CHASTANET
RESORT & SCUBA ST.
LUCIA

Room: 280
Open to All

FRIDAY, NOVEMBER 6

8:00 AM – 5:00 PM

Curriculum 2: 9000 Pro Series 1st Stage, Brut/Magnum Pro, Oasis/Blizzard Pro, Genesis Prana

SHERWOOD SCUBA

Room: 287
Pre-registration Required

8:00 AM – 6:00 PM

MARES Lab Service Technician Training Course (2-Day) Option 2

HEAD WATERSPORTS

Room: 272
Mares Authorized Dealers

9:00 AM – 10:00 AM

Before the Alarm Sounds: A New Tool for Safer Liveaboards

DIVERS ALERT
NETWORK

Room: 260
Open to All

SSI Standards and Teaching Minors

HEAD WATERSPORTS

Room: 271
Open to All

10:00 AM – 10:45 AM

Crossover Gear: Driving Retail Growth with Multi- Purpose Footwear

CROSSKIX

Room: 279
Open to All

10:00 AM – 10:50 AM

The AI + AI = "Make More Money" Marketing Formula for Dive and Travel Centers

DEEP BLUE
ADVENTURES

Room: 265
Open to All

10:00 AM – 11:00 AM

Risk Management in Deep Diving Part 2: The Hydrogen Story

DIVERS ALERT
NETWORK

Room: 260
Open to All

Risk Management and Human Factors in Scuba Instruction

HEAD WATERSPORTS

Room: 271
Open to All

PADI Standards: Year in Review

PADI

Room: 288
Open to All

10:00 AM – 11:45 AM

Whites Repair Seminar

WHITES DRYWEAR

Room: 268
Open to All, Training

10:00 AM – 12:00 PM

TUSA CARE

Exposure Suit — Basics to Care & Maintenance

TUSA

Room: 273
TUSA Retailers Only

11:00 AM – 11:45 AM

The Biodiversity of the Philippines With Atlantis Resorts and Liveaboards

ATLANTIS PHILIPPINES

Room: 280
Open to All

Avelo Edge: See How Efficiently You Dive

AVELO LABS

Room: 278
Open to All

11:00 AM – 11:50 AM

Diving the Untamed Galapagos

DEEP BLUE
ADVENTURES

Room: 265
Open to All

11:00 AM – 12:00 PM

Safety By Design: Operational Case Studies

DIVERS ALERT
NETWORK

Room: 260
Open to All

The Growth of AI — The New SSI App & What to Expect as We Expand Our Technology Footprint

HEAD WATERSPORTS

Room: 271
Open to All

12:00 PM – 12:45 PM

Australia's Best Islands for Divers

DIVEPLANIT TRAVEL

PTY LTD.
Room: 278
Open to All

12:00 PM – 12:50 PM

Cuba: Gardens of the Queen

DEEP BLUE
ADVENTURES

Room: 265
Open to All

12:00 PM – 1:00 PM

Understanding Today's Divers

DIVERS ALERT
NETWORK

Room: 260
Open to All

Running a Dive Center 101: Best Practices Every Store Owner & Manager Should Know

HEAD WATERSPORTS

Room: 271
Open to All

1:00 PM – 1:50 PM

Mozambique

DEEP BLUE
ADVENTURES

Room: 265
Open to All

1:00 PM – 2:00 PM

DAN Programs for Dive Pros and Businesses

DIVERS ALERT
NETWORK

Room: 260
Open to All

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