



DEMA SHOW[®]

CELEBRATING 50 YEARS

International Orientation

Welcome, International Guests!



What is DEMA Show?

DEMA Show® is the world's largest trade-only event open only to the diving, action water sports, and adventure travel trade, now celebrating 50 years. Owned and produced by [DEMA](#), the Diving Equipment & Marketing Association, it brings together the global diving industry for four days of business, education, networking, and discovery.

500+
exhibitors

250+
education sessions

60+
countries

7,000+
attendees

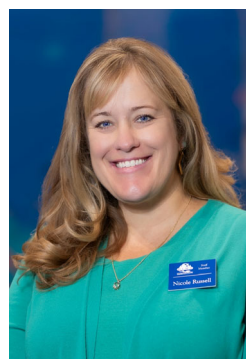
Trade-Only
show



The DEMA Team



**Julie A. Fabsik-Swarts, MS, CFRE,
CAP, CEAP**
President & CEO



Nicole Russell, CEM
Vice President & COO



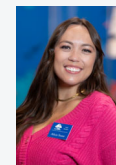
Colleen Vasquez
Vice President & CFO



Laura Loomis
Administrative Assistant



Rachelle Reimers, PCM
Marketing Director



Alicia Stone
Membership Manager



Helpful Contacts

Attendee & General Questions

Jenny Bogue
info@demashow.com
703-647-2626

Exhibitor Customer Relations

Deneen Pratt
exhibitor@demashow.com
703-683-8500

Exhibitor-Sponsored Seminars, Meeting Space, & Product Showcase

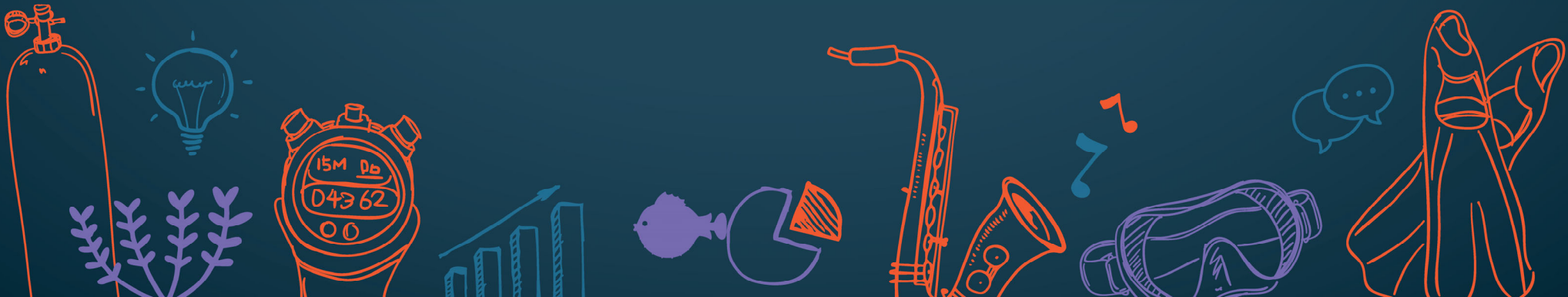
Gretchen Wendorf
gwendorf@ntpevents.com
703-647-2626

Exhibit Space & Sponsorship Sales

Dino Pignotti
dpignotti@ntpevents.com
703-706-8241



Visa & Travel Documentation Information



Visa & Letter of Invitation

DEMA Show is proud to welcome guests from 60+ countries around the world!

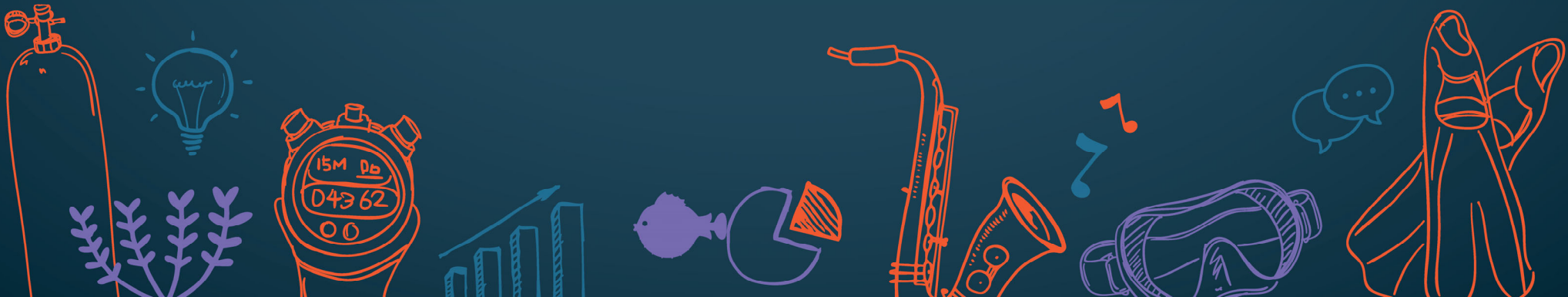
The time to receive approval on a Visa or ESTA can be quite lengthy. We encourage you to start the application process ***as soon as possible*** in advance to prevent delays. For any questions, contact us at info@demashow.com.

Letter of Invitation:

While registering to attend DEMA Show 2026, you will have the option to request a Letter of Invitation. Although it is not required, presenting your letter of invitation to DEMA Show can assist as a supporting document during your Visa interview.



Logistics Information



Venue Information

DEMA Show 2026 returns to New Orleans at the **Ernest N. Morial Convention Center**, with the show floor in Halls G–J.

November 3–6, 2026 · Halls G–J



ADDRESS

900 Convention Center Blvd, New Orleans, LA 70130



Ernest N. Morial Convention Center



Official Hotels / Housing

Official Hotel Options	Base Rate in USD*
Courtyard New Orleans Warehouse Arts District	\$247/night
New Orleans Marriott (Official Host Hotel) <i>Shuttle service to/from convention center available.</i>	\$274/night
New Orleans Marriott Warehouse Arts District	\$286/night
Renaissance New Orleans Arts Warehouse District	\$273/night
SpringHill Suites New Orleans Warehouse Arts District	\$260/night

**Rates do not include taxes and fees.*

The room blocks close on
October 9, 2026.

Rooms are limited and may
sell out quickly.

[Book Your Stay >](#)



Save On Your Travel

Airline Discounts

United Airlines is the **Official Airline of DEMA Show 2026** and is offering exclusive attendee discounts on qualifying flights to New Orleans (MSY).

Valid Travel Dates: October 31 – November 9, 2026

How to Book:

- Visit united.com/meetingtravel
- Enter the following: **ZSHV110076**
- Click Search and book your flight



Rental Car Savings

AVIS is the **Official Rental Car company of DEMA Show 2026**.

Call AVIS directly at (800) 331-1600 or [book online](https://www.avis.com) and reference the DEMA Show's Avis Worldwide Discount (AWD) number.

How to Book:

- Visit: [avis.com](https://www.avis.com)
- Enter pick-up location, date & time, and drop-off date & time.
- Choose from available vehicles
- **AWD Code: T690399**



Arrival & Transportation

The Ernest N. Morial Convention Center is located at 900 Convention Center Boulevard in New Orleans, Louisiana.

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.

Follow the Pedestrian Crossing across Calliope Street. When exiting the venue, this crossing can be found outside of Lobby G.

If arriving to the New Orleans Ernest N. Morial Convention Center, the crossing will bring you into Lobby G.

[Download Rideshare Zone Map >](#)

Driving Directions

From I-10, take US-90 Bus / Westbank (Exit 234A from I-10W or Exit 234C from I-10E) to Exit 11 Tchoupitoulas / S. Peters St. Stay straight onto Calliope Street and take a right turn at S. Peters Street.

From there, parking is available directly ahead. The facility has ample ADA parking. Please email parking@mccno.com if you have specific needs.

[Download Driving Directions and Map >](#)

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.*

[Download Map of Available Parking >](#)

Registration and Exhibit Hall Hours

Registration & Check-In Hours

DAY	ATTENDEES	EXHIBITORS
Sunday, November 1	-	8 AM – 5 PM
Monday, November 2	10 AM – 5 PM	8 AM – 5 PM
Tuesday, November 3	7 AM – 6 PM	7 AM – 6 PM
Wednesday, November 4	8 AM – 6 PM	8 AM – 6 PM
Thursday, November 5	8 AM – 6 PM	8 AM – 6 PM
Friday, November 6	9 AM – 4 PM	9 AM – 4 PM

Exhibit Hall Hours

DAY	HOURS
Tuesday, November 3	10 AM – 6 PM
Wednesday, November 4	10 AM – 6 PM
Thursday, November 5	10 AM – 6 PM
Friday, November 6	10 AM – 5 PM

Media Personnel: Once onsite, media can check in at the main registration desk or in the Media Office in rooms #281 & #282.



Credentials & Badge Pick Up

[View Credential Requirements >](#)

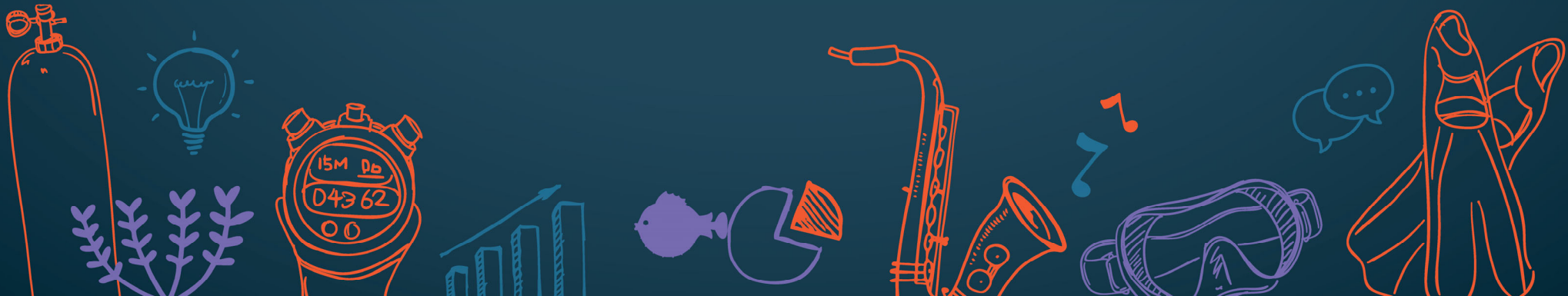
DEMA Show is a trade-only event. All attendees must provide credentials. Advance online registration is strongly encouraged, though you may register onsite at the Registration Desk.

- Submit credentials online when registering. You may also log into your dashboard after registering to upload them later.
- Should you experience difficulty uploading your credentials, you may send these documents to:
 - **Email:** dema@csreg.zohodesk.com
 - **Fax:** +1 708-344-4444
 - **Mail:** DEMA Show 2026, 2300 Cabot Dr., Suite 230, Lisle, IL 60532
- Once credentials and payment are approved, you'll receive a **badge pick-up notice** via email, which includes a distinct barcode. When you arrive, bring this and a valid photo ID to check in quickly onsite. *No need to print, the barcode can be scanned from your mobile device.*

Onsite Registration Desk is available for registration, changes to an existing registration, or general questions.



Education, Show Floor Features, & More!



Full Education Schedule

Committed to delivering ***diverse, hands-on, and industry-leading experiences***, DEMA Show equips industry professionals with valuable skills and opportunities to expand knowledge, while cultivating a collaborative community within the diving, travel, and action water sports industry.



[Full Education Schedule >](#)

[DEMA-Sponsored Education >](#)

[Exhibitor-Sponsored Seminars >](#)

[Friday Instructor-Focused Sessions >](#)

[Resource Center Snapshot Sessions >](#)

Programming runs Monday, November 2 through Friday, November 6



50th Anniversary Party

Celebrate five decades of innovation and connection with an evening at Mardi Gras World.

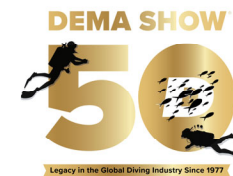
WHEN
Thu, Nov 5

TIME
6:00 – 9:00 PM

WHERE
[Mardi Gras World >](#)

WHAT TO EXPECT

- Self-guided tours of the iconic Float Den
- Photo opportunities and themed backdrops
- Appetizers, beer, wine, and entertainment
- Networking with the global diving community
- Special presentations marking 50 years



Add your party tickets when registering or edit your existing registration

[Download the How-To Guide >](#)



Happy Hour & Block Party

Each day, DEMA and select DEMA Show exhibitors offer drinks, food, and other specials during the last hour of the Show, a fun way to close out your day on the floor.

EVERY SHOW DAY · final hour on the Show floor

Exhibitors, want to join in on the fun?

Tell us what you'll be offering and we'll add it to the lineup on the DEMA Show website.

[Submit Your Offering ›](#)



Treasure Hunt

The [DEMA Show Treasure Hunt](#) is the fan-favorite crowd experience: explore the Show floor, connect with top exhibitors, and complete the hunt for a shot at epic prizes.

Complete 25 stops for a chance to win



7-Night Dive Package for 2



Complimentary DEMA
Memberships



Complimentary Hotel for
DEMA Show 2027



50th Anniversary Merch
Bundle

...& MORE!



First-Time Attendee Orientation

First time attending DEMA Show?

Join us for a brief session on Tuesday or Wednesday to get everything you need to make the most of your time at the Show.

WHAT YOU'LL GET



Insider tips and tricks for the Show



Outline of special events and show features



Private tour of the Show floor before it opens

TUESDAY
November 3
8:30 – 9:15 AM

WEDNESDAY
November 4
8:30 – 9:15 AM

**First-Time Attendee
Orientation Sign-Up >**

Make the Most of New Orleans

Your DEMA Show experience doesn't have to end when the Exhibit Hall closes. Make time to explore the city's food, music, culture, and one-of-a-kind attractions.

EXCLUSIVE OFFERS FOR DEMA SHOW PARTICIPANTS



Catch a Pelicans game — special ticket offer for select games during Show week

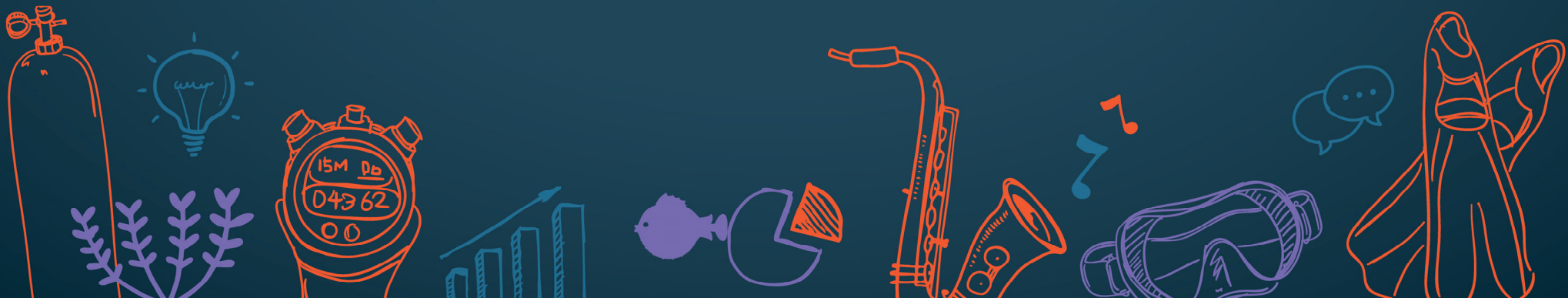


Explore and save — discounts at participating restaurants, museums, tours, and venues



[Explore Experiences & Discounts ›](#)

Exhibitor Information & Shipping Logistics



Exhibitor Dashboard

DEMA Show 2026
November 3 - 6, 2026 | New Orleans, LA

Search...

Home
Checklist
Resources
Users
Leads

DEMA
Booth: 100

M Maeson

Complete Your Profile [View Listing](#)

- ✓ **Company & Contact Information** *None added*
- ✓ **Company Description** *Complete*
- ✓ **Product**
- ✓ **Special**

Financials
All payments have been made.
[Go to Financials →](#)

Housing Reservations
Book your stay in one of five official DEMA Show Hotels and enjoy discounted rates at convenient locations near the Ernest N. Morial Convention Center.

Exhibitor Registration Dashboard
Access Exhibitor Badge Registration, sign up for Exhibitor-Sponsored Education or the New Product Showcase, and make a seminar or badge payment if Microsoft Excel

Book Your Hotel Room for DEMA Show ✕
Book your stay in one of five official **DEMA Show Hotels** and enjoy discounted rates at convenient locations near the Ernest N. Morial Convention Center.
[Make Reservation](#)

- Check all **upcoming deadlines** as well as overdue items.
- Add **additional booth staff** for a seamless on-site registration experience.
- Browse **links to helpful resources** including the DEMA Show email library, promotional opportunities, housing, and more.



Exhibitor Move-In/Move-Out

Move-In Hours

DAY	HOURS
Saturday, October 31	8 AM – 5 PM <i>By Appointment Only</i>
Sunday, November 1	8 AM – 5 PM
Monday, November 2	8 AM – 5 PM

- On move-in days, exhibitors may continue working in their booths after 5:00 pm; however, **a late work pass is required**. Show Management will be on the show floor to distribute passes. Please note that late work passes do not allow re-entry and no one will be permitted to enter the exhibit hall after 5:00 pm.
- All aisles must be cleared by **5:00 pm on Monday, November 2**, to allow for aisle carpet installation.

Move-Out Hours

DAY	HOURS
Friday, November 6	5 PM – 9 PM
Saturday, November 7	8 AM – 12 PM

- Exhibitors may NOT begin dismantling their exhibits until **AFTER 5:00 pm on Friday, November 6**.
- All exhibitor materials must be removed from the exhibit facility by **12:00 pm on Saturday, November 7**.
- To meet this deadline, all carriers must check in no later than **7:00 am on Saturday, November 7**.
- Request your outbound Material Handling Agreement (MHA) and Outbound Shipping Labels in your [Exhibitor Dashboard](#).



The EXPO Group (TEG)

Exhibitors should log into their [Exhibitor Portal](#) and select the TEG Dashboard.

From there, you can:

- Order services
- Review detailed sections that provide answers to most questions
- Access links to all approved vendors

View [TEG Quick Facts](#) for details on Shipping, Move-In/Move-Out, Important Deadlines, and more.

The Expo Group Dashboard (TEG)

Click below to launch the TEG dashboard. You can access the full manual or place orders by using the "order services" button.

[TEG Dashboard →](#)

Order Early

To avoid delivery delays

Only U.S. Dollars

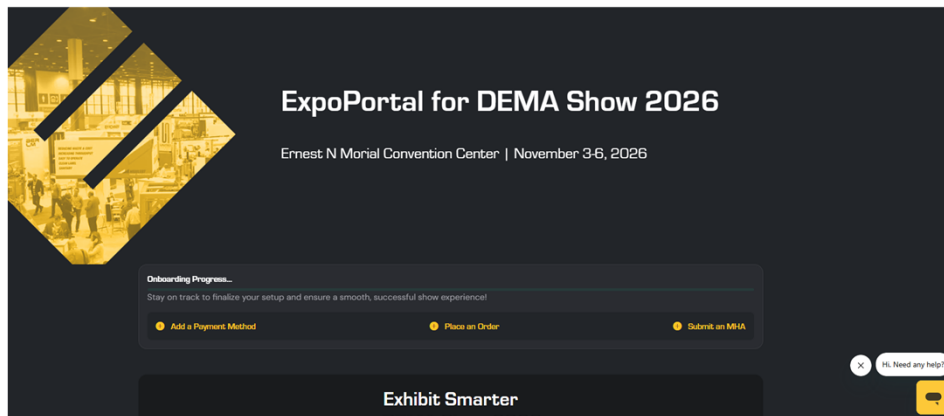
Accepted for payment

Customized Support

Provided for international exhibitors

The EXPO Group (TEG)

This is the online ordering portal where users can order TEG services. Use the **yellow Chat button** in the bottom right for support.



Customer Service

- ExhibitorService@theexpogroup.com
- Chat feature can be found in online portal.
- 972-580-9000

Cyberservices

Scan the QR code for a video walkthrough of the TEG portal.



Phoenix International Business Logistics

Recommended Shipping Provider

We recommend using Phoenix International Business Logistics to ensure timely shipping, customs clearance, and delivery by working with their worldwide agents.

Contact

Bobbi Hobson

1201 Corbin Street

Elizabeth, NJ 07201

Phone: 908-355-8900

bhobson@phoenixlogistics.com



Important Shipping Information



Process

- For an estimate, email Bobbi Hobson at bhobson@phoenixlogistics.com.
- Begin discussions with PIBL and your local agent **as soon as possible**.
- Provide PIBL with a completed commercial invoice for review. Keep declared values low for duty purposes.
- Ship early to meet PIBL's arrival requirements and avoid delay.



Wood Packaging Regulations

- All wood packaging must be treated and stamped with the **IPPC mark** (clearly visible at container opening).
- USDA no longer accepts fumigation certificates; noncompliant packaging will be re-exported.



Media Partners

Have an exciting announcement?

Promoting a new product at DEMA Show 2026?

DEMA Show's Official Media Partners play an essential role in sharing industry news, insights, and Show coverage with the global dive community.

We encourage you to connect directly with our official media partners to explore potential coverage or advertising opportunities.

Meet the DEMA Show 2026 Official Media Partners >



ADEX

Contact
Kirsty New



DAN (Divers Alert Network)

Contact
Divers Alert Network



ConnectLive
Live Coverage Media Partner

Contact
Stephan Whitten



DIVEIN

Contact
Nicole Lerner



Dive Photo Guide

Contact
Ian Rangozo Solis



DiveNewsWire
Official News Source of DEMA Show

Contact
Scott Jones



Ocean Geographic

Contact
Michael Ray



PADI

Contact
Samantha Peterson



Ror Media

Contact
Ror Media



Scuba Diving Industry Magazine

Contact
Patty Cline



Scuba Radio

Contact
Craig Hall



X-Ray Mag

Contact
Peter Symon



Promotional Opportunities

As an exhibitor at DEMA Show, you have the unique opportunity to do a year's worth of business **in just a matter of days!**

To help you spotlight your brand and engage with attendees, explore all the opportunities below:

Sponsorship Opportunities

Product Showcase

Author's Corner

Silent Auction

**Exhibitor-Sponsored
Seminars**

Happy Hour and Block Party



**We look forward to
welcoming you to
New Orleans**

