

MARKETING OPPORTUNITIES

Stand out from your competitors through vigorous pre-show and on-site promotion and marketing! DEMA Show offers an abundance of opportunities, products and educational tools to help promote your presence.

Exhibitor Marketing Opportunities Include:

- **DEMA Show Sponsorships** – Get noticed and drive traffic to your booth. Sponsorships can bring your company high-profile exposure, and there are many opportunities to communicate as much as you want, when you want and where you want. Pre-show and on-site tactics have been developed to fit every budget. Call 1.800.687.7469 ext 252 or email sales@demashow.com TODAY to learn more!
- **Advertise in the DEMA Show Digital Show Guide & Business Directory** – As an Exhibitor you receive a free company listing in DEMA Show’s 2019 Digital Business Directory. Augment your free listing with a full-page advertisement – enhance your company’s image, strengthen your product’s brand identity and differentiate yourself from the competition! The Digital Show Guide will be posted on the website and distributed to all registered attendees in October 2019. *Call 1.800.687.7469 ext 252 or email sales@demashow.com TODAY to learn more! Advertising deadline is August 29, 2019.*
- **Reach Your Target Attendee** – TrafficMax by CompuSystems allows the exhibitor to maximize traffic to your booth. TrafficMax is an easy-to-use system that allows you to quickly send a professional-looking HTML email or customized postcard to the targeted/qualified buyers who are already registered for the show. To learn more, [please read this flyer](#). You can purchase this in registration.
- **Showcase Your New Product** – If your company is offering a new product in 2019, consider showcasing it in the New Product Showcase, an area that will be promoted via DEMA promotional efforts both pre-show and onsite. You can also place your new products for demonstration in the DEMA Scuba Demonstration Pool. *Get more details – click on New Product Showcase in the Exhibitor Services Manual.*
- **Scuba Demonstration Pool** – This heated pool is 20’ wide by 40’ long by 4 ½’ deep and will be located on the show floor where all the action is! This pool is ideal for demonstrating your products, including kayak, mask, snorkel, fin, wetsuit, communications, breathing apparatus, etc. This is a FREE opportunity for DEMA Show New Product Showcase participants! *Get more details – click on New Product Showcase and Scuba Demonstration Pool in the Exhibitor Services Manual.*
- **Media Relations** – Effective media coverage can make a difference in your marketing strategy at DEMA Show 2019. As part of our effort to help you promote your business and presence at DEMA Show 2019, we have compiled a well-rounded offering of **Public Relations (PR) Services and Opportunities** to help your company garner great press. *Get more details – see the form in this section.*