

**NEW
FORMAT:**

Dynamic
Show, water based
Scuba activities
really at the
core of the show

**NEW TARGETS FOR
EXHIBITORS
AND VISITORS**

New motivations, much
more appeal!

100% INTERACTION:

- 1 - TOUCH,
- 2 EXPERIMENT,
- 3 LIVE!

test equipmet INWATER!

Every depth - NightDive
also

15 DIVE SECTORS,

from APNEA to
COMMERCIAL

**+ 100.000
SQUARE METERS
LAKE WATER
FIELD**

U/W horizontal and
vertical lines, buoys,
boats, assistance,
deco stations ...

**+ 15.000 SQUARE
METERS
EARTH FIELD**

stands, services,
hyperbaric chambre,
I. hospital, restaurants,
showers ...

**SCIENTIFIC
RESEARCH**

earth and in-water
laboratories

SPECIAL INITIATIVES,

workshops, updates,
meetings, conferences,
contest, events,
nigth parties ...

LOW PRICE:

85 € per m2 EXHIBITOR AREA
free waterfield use, free dives

FREE VISITORS ENTRANCE

free waterfield use, free dives

EXCELLENT FOR COMPANIONS

Good season, open air, lake, mountains,
nature, Italy ... holidays!

**DYNAMIC™
DIVE
EXHIBITION**

**THE DIVE
FESTIVAL**

9/11 MAY
**Major Lake,
ITALY**



**NO LIMITS INVOLVMENT FOR WHO
WANTS REALLY MUCH MORE**

NEW CONCEPT OF SHOW:

www.ddexhibition.org

Commercial agreements:



iskandar.risso@fastwebnet.it

www.ddexhibition.org

WHATH DOES “WATER BASED” MEAN?

Scuba activities really at the core of the show.

This insures the presence of motivated or really curious visitors, reducing quantity of incidental public.

This will also permit the exhibitor to spend more time and organize ad-hoc initiatives per single visitor, assisting him at the **very** best.

Outcome: less confusion, more efficiency and satisfaction, from everybody and under every aspect

WHATH DOES “DYNAMIC” MEAN?

Visitor's involvement at all levels, everywhere and all the time.

Visitor must really be protagonist: he or she can experience all kind of dives, discover and test any tipe of equipment, partecipate in scientific researches, move from a room where there is a conference to another where there is a meeting or a course or an update or a practical demonstration, or video/slides session of records, missions, exciting dives, and so on.

In fact “Dynamic” means the opposite of “static”, including **all interests and curiosities a diver has at that time ... or may have in the future.**

And above all **permitting him or her to touch, to experiment and live** (not just to see) them

WHAT IS THE NUMBER ONE TARGET?

No doubt: **the Visitor.**

Traditional shows are mostly exhibitor-oriented. In other words, simply stand-oriented.

A stand, by itself, is static. As opposed of this, **Dynamic Dive Exhibition shall dynamically rotate mostly around the Visitor; a radically different concept!**

Thinking also at the visitor's expenses to partecipate (for free) and giving him opportunities to find cheap hotels/meals, free parking and so on ...

That will not only make **the show much more interesting, but also much cheaper!**

ISTHIS A SHOW OR AN EVENT? OR EVEN A FESTIVAL?

Yes, a show like that seems more an event than a classic show ...

it is a “Campus”, a Festival of scuba diving, also in some

moments a party, with evening fun and entertainment in the same

area, to be all together all the time, continuing to extend relations during happy

hours and later, without interruptions and dispersions, **permitting to meet and**

interact with different people and groups also during social activities

THE DIVE FESTIVAL

9-10-11 MAY

Major Lake, Italy ●

