

# Australia International Dive Expo Joins Sydney International Boat Show

For the very first time this year, the Australia International Dive Expo (AIDE) will be moving to the International Convention Centre Sydney to be part of the Sydney International Boat Show (SIBS), the largest recreational boating event in the Southern Hemisphere.

As the Boat Show will be celebrating its 50th edition this year, it is opportune timing for AIDE's debut to showcase to visitors the beauty of the underwater world and the infinite activities and interests that complement the boating and sailing lifestyle that is enjoyed by so many Australians.

Shared by the Boat Show Organiser that records showed more than 15% of visitors to the boat show have an expressed interest in diving and snorkelling and this partnership will be an added bonus for visitors to the show.

As such, the partnership with AIDE will not only take the Boat show to the next level in its offer to visitors, but also open up a host of unexplored opportunities to new and existing exhibitors to reach Australia's high-income earning water enthusiasts.

AIDE Director, Ness Puvanes, welcomes the partnership with open arms. She says it not only offers the dive exhibitors the chance to reach a wider audience, but on the other hand also presents a more comprehensive show for attendees, thus encouraging higher visitor numbers.

"The partnership exploits the natural synergy between the two shows, delivering to visitors an engaging weeklong event that covers everything above and below the water," she adds. "It is effective and convenient, which we believe that this will be beneficial to both the exhibitors and visitors."

AIDE has no doubt become an important and valuable platform for the Australian public to learn more about the diving world and it has always been the aim to reach existing divers and to be divers with a keen interest in the sport to provide them with access to the latest information and developments relating to diving.

AIDE will not only be educational, but entertaining as well. From dive try-outs, dive travel packages, dive courses and holiday packages to dive equipment, photography and marine conservation practices, visitors will be

able to immerse themselves in the marine world at the Show. Demonstrations and presentations by experts in the industry will also have visitors well engaged with their interests.

Exhibitors can also expect to meet a host of new contacts who will be joining AIDE from all corners of the world. They include tourism boards, tour operators, new equipment suppliers, and many more.

On its return to Darling Harbour, the 50th edition of the Sydney International Boat Show looks to celebrate this year's event with the biggest number of exhibitors, more than 60,000 visitors through the gates and series of entertaining elements.

The Show will take place from the 3 – 7 August 2017. Opening times will be 10am to 8pm in the halls, with the adjoining marina display closing daily at pm. For further information about AIDE including the list of exhibitors, presentations, activities and workshops, go to [www.australiadiveexpo.com](http://www.australiadiveexpo.com). To find out more about the boat show, visit [www.sydneymboatshow.com.au](http://www.sydneymboatshow.com.au).

## AIDE Exhibitors - 3-7 AUGUST

1	AUSTRALASIA INSTITUTE FOR MARITIME ARCHAEOLOGY	AUS
2	AUSTRALIAN NATIONAL MARITIME MUSEUM (ANMM)	AUS
3	BAUER KOMPRESSOREN AUSTRALIA	AUS
4	CRUISING RAJA-AMPAT	INDO
5	DISCOVERY FLEET CORPORATION	PHIL
6	DIVE LOG MAGAZINE	AUS
7	DIVE RESOLUTE	PHIL
8	DONSOL ECO RESORT	PHIL
9	EL PINOY DIVE & LEISURE RESORT	PHIL
10	EXMOUTH DIVING & WHALESHARK CENTRE	AUS
11	GANGGA DIVER & LOTUS HOTELS	INDO
12	GILI TRAVEL AGENCY	INDO
13	GW MARINE SPORTS	AUS
14	HALO ANILAO DIVE RESORT	PHIL
15	KASAI VILLAGE BEACH RESORT	PHIL
16	MALDIVES ASSOC. OF TRAVEL AGENTS & TOUR OPS	MAL
17	OCEAN GEOGRAPHIC SOCIETY	AUS
18	OLYMPUS AUSTRALIA	AUS
19	OZDIVER MAGAZINE	AUS
20	PAPUA EXPLORERS DIVE RESORT	INDO
21	PAPUA NEW GUINEA	PNG
22	PASCAL LECOCQ	USA
23	POWER DIVE	AUS
24	QUEST TOURS	AUS
25	SCUBASPA MALDIVES	MAL
26	SEA SHEPHERD AUSTRALIA	AUS
27	ST GEORGE UNDERWATER CENTRE	AUS
28	SUPERYACHT CREW ACADEMY	AUS
29	TDI SDI	AUS
30	THALASSA DIVE RESORT	INDO
31	THE ARENUI BOUTIQUE LIVEABOARD	INDO
32	TIANJIN DEEPFAR OCEAN TECHNOLOGY CO LTD	CHIN
33	TOURISM FIJI	FIJI
34	TOURISM MALAYSIA	MAL
35	TOURISM TONGA	TNG
36	TRITON DIVING EQUIPMENT	USA
37	UNDERWATER SKINDIVERS & FISHERMENS ASSOC	AUS
38	UNDERWATER.COM.AU	AUS
39	WAKATOBI DIVE RESORT	INDO
40	X-RAY MAGAZINE	DEN

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# AIDE 2017 - Where Fun Meets Business Opportunities

## Undeniable Growth

The business of diving is one that is rapidly growing. As a sport, recreational activity or for research and conservational purposes, the fact is we simply cannot ignore that this industry is expanding and becoming more mainstream and more accessible to a lot more people.

## Increased Opportunities

In recognising this, we have developed a platform to bring together industry partners and distributors, dive enthusiasts, marine experts and conservationists to further nurture and encourage this growth. Our aim with this one-stop networking event is to not only assist to facilitate more B2B opportunities, but B2C as well.

## World-Class Event

Having joined forces with the well-established and highly popular Sydney International Boat Show, this year's Australia International Dive Expo will take place over five days from 3 – 7 August 2017 in the newly renovated International Convention Centre in Sydney's Darling Harbour. You can expect more than 80,000 visitors to walk through our halls.

## Best of the Best

**B2B:** With the top tier suppliers and players from the dive industry attending and exhibiting at the event, you will connect with successful businesses large and small to help you in your mission to grow in this industry. From tourism bodies to tour operators and distributors to dive marine experts, this event is a valuable opportunity for you to position your brand and business in your desired target market, while expanding your network.

**B2C:** Along with the exhibitors, we will continue to develop and maintain interest among existing divers and newbies, keeping them inspired and curious about the underwater world. For the very first

time, this year's show will see water enthusiasts come together to meet, mingle and learn more about activities both above and under the water.

## Highlights

We have a fantastic line up of events in store, including:

- Onsite pool try-dive for first time divers
- Free photography course for university students ONLY on Sat 5th August 10am-3pm register at [info@australiadiveexpo.com](mailto:info@australiadiveexpo.com)
- Maritime Archaeology Course - 3rd & 4th Aug from 10 am to 4pm by AIMA - developing effective ways to learn essential maritime archeological skills - register at [info@australiadiveexpo.com](mailto:info@australiadiveexpo.com)
- Dive Gear Workshops - Kel Bradley - Learn new tips on how to better maintain your dive gear.
- Presentations by dive marine experts including Andrew Harvey and Bob McComb
- Photo gallery
- Competitions to win major dive holiday prizes
- ... and much, much more!

## Don't Miss Out!

Be it for business or to learn more about our fascinating underwater world, you will meet and connect with the cream of the crop in the dive industry at AIDE 2017. See you there!

[www.australiadiveexpo.com](http://www.australiadiveexpo.com)



## EXPLORE • LEARN • ENGAGE • PROTECT

Jean-Michel Cousteau's Ocean Futures Society is a non-profit marine conservation organization based in Santa Barbara, California. We are committed to exploring our global ocean, inspiring and educating people throughout the world to act responsibly for its protection, documenting the critical connection between humanity and nature, and celebrating the ocean's vital importance to the survival of all life on our planet.

We depend on your support to fulfill our mission, especially at a time when our oceans are so at risk. Your charitable, tax-deductible contributions allow us to continue to protect the ocean, and, ultimately ourselves.

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