



MEDIA RELEASE
7 JUNE 2017

In Collaboration with



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."

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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 7pm.

For further information about AIDE including the list of exhibitors, presentations, activities and workshops, go to www.australiadiveexpo.com. To find out more about the boat show, visit www.sydneyboatshow.com.au.

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