



MEDIA RELEASE

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AIDE IN SYDNEY IN SEPTEMBER 2015

Australia International Dive Expo returns even bigger and better in **2015 from 12-13 September**. This second installment will feature pool dive try-outs, a stunning photographic and video presentation of the marine world, a line up of speakers and even bigger children's corner, a series of prizes to be won over the weekend event.

This year, AIDE welcomes more than 50 exhibitors to share their passion for the sport including knowledge of new and existing dive destinations, trends and gear with the growing Australian dive community. Exhibitors include dive certifiers, tourism boards, dive resorts, operators, equipment providers, marine conversationalists, photographers, free-divers and many more.

Pavilion for photography, conservation and free diving will be set up to welcome diving enthusiasts to share their passion, expertise and knowledge with the public through presentation.

Non-divers interested in learning more about diving can also sign-up to join other newbies for a taste of the sport at the on-site pool. For the try-outs, participants would get an introduction to scuba diving and learn about the basic dive equipment required before getting geared up to experience a shallow introductory dive themselves.

For business on diving, explore trade opportunity, networking and new market through B2B session on 11 September 2015 at the venue.

Visitors will be offered exclusive dive holiday deals, a range of dive courses to suit their requirements, special offers on the latest scuba diving and camera gear, expert tips on underwater photography, information on ongoing marine conservation practices and a host of other engaging activities.

Visitors also get to hear from expert industry such as Associate Professor Michael Bennett, Adam Stern (Freediver), Scott Portelli, Heather Sutton, Johan Boshoff, Phil Enright, Madison Stewart (Shark Girl), Albert Li, Lucas Handley, Linda Cash, Debbie Ferguson with more line up of speakers will be added.

Visitors will get to watch short videos on documentary themed “STORIES OF THE OCEAN” contributed by Dr Richard Smith, Scott Portelli, Michael Aw, Madison Stewart, Anuar Abdullah which will be screened for the 2days. More videos from contributors will be announced at the website.

And while the adults are kept occupied, children will be kept entertained in a large kids section where they can let their creativity run free, while learning new skills in arts and craft guided by Andrea Davies and Peter Strong at the Kids Zone.

Interested visitors will also be able to enter competitions to win:

- Dive gear worth \$4,000 - pool dive try for non-divers;
- Two (2) diving holiday prizes.
- Three (3) prizes for the Facebook competition.

Join us to be part of the show or meet us to **SEE, FIND & HEAR** everything about the world of scuba diving.

For more information, visit www.australiadiveexpo.com.
