



In Collaboration with



MEDIA RELEASE

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AUSTRALIA INTERNATIONAL DIVE EXPO (AIDE) 2018

In 2017, and for the very first time, the Australia International Dive Expo (AIDE) and the Sydney International Boat Show (SIBS) collaborated to bring water enthusiasts together to experience an event like no other at the spectacular location of Darling Harbour, Sydney.

Running for 50 years now, the Sydney International Boat Show is a well-established and highly anticipated annual event, which sees exhibitors turnover multi-million dollar deals each day. The 2017 Show recorded just over \$25mil of sales over the five-day event.

For boaters, sailors, yachtsman, divers, snorkelers, live-aboard enthusiasts, underwater photographers, marine scientists, conservationists, the event is a one-stop event for all of their needs in terms of networking, sharing of knowledge and sales.

2017's collaboration between the two Shows proved a huge success in bringing together water-lovers, while opening up a host of new opportunities to both exhibitors and visitors. The expo welcomed 63,045 visitors.

The 2018 instalment of the Australia International Dive Expo (AIDE) will take place once again at the International Convention Centre Sydney as part of the Sydney International Boat Show from 2-6 August.

Exhibitors around the globe and Australia will showcase products and services from dive holiday, sign up for new dive courses, see the latest scuba gear, photography equipment and get updated on new underwater drones, as well as a range of other gadgets and gizmos.

With interest in scuba diving on the rise, the organisers of AIDE have planned series of activities during the expo:

Forum on Marine Rescue - Themed "Shark Talk", there will be a panel of experts sharing their knowledge and experiences with the visitors in the one hour session on Saturday.

Photography Competition - there will be a photography contest to win the title of 'The AIDE Australasia Underwater Photographer of the Year Competition 2018'. Opened to novices and professionals, submissions will be judged live on Sunday and one the judge will be legendary scuba diver, Valerie Taylor. There will be some seriously attractive prizes to be won, too!

Speakers' Presentation - there will be an exciting line-up of speakers for this year's event, which will cover a wide array of hot topics including technical diving, dive destinations, dive gear maintenance, photography, videography, and much more.

Marine Educational Program - This is a school program organized by both SIBS and AIDE as part of the Show. This is not only to get the next generation excited about the underwater world, but importantly, inspire them to take up scuba diving and also to learn about and get involved in marine conservation. The marine program will cover the key topics of scuba diving, photography/videography skills and ocean conservation.

Pool Try-dive - this year will see the addition of two extra pools at the Show to allow for more product demonstrations and dive try-dives. Underwater drones will no doubt be of keen interest, as well as underwater scooters.

Dive gear maintenance - An expert on dive gear maintenance will share the technicalities, performance, mechanism and function and the importance of gear maintenance and how you can best service your dive equipment on Saturday and Sunday.

Dive deals - Visitors will have the opportunity to shop for their next dive holiday, sign up for new dive courses or check out new destinations and liveboards.

Prizes to be won - General visitors to the show will also have the chance to win themselves dive product and holiday prizes. All they will need to do is enter the competition (a game of skill) when visiting the dive section.

Kids' Zone - there will be lots of entertaining activities taking place over the five days and parents can take advantage of the kids' zone while shopping around for great deals or networking with the water experts.

Tickets - With more than 60,000 visitors expected at this year's Show, visitors are encouraged to register their interest and purchase tickets online to avoid queues. Tickets are available at www.sydneyboatshow.com.au.

Opening hours - Opening times will be 10am and closes at 7pm in the halls and the adjoining marina display.

Don't miss the opportunity to join us to explore the business of diving from 2 to 6 August 2018, at Exhibitors Convention Centre, Darling Harbour, Sydney.

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