

Life is BETTER UNDERWATER

MARCH 4-5, 2023



NAEC STONELEIGH PARK
STONELEIGH, KENILWORTH CV8 2LZ



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The UK's only trade and consumer show
dedicated to scuba diving and dive travel

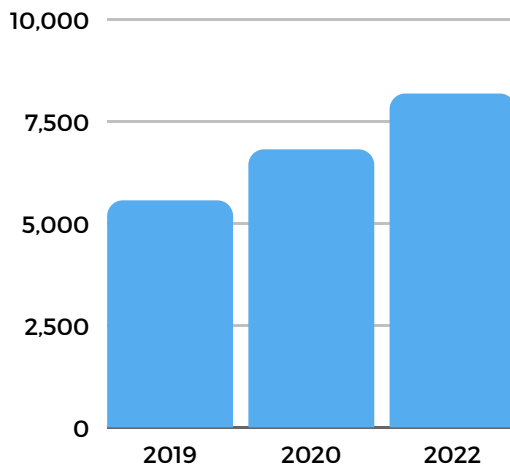
WWW.GODIVINGSHOW.COM

SHOW PROFILE

The Go Diving Show is the only UK consumer and trade event dedicated to scuba diving and dive travel. Launched back in 2019, GODS looks to serve the established diving market within the UK while inspiring new students and non-divers into our beautiful underwater world.

In a recent move to the NAEC Stoneleigh Park, the Go Diving Show offers a range of interactive and inclusive activities to keep the whole family entertained for the entire day. Throughout the weekend, the show will host several high-profile speakers, from TV personalities like Steve Backshall, Ross Kemp, Andy Torbet and Monty Halls, to diving celebs like Cristina Zenato, Liz Parkinson and Patrick Widmann, along with some of the homegrown talent, all ready and willing to help YOU become a better diver.

VISITOR STATISTICS



This chart is the total of annual visitors each show year including trade and consumer visitors. The visitors are mainly from the United Kingdom.

Challenging times aside, there is still a healthy appetite from the general public to attend in-person events

WHAT BEST DESCRIBES YOUR DIVING

Qualified Diver (non-professional)	62.51%
Professional Diver	22.13%
Looking To Learn/Refresh	15.36%

INTERESTS

Dive Gear	84%
UW-Photo	78%
Dive Travel	73%
UK Diving	48%
Tech Diving	37%

VISITOR SHOW SPEND

Average Spend	£732.00
Purchased Equipment	59.92%
Purchased Dive Travel	37.16%

2023 SHOW CHANGES

We will be making several key changes in 2023 to develop the show into a show that will drive more visitors to the venue and reduce costs for our exhibitors. These changes will include;

Trade Day - While an important part of the event, the trade event will no longer be held on Friday afternoon. Instead, the show will open Saturday and Sunday from 8-10 am to trade visitors to conduct business. Consumer visitors will be allowed into the exhibition from 10 am.

Stage Changes - We will now change the theme of our smaller stages each day. We will also include a dedicated British Isles stage.

Rate Changes - We are changing the way we charge for ground space, so there is more flexibility for those looking to purchase larger stands.

British Isles Grant - In the visitor survey, the lack of UK diving was a major comment. We plan to address this by offering forty grants to diving companies around the British Isles to exhibit at the show for a minimal investment.

The following businesses are eligible to apply for the grant:
Liveboards, Charter Boats and Dive Centres owned and operated within the British Isles.

There is a £500.00 deposit due on application, and meeting the below criteria will trigger a £350.00 credit back to your source of payment at the end of the event.

1. Exhibitors must attend the show on Saturday and not leave before the show closes Sunday.
2. Stands to be appropriately dressed with full-colour graphics and information for visitors.
3. Selling any physical products is prohibited from these stands - no selling of equipment or merchandise.

The £150.00 balance covers third party cost of the shell scheme, carpet and lights to the stand. Each stand will be a 3m x 2m in size.

SPONSORSHIP

Standing out from the crowd can be tough, especially within a niche marketplace. We have created several tailored solutions to help increase your brand visibility at the next Go Diving Show.

SHOW PARTNER - £500

Logo listed on www.godivingshow.com homepage as an official show partner.

PUB SPONSOR - £2500

Logo listed on www.godivingshow.com homepage as an official show partner | Large floor sticker in the pub area | Full-colour graphic in the pub area.

POOL SPONSOR - £5000

Logo listed on www.godivingshow.com homepage as an official show partner | Full-colour graphics around the pool area

MAIN SPONSOR - £10000

Logo listed on www.godivingshow.com homepage as an official show main sponsor | Lightbox graphics on the main stage | Logo included in all pre and post-show communications in Scuba Diver magazine.

SHOW EXTRAS

MEETING ROOMS - £POA

Looking for a dedicated private meeting space? We have several rooms that can be used to accommodate your needs.

DIRECTIONAL SIGNAGE - £POA

Direct visitors to your stand with floor stickers and directional signage from the entrance and stages. Limited availability.

IMPORTANT INFORMATION

Venue: NAC Stoneleigh Park, Coventry, United Kingdom

Event Timing:

Thursday - 11am - 8pm Space Builds

Friday - 8am - 8pm Space & Shell Builds

Saturday - 8am - 10am Trade Only | 10am - 5pm Consumers

Sunday - 8am - 10am Trade Only | 10am - 5pm Consumers

Sunday - 5.30pm - 11.45pm Breakdown

Rates:

Shell Scheme - £200.00 per 1 sqm | min 6 sqm

Shell Walls | Carpet | 2x Spot Lights | Daily Cleaning | Pre-Show
Promotions | Digital Listing With Backlink

Space Only - £175.00 per 1 sqm | min 8 sqm

£135.00 per 1 sqm | min 30 sqm

£115.00 per 1 sqm | min 50 sqm

£95.00 per 1 sqm | min 100 sqm

Bulk space includes black carpet as standard. Additional carpet choices are available from the show contractor. Additional costs apply.

We permit the subletting of space, however, there will be additional finance charges of £50.00 per invoice if we are asked to split bills between more than one company.

COMPANY NAME

CONTACT NAME

INVOICE EMAIL

CONTACT TEL #

SPACE SHELL SIZE X

A 50% deposit is required to secure your space. The balance will be due by 30 Jan 2023. Contracts supplied after this date must make payment in full to book your stand. All deposits are non-refundable unless the event is postponed by the government or venue, in which case Rork Media would move the funds to the next available show. Read the full terms of exhibiting on our website.

www.godivingshow.com/terms

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