

2020 SHOW SUPPORT PACK



The Way the World Learns to Dive®

Europe, Middle East and Africa

A PADI RETAILER & RESORT ASSOCIATION MEMBER BENEFIT

The PADI 2020 Show Support Pack provides renewed, 100% PADI, Retail & Resort Association members with PADI branded collateral to support marketing efforts when exhibiting at Dive Shows and PADI Diver acquisition expos.

PADI Show Support Pack (SSP)* includes:

- 1 NEW recycled 1m x 1.5m PADI flag
- 100 PADI pens made from recyclable materials
- 50 PADI Stickers

*Limit of one SSP per Dive Centre/Resort, per calendar year, and subject to terms and conditions.

Before, During and After your Expo

Complete and submit the PADI Show Support Pack Application with evidence of attendance at your Expo** **at least eight weeks prior to your Expo.**

- Upon approval of your Application, PADI will authorise your Show Support Pack to make use of during your Expo
- If exhibiting at a Show at which PADI is exhibiting with a PADI stand, your Show Support Pack is to be collected from the PADI stand on Day 1 of the Show
- If exhibiting at a Show at which PADI is NOT exhibiting, PADI will ship your Show Support Pack, free of charge, with your next Sales Order
- Your PADI booth must have a professional appearance, display your PADI branded Show Support collateral and be staffed for the duration of the show
- Complete the PADI Show Support Pack Post Show Questionnaire and return to PADI with photos of your booth within 14 days of your event

**When sharing a booth with additional PADI Dive Centre(s), only one PADI Show Support Pack Application may be submitted.

Terms And Conditions

- You must be a renewed, 100% PADI Retailer & Resort Association Member in good standing
- You must apply for the PADI Show Support Pack **at least eight weeks prior to your Show*****
- You must provide evidence of your attendance at your chosen Show
- Your PADI booth must have a professional appearance, display your PADI branded Show Support collateral and be staffed for the duration of the Show
- Complete the PADI Show Support Pack Post Show Questionnaire and return to PADI with photos of your booth within 14 days of your event

***Show Support Packs are on a first come, first served basis with limited availability

Disclaimer:

- PADI reserves the right to modify or change the Show Support Pack without notice

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PADI SHOW SUPPORT PACK APPLICATION

Return your completed application to:

Marketing Department, PADI Europe, Middle East & Africa

Tel: +44 (0) 117 300 7234

Email: marketing.emea@padi.com

Contact Name: _____

PADI Retail & Resort Member: _____

PADI Retail & Resort Member No.: _____

Email Address: _____

Expo Name: _____

Date: _____ Venue: _____

Type of Show (Consumer/Trade): _____

Industry of Show (Dive, Tourism, etc.): _____

Size of the booth: _____ Total cost of booth: _____

What is your business objective and target for exhibiting?

Are you sharing a booth? Yes No

Applicants Signature: _____

Name and title (Please print): _____

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POST-SHOW QUESTIONNAIRE

Please complete in full and return with photos of your booth within 14 days of the event to:

Marketing Department, PADI Europe, Middle East & Africa

Tel: +44 (0) 117 300 7234

Email: marketing.emea@padi.com

PADI Retail & Resort Member.: _____

Expo Name: _____

Actual number of visitors to Show (Obtain from Show Organiser): _____

Please comment below on the return business and exposure for your company.

1. Did you meet your business objective and target for exhibiting?

2. How did you achieve this objective / target?

3. Which PADI products did you sell?

4. How many new customers did you sign up for a PADI Course? _____

5. Would you exhibit at this Expo again? Yes No

6. Additional Comments:

Photos attached? Yes No

Short article attached? (optional) Yes No