



2004 DEMA SHOW DIVE RETAILER REPORT

Empower and Energize. Results and Profits

Independent Research Report, Conducted and Tabulated June 2004

DEMA SHOW 2004 SURVEY SUMMARY

- Survey Objective:** To conduct a national (U.S. & Canadian) retailer survey of previous attendees, as well as non-attendees of the annual DEMA shows to determine planned attendance at the upcoming Houston show in October.
- Survey Methodology:** A total of 3,900 net email addresses were mailed, of which this tabulation represents 706 responses. Each participant was offered a look at the data as motivation for completing the survey. Special IP locking software was utilized to prevent the same email address from voting more than once on this survey. The survey was self-tabulating, then double checked manually using the raw data and ran through industry-standard tabulation procedures. Several lists, from a variety of sources, were merged/purged, and compiled to make the master list used for this mailing.
- Survey Error Rates:** Based on the total number of surveys returned, and the given number of retailers, the following average error rates are calculated for this study:
- 2.6% Average Error Rate at 90% Confidence Level: That is if this study was repeated 100 times, 90 times out of 100, the responses to each question would be accurate within 2.6% of the results reported within this report.
- or**
- 3.1% Average Error Rate at 95% Confidence Level: That is if this study was repeated 100 times, 95 times out of 100, the responses to each question would be accurate within 3.1% of the results reported within this report.
- Survey Dates:** Administered June 25th through June 30th, 2004, for this tabulation.
- Survey Details:** Each response is reported, and where possible crosstabulated data is presented.

This survey was conducted with market research standards for collection. Data is presented in brief as indicated, as this study is completely independent, and not sponsored nor paid for by any entity.

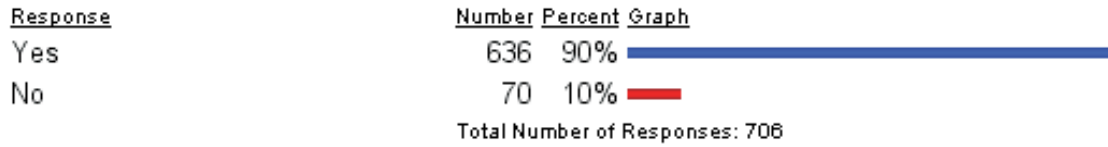
Sincerely,



William Cline
President
Cline Group

I. SURVEY RESULTS

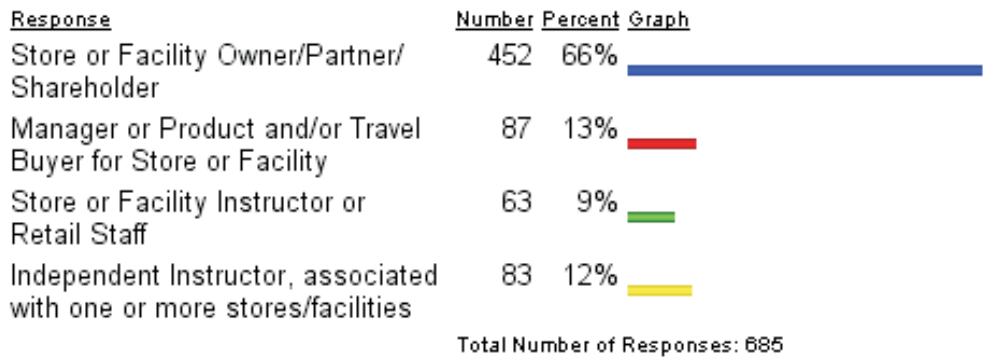
1. Do you own or work for a scuba diving retail store or facility?



Conclusions:

Clearly the target market is composed of dive retailers.

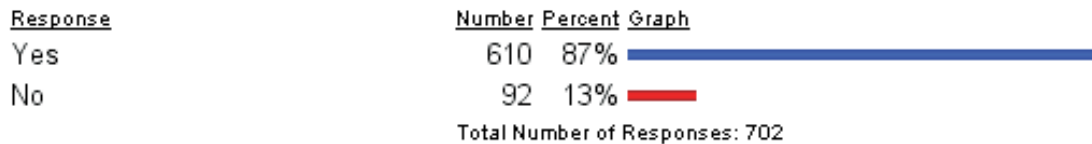
2. What is Your Position or Title?



Conclusions:

Clearly the target market is composed of a combined 79% dive retail owners and or managers. The ideal target group for this type of survey.

3. Did you or your store attend the 2003 DEMA show in Miami?



Conclusions:

Clearly the target market, as a whole, had attended the Miami Show in 2003.

4. Do you or your store plan to attend the 2004 DEMA show in Houston?

Response	Number	Percent	Graph
Yes	388	56%	
No	304	44%	

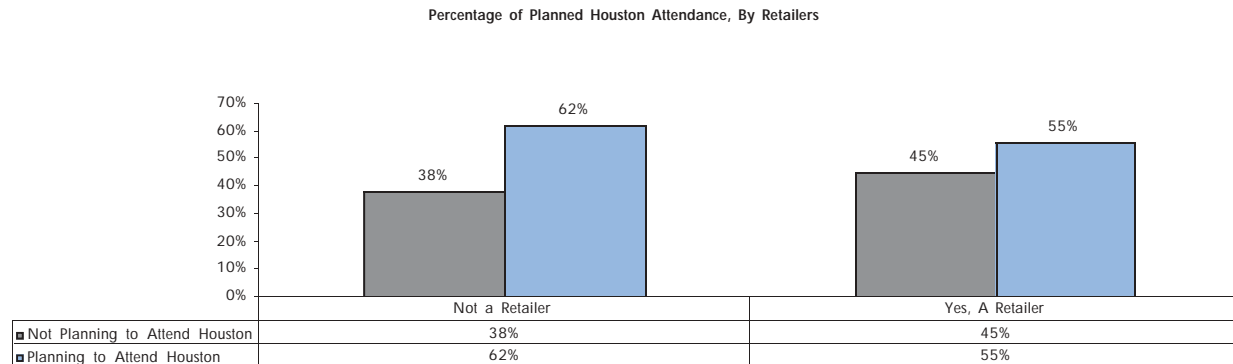
Total Number of Responses: 692

Conclusions:

As indicated, just more than half the respondents are planning to attend the show at this stage. The response 'undecided' was purposely omitted as this question is forcing a respondent to choose if they are planning to attend the show, roughly 100 days away.





Crosstabulation: Retailers Responding by Those Planning to Come to Houston

When this data is separated by only those that responded that are dive retailers (90% of the responses), the data is as follows:



As indicated, the attendance rate drops to 55% for strictly retailers.

5. How often do you attend the DEMA shows?

Response	Number	Percent	Graph
Usually Every Year	512	73%	
Usually Every Other Year	95	14%	
Occasionally, When we Can	80	11%	
Rarely, or Seldom	16	2%	

Total Number of Responses: 703

Conclusions:

As indicated, 87% of the total respondents attend DEMA shows once every or every other year (Regular Attendees).

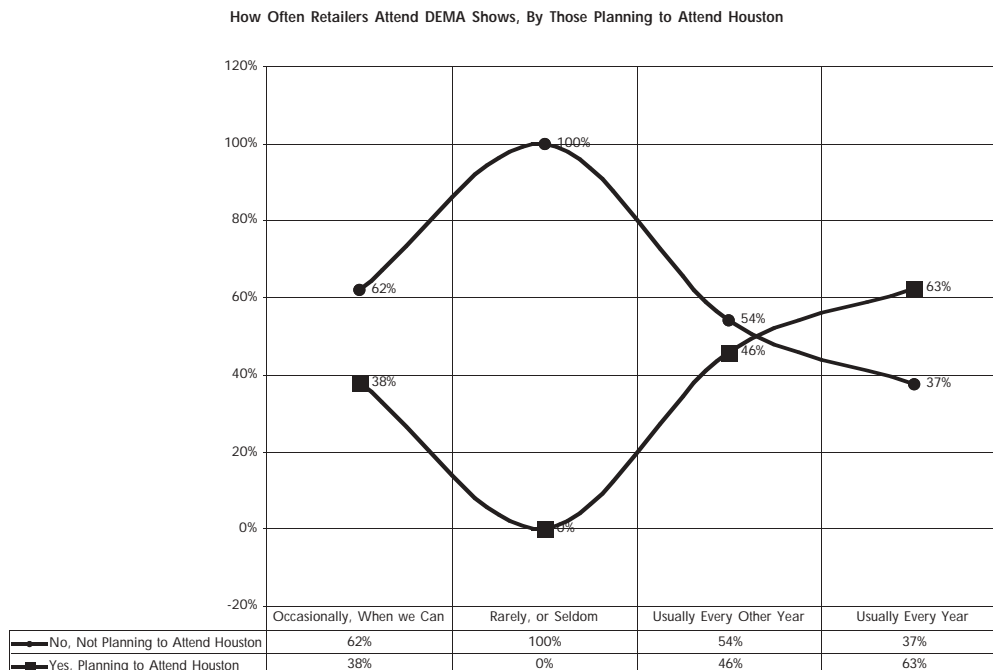
Crosstabulation: Those Planning to Come to Houston by How Often They Attend DEMA

When this question is crosstabulated by those planning to attend the Houston show, this is the results:






Count of Why	How Often				Grand Total
	Occasionally, When we Can	Rarely, or Seldom	Usually Every Other Year	Usually Every Year	
Houston					
No, Not Planning to Attend Houston	62%	100%	54%	37%	44%
Yes, Planning to Attend Houston	38%	0%	46%	63%	56%
Grand Total	100%	100%	100%	100%	100%

As indicated, the percentage that are 'Every Year' attendees are planning to attend in much higher percentage (63% yes versus 46% yes for every other year). It appears the occasional and seldom attendees is the market that need focus for the upcoming show. However, these stores only represent less than 15% of the survey market.

Data is displayed in the following chart:



6. What is the primary reason you or your store attends the DEMA show?

Response	Number	Percent	Graph
Look for new or updated products for our store/facility	354	51%	
Attend seminars for training or educational updates (equipment or certifying related)	186	27%	
Socialize with friends or industry colleagues	42	6%	
Vacation or time away from store	11	2%	
Research, plan or book dive travel for our store/facility	103	15%	

Total Number of Responses: 696

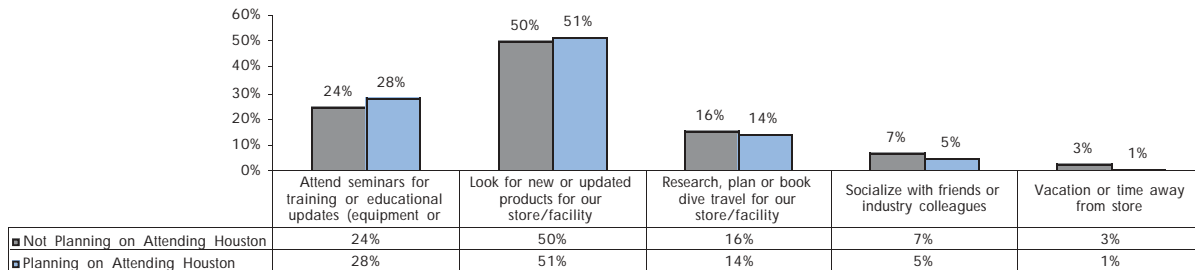
Conclusions:

As reported, the top reason for attending a DEMA show is looking for products.

Crosstabulation: Motivations for Attendance by Those Planning to Come to Houston

When this is crosstabulated against planned Houston attendees, the results are reported as follows:

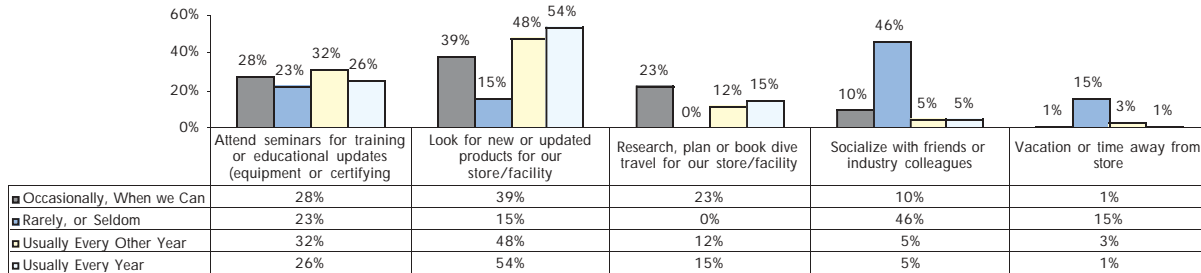
Motivations for Attending The DEMA Shows, By Those Planning to Attend



As indicated, the motivations for attending the show are almost identical when compared to those planning to go to Houston and those that are not.

However, when the motivations are crosstabulated to how often a retailer attends a DEMA show, there are some startling differences:

Motivations for Attending The DEMA Shows, By How Often Retailers Attend DEMA Shows

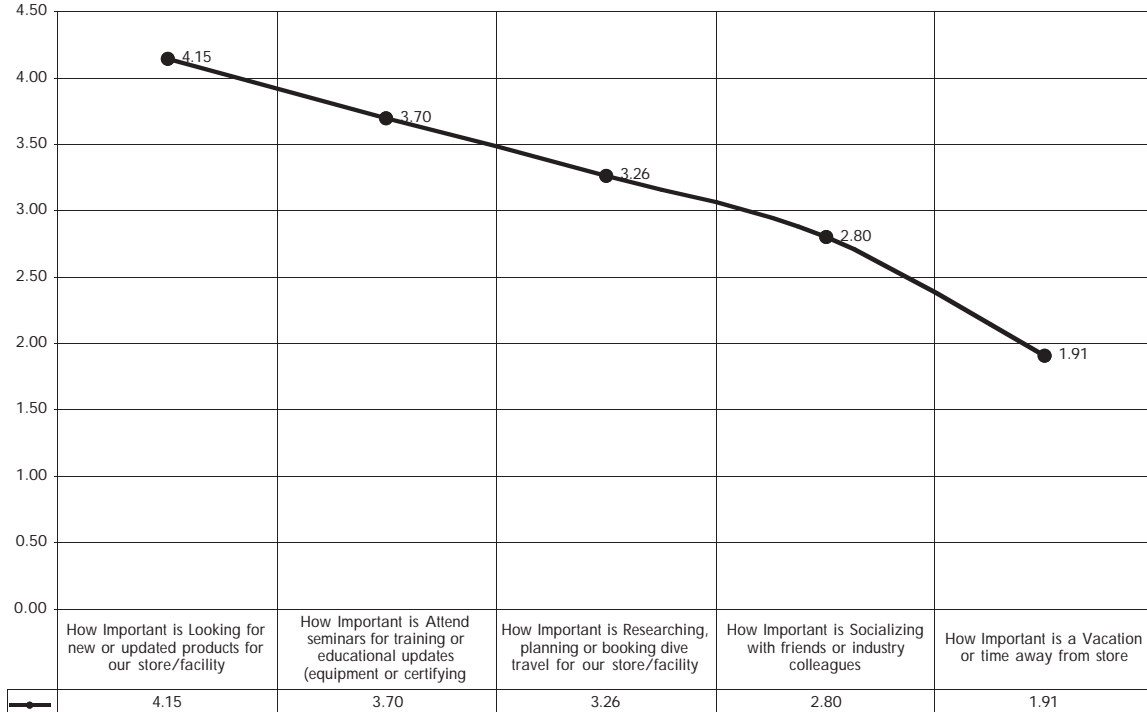


Conclusions:

As shown above, looking for new products are most important to every year and every other year attendees. Whereas, the social and vacation aspects of the show are more important to occasional and rare attendees.

Q7. On a scale from 1 to 5, with 1 being NOT important and 5 being EXTREMELY important, how important are each of these five reasons to attend the DEMA show?

Value on 1-5 Scale, 5 being Extremely Important, Why Attend The DEMA Show

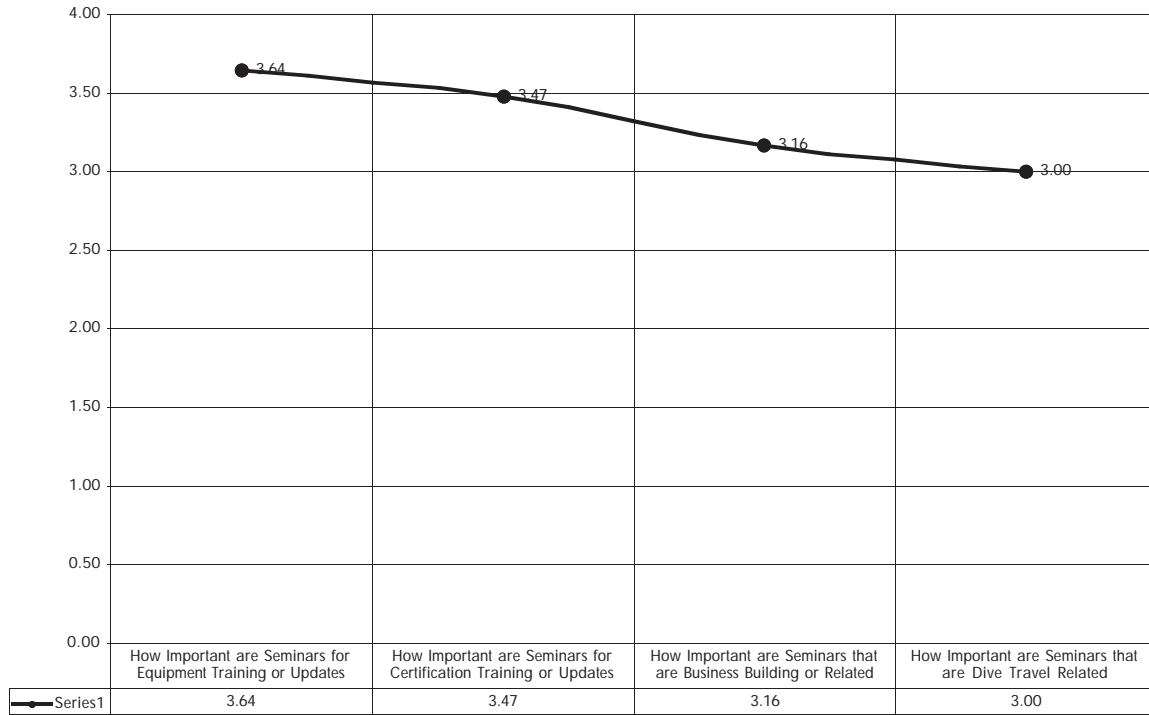


Conclusions:

As indicated, the product aspects of the show are the top reason for attending a DEMA show followed by the seminars.

Q8. On a scale from 1 to 5, with 1 being NOT important and 5 being EXTREMELY important, how important are each of these DEMA show seminars to your store or facility?

Value on 1-5 Scale, 5 being Extremely Important, How Important Are The Various Types of Seminars

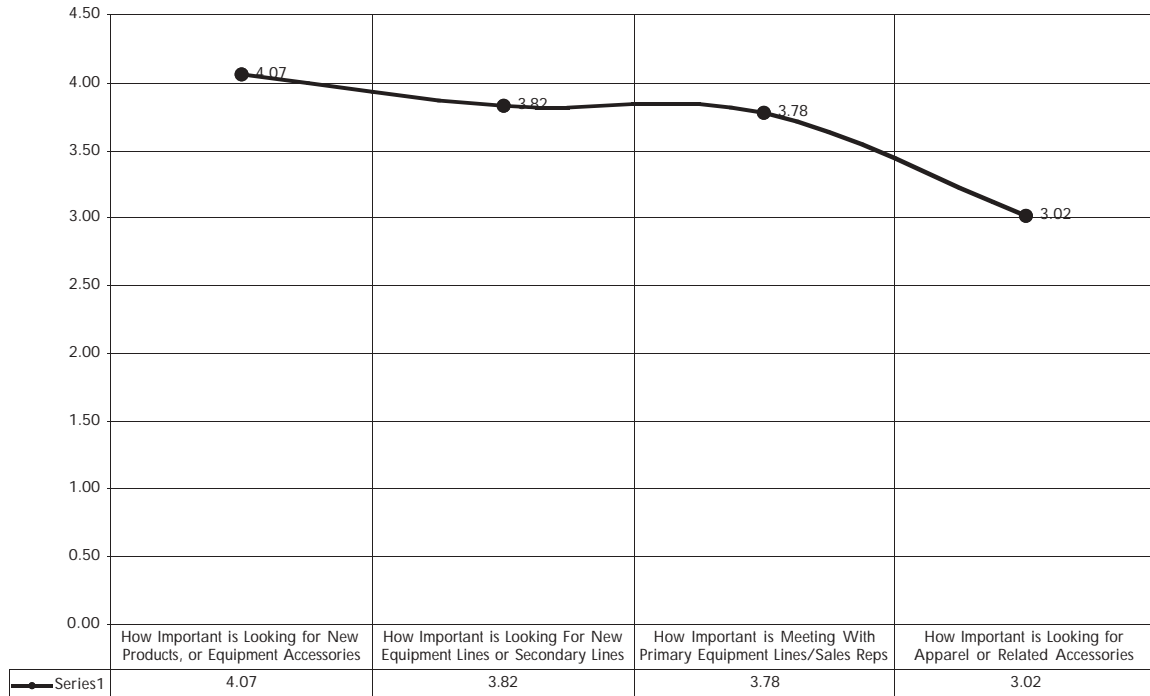


Conclusions:

As indicated, again, the the product aspects of the seminars are what's most wanted and needed by retailers.

Q9. On a scale from 1 to 5, with 1 being NOT important and 5 being EXTREMELY important, how important are these reasons for buying or researching product at the DEMA show to your store or facility?








Value on 1-5 Scale, 5 being Extremely Important, How Important Are The Various Types of Equipment or Product Buying



Conclusions:

As reported, looking for accessories and secondary lines are the most product buying desired aspects of the show.

10. What would best motivate your store/facility to attend the DEMA Show in Houston this October?

Response	Number	Percent	Graph
Offer Inexpensive Lodging	181	26%	
Offer More Seminars for Equipment or Training	101	15%	
Provide Some Travel Cost Reimbursement	102	15%	
Extend The Show Hours	11	2%	
Add Another Day to the Show	17	2%	
Nothing	126	18%	
Other Motivation Not Listed	153	22%	

Total Number of Responses: 691

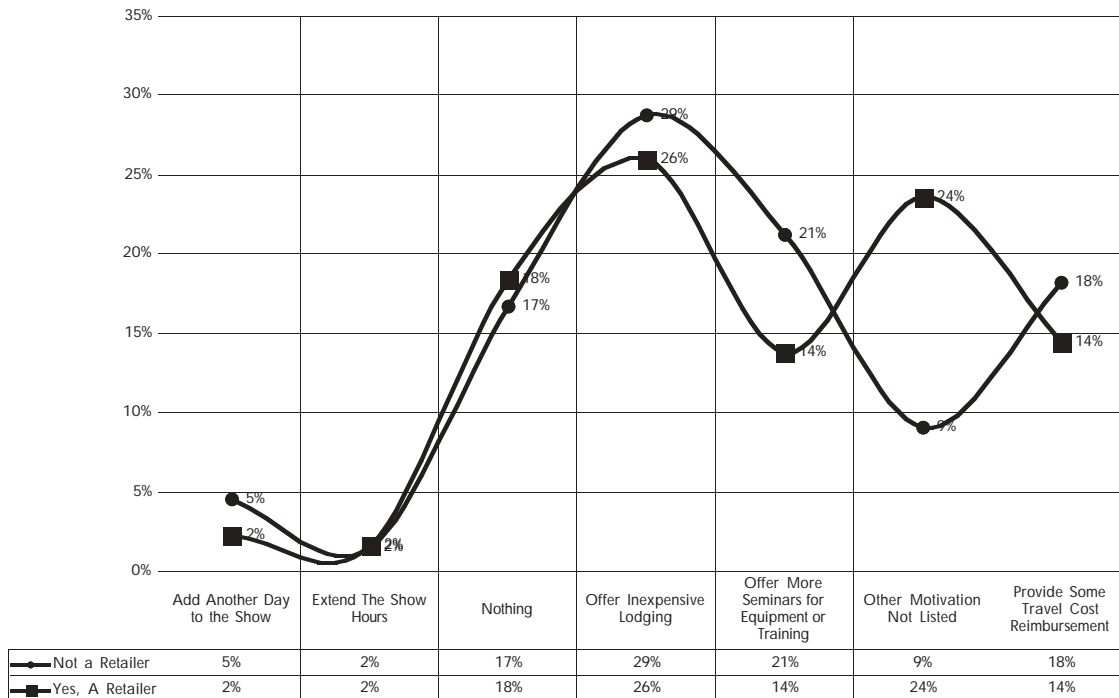
Conclusions:

As shown, inexpensive lodging is possibly a good way to bring more retailers to Houston.

Crosstabulation: Retailers Responding by Motivations for Coming to Houston

When this data is separated by only those responses that are dive retailers (90% of the responses), the data is as follows:

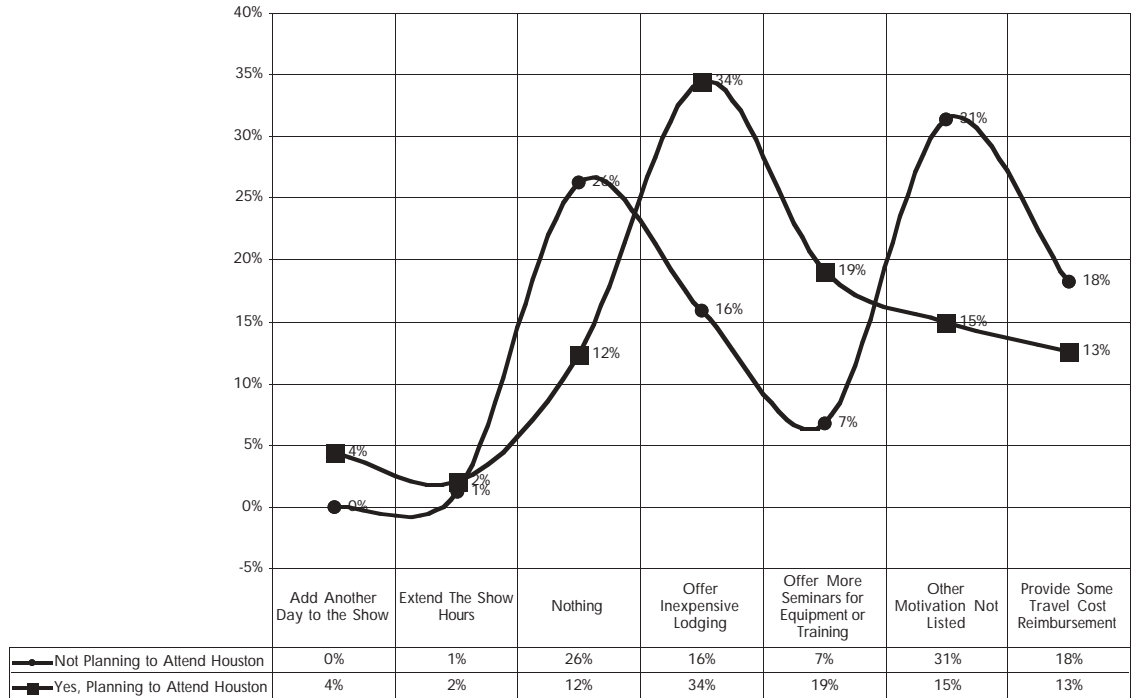
Motivations for Attending DEMA 2004 in Houston, By Retailers vs. Non-Retailers



Crosstabulation: Motivations for Attending Houston by Motivations for Coming to Houston

When this data is crosstabulated by those planning to attend Houston, the data varies as indicated:

Motivations for Attending DEMA 2004 in Houston, By Those Planning to Attend

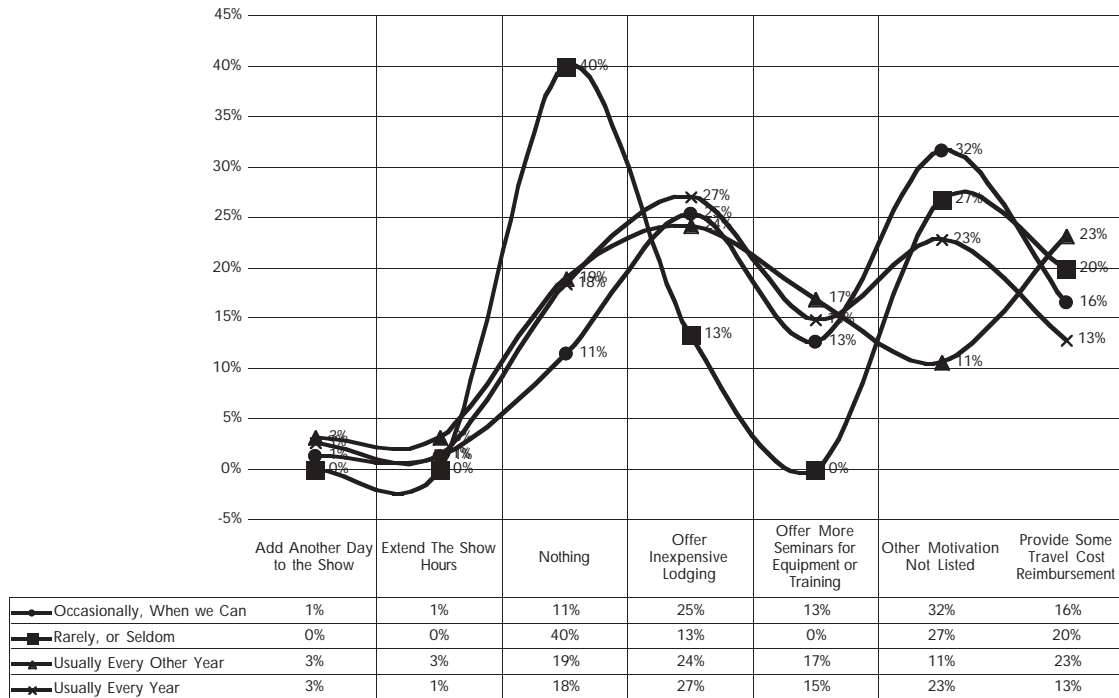


According to this crosstabulation, the retailers that have decided not to attend at this juncture are motivated by other means not listed. Many of these respondents indicated a variety of reasons in the Open-Ended responses, at the end of this survey.

Crosstabulation: Motivations for Attending Houston by How Often Attend DEMA Shows

When this data is crosstabulated by how often retailers attend DEMA shows by motivations for why they would come to Houston, the results are as follows:

Motivations for Attending DEMA 2004 in Houston, By How Often Retailers Attend DEMA Shows



As indicated, there are variances in motivations by how often they attend the DEMA shows as a whole.

12. What regional dive consumer shows do you regularly attend or exhibit at each year?

<u>Response</u>	<u>Number</u>	<u>Percent</u>	<u>Graph</u>
Boston, Boston Sea Rovers	9	2%	■
NY, Beneath the Sea	64	14%	■
Chicago, Our World Underwater	64	14%	■
Ft. Lauderdale, OceanFest	59	13%	■
Houston, Seospace	61	14%	■
Long Beach, The Scuba Show	67	15%	■
Other Show Not Listed	127	28%	■

Total Number of Responses: 451

Conclusions:

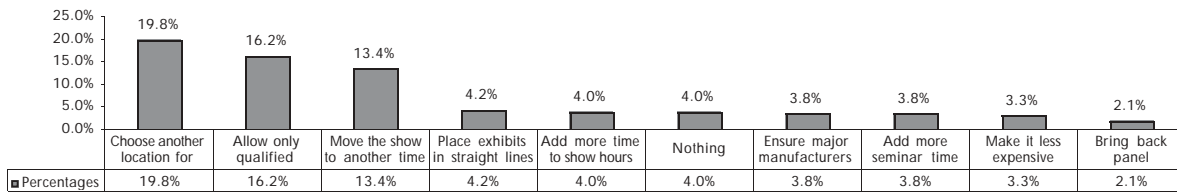
This response is shown for reference.

Q11. If you were DEMA Show Manager for a Day, what one change would make to the show to better help your store or facility?

This question is an open-ended question, where the respondents could write anything they desire. Only one response per survey was allowed, and 61% of all respondents entered something for this question.

The top ten responses are as follows:

Top Ten Open-Ended Responses for DEMA Show Management



Listed below all the responses, listed:

<u>DEMA Manager for Day Open-Ended</u>	<u>Percentages</u>	<u>Counts</u>
Choose another location for show, other than Houston	19.8%	84
Allow only qualified attendees, no public	16.2%	69
Move the show to another time of year, January	13.4%	57
Place exhibits in straight lines or rearrange floor layout, group type exhibits	4.2%	18
Add more time to show hours	4.0%	17
Nothing.	4.0%	17
Ensure major manufacturers are at show	3.8%	16
Add more seminar time.	3.8%	16
Make it less expensive overall to attend show	3.3%	14
Bring back panel discussions and general lectures	2.1%	9
Provide Inexpensive Hotels, Lodging.	1.4%	6
Open the show to Public one or more days.	1.4%	6
Offer more sales on the floor.	1.4%	6
Create incentives for retailers to attend	1.4%	6
Improve registration process at show	1.4%	6
Better show signage for navigation, seminars, other activities	1.2%	5
Create non-diving marketing programs.	1.2%	5
Reduce the conflict with show hours and seminar hours.	0.9%	4
Less travel exhibits.	0.9%	4
Do not charge for DEMA Seminars	0.7%	3
Improve Social Events	0.7%	3
More water and resting places	0.7%	3
Less PADI Focus	0.7%	3
Better or more seminars	0.5%	2
Bring in more celebrities	0.5%	2
More Assistance to Travel Sellers	0.5%	2
Add non-diving products to show	0.5%	2
Make show hours shorter or less days	0.5%	2

Extend show one day to accommodate a social night	0.5%	2
Offer better food and dining area	0.5%	2
Offer the show every other year.	0.5%	2
Better and more often bus routes	0.5%	2
Create Buying clubs	0.5%	2
Restrict Exhibits, do not allow to have so much space.	0.2%	1
Create special show hours for retailers only	0.2%	1
Do not allow dive shops to get same travel deals as travel agents.	0.2%	1
Better organization of off-floor events	0.2%	1
Better after-hours show security	0.2%	1
Make show more productive for mfg.	0.2%	1
Provide conference on charter boat operations	0.2%	1
Do more research	0.2%	1
Do not allow selling on show floor	0.2%	1
Do not promote internet sales.	0.2%	1
Do not charge for show attendance.	0.2%	1
Encourage Exhibitors to have sales aids available.	0.2%	1
Add advertising and marketing seminars, free	0.2%	1
Offer raffle to encourage attendance	0.2%	1
Only allow qualified exhibitors to exhibit	0.2%	1
Offer quite conference areas	0.2%	1
Offer a Best Practice Seminar	0.2%	1
Bring back the DEMO pool	0.2%	1
Encourage people to dive more often	0.2%	1
Do not allow early breakdowns	0.2%	1
Make set-up & breakdown easier	0.2%	1
More travel exhibits.	0.2%	1
New show management	0.2%	1
Copy other successful shows	0.2%	1
Better showcasing of new/innovative products	0.2%	1
Lower cost of presenting/hosting seminars	0.2%	1
Add more scuba tour cities	0.2%	1
Send floor map	0.2%	1

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All of the 432 open-ended responses are shown as follows:

For reference, the I.P. address of each respondent is shown, as this is the only identifying information captured.

Exact text is shown:

<u>IP Address</u>	<u>Comments</u>
64.63.220.81	1)Provide inexpensive lodging---the rates are too high. 2)Have DEMA near hotels that provide, at no extra charge, transportation to and from the airport. 3) At no extra charge, have transportation to and from DEMA.
149.174.164.74	Absolutely no one at the show except dive retailers and staff, in other words if you want the show open to every Tom, Dick and Instructor then as a retailer I will choose to do business where I Can control it. in My store.
205.166.249.175	Acknowledge companies that travel long distances to attend DEMA.
168.103.120.247	Add more hour or an extra day. It is really hard for one person to cover DEMA in the 4 short days..
67.101.66.224	Add Sunday 17 October to the show.
64.105.22.107	All booth sizes restricted to 8 booths maximum
66.136.239.121	allow only qualified attendees on the floor
64.12.116.209	allow only two true decision making buyers per store. You allow way too many people to roam the show floor which leads to congestion and the wasting of valuable time .
208.20.211.1	Allow the public to attend the show. let day one be industry only day two onwards allow the public to attend. Most people are Buyers AND sellers
67.160.46.4	Allow you to shop for display items earlier on the last day.
68.155.173.148	Always put it on the water so we can dive in the off time. Houston is not acceptable.
64.75.157.65	Anywhere but TEXAS!!!! GADS! TEXAS? WHAT WERE YOU THINKING? I MIGHT NOT GO! WHY? TEXAS!!!! IN THE WINTER???? WHO WANTS TO GO THERE???? NO ONE I KNOW, THAT'S FOR SURE
64.12.116.209	Arrange the vendors in straight lines. Last year was too much of a maze.
68.5.103.214	As a travel agency owner, I find it somewhat unfair for Dive Shops to get the same, or, in some cases, better deals. They are even getting commissions, etc. It makes it harder and harder for a dive travel specialist to book scuba trips.
67.68.208.191	Back to January.

- 216.129.233.192 Be less expensive for me to get to and attend (cost of travel & hotel). I am a small dive store in Montana. The dive industry concentrates on the larger stores & their needs. Your next question is a prime example of what I am talking about. You expect me to spend a huge amount of my budget to attend a show where my reps may or may not have time for me.
- 4.228.69.107 Better Location. Ensure that the Big manufacturers are at the show.
- 68.7.90.54 Better alignment of product and retail booths. Having travel related booths in a specific area, product booths and their sub products in another within the convention center. I would also have a DEMA show in New York.
- 211.214.197.201 Better and up to date signage for specific seminars and presentations (vendor sessions AS WELL AS DEMA-sponsored sessions).
- 68.158.203.66 Better group the show by type of product(s) and/services - Keep ALL the travel together - ALL the clothing only lines together -ALL the majors together - Group Wetsuit / Drysuit companies - ALL the training agencies - Group single booth accessories and one product wonders etc... The grouping would probably make a better show for everyone since the groupings will prequalify many of the attendees.
- 151.196.46.124 Better groupings of like products, to make it easier for retailers to compare products.
- 209.215.110.98 Better locations. Vegas is good, Orlando is good. Houston is not appealing to most people.
- 69.53.68.254 Better organize events off of the main floor as far as maintaining locations & scheduled times.
- 68.52.232.198 Better organize the floor plan to put like products in like areas.
- 68.248.191.149 Better organized floor, travel and equipment separate, put it in departments. When I have to spent the day walking around, looking for the booth I want, it a waste of my time.
- 12.222.163.8 Better Security for the equipment at night. I was not able to finish some classes due to the Instructors tools/equipment being stolen. Better transportation from the hotels.
- 24.214.194.2 Better seminars. There were not enough the last DEMA show.
- 192.147.58.6 Bring back lectures and panel discussions that focus on controversial issues in the diving industry (i.e., young children diving, technical training, etc.). More substance, less sales pitches!
- 65.64.12.132 Bring in more celebrity type people that have contributed to the industry over the years.
- 68.52.127.0 Centralize products together, services together, travel together, make things easier

- to find
- 67.112.41.136 Change back to Jan, instead of Oct. please please please
 - 24.241.238.209 change back to January
 - 205.188.116.209 Change back to January shows
 - 4.250.129.219 Change date back to Jan when we are slow, not when we are still trying to finish off classes and extending the season as long as we can.
 - 216.89.227.185 change it back to Jan.
 - 168.103.195.50 Change location
 - 150.231.34.138 Change Location
 - 216.175.112.215 Change location to Monterey, CA Convention Center or Santa Clara, CA Convention Center.
 - 24.131.54.176 change locations of the show
 - 69.19.0.1 Change the date and location of DEMA
 - 65.164.83.171 change the dates back to January or February
 - 67.4.10.205 Change the direction of the DEMA show to become more productive for the manufacturers/exhibitors and the retailers. This needs to be purchasing show like the SIA within the winter sports industry. The primary reasons we are not attending is the venue of Houston and the fact that some of our major suppliers are not attending, making this year unproductive for us to attend. Timing of the DEMA show still needs to be addressed so that it will work for all members. This trip costs our shop more than \$2k each year and it needs to have a great ROI to justify and with the pull-out of some of our suppliers, we will just meet with their reps here locally.
 - 68.157.123.240 Change the location of the show. Houston has no local diving opportunities.
 - 209.34.34.1 Change the show date back to January
 - 24.176.128.161 Change the show to a time when retail owners can leave their store and not be missed -- I am missed in October -- change DEMA back to January!
 - 216.161.219.93 change the show to January or February.
 - 65.179.81.53 Change the time frame to BACK to January
 - 140.139.35.250 Change the time of the year the show is held.
 - 64.12.116.209 Change the time of year the show is
 - 205.188.116.209 Change the venue to a better city that more people would like to visit and that exhibitors can work with at a reasonable cost....Las Vegas, Orlando, Mew Orleans, San Diego, etc.
 - 64.238.100.45 Change time of year of show to January

- 69.3.87.48 change to another time of the year, and make the locations more family orientated
- 68.47.62.95 Change venue city to attract more of the dive industry
- 68.47.62.95 Change venue city to attract more of the dive industry
- 69.138.118.185 Change/drop the damn union/crew. DEMA is paying way too much for this show in relation to other industries.
- 198.81.26.77 Choose 2 locations for DEMA and alternate each year. Las Vegas and Miami/Orlando. East Coast and West Coast . Always great airfares and lodging. Select a "fun" city for holding the DEMA show instead of Houston, Texas!
- 24.201.154.22 conference on the business of running a dive charter company: liability releases, safety measures, emergency plan, insurance, marketing opportunities, staff training, etc. At DEMA, there are always very interesting marketing conferences but I find that the speakers always speak in general and not much about the real life of running a SCUBA business. Don't forget that a lot of store and charter owners might like to have conferences that can give them hands-on knowledge that can be easily transmitted to their business upon their return from the DEMA. Maybe you could ask successful dive shop owners or dive charter operators to give talks on HOW they have been able to be so successful.
- 66.32.106.148 Control the attendees and only allow buyers in the show. I am not attending shows that allow independent instructors, non-buyers to participate. It is not in my companies interest to participate and not be able to meet with vendors in a quality setting.
- 209.62.163.61 DEMA does a good job I do not know what I could do to improve. Its hard to please everybody. Keep up the good work.
- 146.63.60.4 DEMA in Houston is not attractive, as well as it appears that several major manufactures including our main line have chosen not to participate this year. Also, DEMA has become too open, it was originally for Stores now almost anyone can get it and it takes away from the stores who are the one's that it's intended for. Let the instructors and divemasters attend the consumer show. And breakup the travel from the equipment on the floor plan. Thanks
- 24.60.164.51 DEMA should do more than plan a show, but should be a leader for the industry and provide industry statistics, trends and goals.
- 152.163.253.36 DEMA sponsored seminars are led by successful store owners instead of professional speakers
- 68.83.10.138 Develop a method to keep major equipment vendors from pulling out of the show. Plan show in a better location than Houston.
- 208.59.124.171 Different Seminars, DEMA uses the same speakers every year. More seminars and topics related to other industries a(sporting)

- 129.79.77.105 Different locality. After hours socializing and relaxing with business colleagues is a must and Houston has no where to do this that's fun and exciting. Orlando, Las Vegas, New Orleans: yes. Houston, Anaheim, Miami: no
- 205.188.116.209 DO NOT LET THE GENERAL PUBLIC IN, AND OR HAVE FIRST THREE DAYS RETAILERS ONLY THEN GENERAL PUBLIC WITH NO SALES!!!!!!!!!!!!
- 216.208.82.38 Disallow Instructors from purchasing out the Dive Equipment from Exhibitor Booths on the last day, and more stringent controls on Instructors obtaining Price Lists.
- 24.95.128.148 Discontinue the promotion of internet sales. Stores who sell equipment on the internet do not train students and are going to put the stores who do teach SCUBA Divers out of business and then there will be no one left to train the students and no one to sell equipment either. We are in hopes someone catches on before it's to late. Rob Parker S & R Underwater rparker@stny.rr.com
- 68.90.7.14 Dive store owners only should be at the show. You can add days for non store personal and make your money that way.
- 64.12.116.209 DIVE STORE RETAILERS SHOULD HAVE ONLY SAY IN WHO ATTENDS. SHOW ATTENDEES OK'D ONLY THROUGH STORE. ONLY LAST DAY OPEN TO INDEPENDENT INSTRUCTORS AND CONSUMERS.
- 64.252.117.144 Dive Travel Specialists - Web Enhancement to Feature Dive Travel Sales
- 152.163.253.36 Do DEMA the way it used to be ... in January!
- 140.214.91.114 Do not charge for the DEMA sponsored seminars, they are a basic rehash of the same material I paid zero for in the past. Have a cheap hotel option, I am there to meet people, not sleep in an expensive bed.
- 66.185.45.208 Do not have it in Houston and have the manufactures show up
- 24.209.20.247 Don't have show in Houston
- 64.247.239.186 Don't know.
- 216.220.168.193 drop attendance by divemasters and independent instructors
- 63.183.129.31 drop the fee for DEMA members
- 67.10.112.27 Either eliminate the membership program or make it more affordable for individuals
- 66.114.42.184 Eliminate all the fees for the DEMA seminars, as it used to be. Have not attended any since fees were instated. (except the ones I crashed ;'>)
- 12.76.224.33 Eliminate all but store sponsored individuals.
- 65.4.26.226 eliminate instructors and divemasters from attending. better screen attendees to

- include only buyers
- 24.24.12.192 Eliminate non-dive business visitors and Divemasters that take up time at booths.
- 208.58.201.67 eliminate non business attendees
- 213.10.97.80 enable more purchase of samples during the show (I come from Europe)
- 67.99.194.26 Encourage manufactures to have more sales aids and product help.
- 139.142.252.174 Encourage ow fees for seminars so more of our staff could attend each seminar, especially the certification ones.
- 144.9.158.105 encourage vendors to offer discounted purchase options at the show.
- 152.163.253.36 ensure that all vendors are setup to do on the spot sales.
- 166.180.44.247 Exclude independent instructors
- 68.223.80.169 Exclude independent instructors/divemasters from attending. They take away time from retail facilities with manufacturers. Each year the number of these instructors/divemasters (not store owners/managers) increases. It's frustrating!!!!!!
- 142.167.19.1 Extend hours or days of show
- 66.176.68.29 Extend seminar hours so that an individual has more opportunities to attend different seminars.
- 192.18.128.12 Extend the hours a bit, maybe 2 hours. More food choices for lunch, last year food lines were really long.
- 149.174.164.74 Extend the hours of the show to allow those attending training seminars to spend more time on the show floor.
- 63.188.201.196 Extend the hours the show is open each day, shorten the number of the days of the show, bring back the amenities to the member lounge and move the show back to January.
- 209.112.187.18 Extend the hours.
- 12.44.96.37 Extend the show hours
- 12.218.251.201 Extending show hours might help... Especially if seminars were presented multiple times per day... Overlapping seminars that are only offered a few times, always seem to be the ones that are presented at duplicate times, and, are at opposite ends of the convention hall. It is very difficult for small shop owners to virtually shut down, take unpaid time off, and find in-expensive travel and lodging, It's a major set back for the little guy! DEMA is a GREAT SHOW!!!! I Hope to make as many as I can!
- 65.238.12.129 Fair prices from on site food and beverage vendors

- 198.81.26.77 Fees are to high, both to attend and to exhibit. dealing with the other costs/ rules at the host cities.. ie dealing w/ the unions etc.
- 12.35.151.2 Find a venue like New Orleans where everyone eventually goes to like Bourbon Street. The networking and seeing old friends in one area is priceless. This could not be done in Miami as Lincoln Ave is more than a mile long where Bourbon area is only 4 blocks and you run into everyone.
- 155.212.141.44 Find equipment and accessory lines outside our industry that complement the show and invite them to attend. The seminars take away from the show floor. Maybe offer an extended day for seminar and keep the people on the show floor during show times.
- 24.227.237.39 For the first three days, I would only allow buyers to attend. Do not allow Instructor's or Dive master or guest in. Let them in on the last day, this gives the owners, buyers the freedom to speak freely in the booths
- 67.34.72.57 Free Beer
- 12.216.195.102 Free marketing & advertising training.
- 24.216.52.129 free raffle prizes available to every attendee. Get a raffle ticket with registration, prizes donated by manufacturers. Draws attention to manufacturer for donation and adds incentive to attendees to stay at the show.
- 68.6.110.2 Get all of the vendors to participate
- 216.134.225.192 Get back to the winter shows fall is a bad time to leave the store and the wrong time to buy for the next year. You should have left things the way they were. We will not be back to DEMA if you keep the Fall dates.
- 151.199.57.140 Get pictures of CENTRAL MASS SCUBA into one of the national mags. Work on getting better media coverage and for that day I would work with the North East Region to increase our visibility in the outdoors market.
- 198.87.103.225 Get rid of the crap ben wa ball sellers and similar dealers
- 216.209.104.33 get rid of the non-business attendees. Instructors, Divemasters, and non-vested attendees have no business attending and disrupting the serious and vested attendees who have made the financial commitment to attend and improve themselves. by the way I am not a manufacturer I am a retailer.
- 64.58.1.252 Get the PUBLIC in to learn about diving. DEMA is fine as a place for industry insiders to meet and pat each other on the back, but it doesn't do much for raising public awareness, and frankly is pretty useless as far as learning about new products - that what the sales reps are for.
- 172.136.15.48 Give every qualified Retail Buyer 2 free tickets to the show. Reduce the length of the show to 3 Days. Bring back the FREE DEMA Party. Bring back the evening Film Festival. Do away with the black tie awards banquet that costs \$75 dollars. Reduce the amount of training , travel and equipment seminars.

- Increase the number of business related seminars. Send a show guide to every Retailer that does not attend the show. Exhibit at every consumer dive show through out the year.
- 65.12.216.27 Give everyone the day off. We get everything we need by mailings. Once you have seen one DEMA, you have seen them all.
- 4.27.157.176 give me a scooter so I didn't have to walk all day. man my feet get tired
- 64.12.116.209 Give us a breather from time to time. Maybe an extra day to get everything in.
- 66.239.63.241 Go back to January
- 66.15.113.51 GO back to rotating between Las Vegas and New Orleans
- 65.54.97.152 Go back to Vegas
- 12.74.206.255 Greatly improve the registration process. Eliminate the backlog of people waiting to enter the show.
- 209.158.221.239 Have 1 day that the hours are extended and create a general social night
- 68.120.157.129 Have a area which to relax and take in that has been seen. If somehow possible to lower the noise level. Trying to conduct business one sometimes has to yell.
- 216.83.229.226 Have a Best Practices Seminar at DEMA.
- 207.175.209.1 Have a central unifying speaker present something of interest each day from the floor of the show. This 20 minute presentation would have an environmental theme intend of a business theme and tie in how saving the environment is tantamount to anything else that dive industry professionals could do to increase their bottom line. This presentation would be displayed on large screen display like in shareholder meetings for large audiences. Speakers -- Recognized names in the industry or Celebrities that have a brain and some track record.
- 199.174.150.242 Have a dinner with a party after that had a motivational speaker that would give us some hope for some unity in the dive industry.
- 66.32.182.88 Have DEMA in places where you can actually go & promote the locations/dive sites. Miami DEMA did a great job of this. Houston, on the other hand, is not an attractive place I'd like to attend DEMA and in fact, is the main reason why I'm not attending this years DEMA. For example, Northern California, Monterey/Carmel area. Pick an attractive location where other instructors from different places of the world, can actually try the diving there. Pick a site, offsite, like a beach, where they can try new equipment and dive, so they can experience it first hand. Help promote business to business and not so much business to consumer. Help promote dive shops working with other dive shops, which would entail promoting dive travel (ie. Dive shop in Oklahoma work with a dive shop in California).
- 12.202.222.172 Have equipment/certification training's scheduled so that they did not compete

- with regular show hours. (so that we can attend the show, and get more training).
- 205.188.116.209 Have good food and seating to eat.
- 65.171.58.55 Have it in late Oct. or early Nov. Have it somewhere other than Houston.
- 65.113.129.157 Have some of the seminars & training classes in the evening hours between 5 and 8. Not everyone goes out partying. Do not let instructors & divemasters in the show. Limit staff attendees to 3. One for training related-one for repair related- one for travel related. Primary owner or manager can do buyer related. Total max per store would be 5 if owner is married and wants to bring spouse.
- 65.41.189.14 Have that day in Jan. or Feb. not in Houston nor Miami Beach!
- 65.54.98.160 Have the DEMO POOL
- 66.43.241.147 Have the retailers who are getting me to buy their merchandise: 1) be available when we had set up time and 2)not act as if my instructors should be selling their merchandise to other instructors.
- 63.149.250.82 Have the show in a better location. IE Vegas or New Orleans. A place that people want to go that has a lot to do.
- 63.225.83.160 Have the show in November! It's the least busy dive time for 90% of the stores in the US. And alternate years between Orlando & L. Vegas. What's the question everyone ALWAYS asks? "WHERE is DEMA?"
- 205.188.116.209 Have the show last through Sunday.
- 65.142.64.44 have the show open to people in the business. No diver or dive masters. Also no goods for sale at the show.
- 209.102.128.235 Having missed but 1 DEMA in 18 years, I think the mix of its' many aspects reflects the desires of the industry. The show seems to migrate to and emphasize the interests of the Industry. If I knew what would make the industry leap out and grab divers in all levels of leadership I would probably be in a different leadership position. We need to get everyone who has the white stripe on red background front vehicle license plate just go diving!
- 63.205.20.238 Having some overall look at scheduling of training seminars to be able to attend many if not all offered
- 198.208.6.35 Help reduce the cost to attend the function, IE. Venue close to competitive priced accommodations, and transportation to and from accommodations to venue.
- 68.212.156.69 Hold an open meeting with Q & A about the state of our industry (including the show itself) and its future.
- 68.205.141.23 Hold DEMA in a more family friendly city like Orlando, Florida.
- 24.250.62.56 Hold it in the North East

- 68.194.180.145 Hold it in the same mid-US major city (such as Chicago even though we're nowhere's near Chicago), at the same time every year -- without change!!! Chicago would be equal traveling distance from everywhere in the US!!
- 64.168.52.93 Hold it somewhere other than Houston. I've attended every show except one (Houston) since 1988. It's work, but I also seek activities for my workers outside the show as a perk. i.e. Gambling in Vegas, Clubs & Food in New Orleans, Diving in Florida. Houston just doesn't have the appeal!
- 66.82.9.38 Hold the show during the month of January in New Orleans
- 68.72.153.53 Hold the show in January
- 12.43.120.2 HOSPITALITY!!! The social events at Miami Beach really sucked. How am I supposed to schmooze with vendors and other professionals when don't feel like DEMA cared that I showed up?
- 68.3.18.190 Houston has a big dive community, but lacks draw of Vegas/New Orleans, schedule some memorable outside activities. NASA pool etc..
- 32.97.182.40 I do not have a store. But what worked well at the Miami show was having space between the aisles so I could stop at a booth to talk without getting bumped by passer-bys.
- 66.15.114.64 I don't attend other shows, as asked for in question 12 because, 1. My stores keep me busy and time taken away to attend two shows is too much. 2. Attending shows exclusive to dive industry professionals and not the general public are key.
- 64.252.77.179 I don't enjoy seeing my customers at a show instructors don't belong in the business end of my business. I am not their to entertain its hard work and planning.
- 67.22.78.60 I don't know
- 141.157.152.30 I don't understand what's going on this year with all the major manuf. dropping out. Seems like a conspiracy or boycott of some sort.
- 24.93.171.223 I feel the show is somewhat overpriced. While I realize that there is a lot of value to the show, all of the major companies I deal with have sales reps who come into the store to cover new equipment, procedures etc. I don't really need to attend DEMA to do business with most of my suppliers. The show is a great opportunity to catch up on service seminars as well as to pick up some ideas that might help my business. I must say that after 25 yrs in the diving business, it is necessary to sort through a great many old ideas(some still very good) in order to find those ideas that are actually new. Also as less major manufacturers are attending the show, the show has less value to retailers. I am an Aqualung dealer and while I don't know their exact reasoning for not attending the show, their absence lowers the value of the show.

- 205.146.212.48 I have attended the past 10 DEMA shows, this year with our primary manufactures not supporting the show, we do not plan on attending. DEMA is the only show we do, we have attended Beneath the Sea one year, but after finding out the show was open to the public we have not attended again. When we first started to go to DEMA, we always called DEMA and booked our lodging, only to find out I was paying about 25% more, due to I was getting the convention rate, well I was very upset to find that I could make my own reservations and save at least 25%, due to that fact we have made our own reservations the past 3-4 years. I also think the cost to attend the show for dive centers is outrages, any restaurant food shows we have attend, rooming, lodging everything was free, due to they wanted us to see there equipment & merchandise and spend our money on new equipment & merchandise. I don't know what the answer is, but I think there are a whole lot of people making profit other than people in the dive industry by DEMA. You didn't ask me where is my favorite location for the show is. My answer would be VEGAS, due to cheap food, lodging, and you can make it I bit of vacation and stay a couple extra days. When I was in New Orleans, Miami, even Houston, I never really felt salt when traveling by myself. I don't really know what all the problems are that the equipment companies aren't supporting the show, but hopefully it will get worked out and we will see you next year. If not we won't support any shows that our open to the public. Thanks for interest.
- 64.12.116.209 I have only attended my first DEMA last year and I really enjoyed it and therefore I really don't have any thing to compare it to.
- 216.167.191.19 I have only been to DEMA for the last two years. I'm not sure I would know what to change at this time.
- 65.38.131.148 I think the show is usually very good. We are not attending this year only due to a scheduling conflict.
- 64.12.116.209 I went to DEMA looking for a job in the diving industry. There should be a special section for job opportunities where you can speak to dive shops looking for a instructors, shop employees, divemasters, etc.
- 205.188.116.209 I would add a greater variety of educational offerings that would include all levels of subject matter. I would build up the educational side of the show. Develop panel discussions, business networking events, tech panels, educational approach and design, anything and everything to facilitate industry dialog and cooperative opportunities. The show is tired and needs to give a strong reason to pull all stake holders together. It is a total shame that so many have pulled out. the most important reason to attend DEMA is to be a part of the discussion. So many will miss out on that. If DEMA Show dies, the industry will go with it. We will see the affect after this year. We need to build DEMA into a resource for all level of industry players to see it as a cannot miss event each year.
- 205.188.116.209 I would add to the program some sort of party or social gathering to make me

feel good. We spend a lot of time and resources to make our customers feel good, but who makes us feel good? If we aren't pumped about diving, how can we go home and make our staff and customers feel pumped about diving? When we're feeling special, we can make our businesses special.

- 205.188.116.209 I would allow all vendors to sell to the dive professionals at the show for the length of the show not just the last day. I would also arrange the vendors in a more organized manner where as you have the travel mainly in one area but the vendors of clothing and accessories are scattered throughout. You need to group the vendor better so that all people aren't running from one end to another.
- 216.135.40.19 I would arrange less expensive lodging and offer more training workshops at lower costs.
- 69.9.16.95 I would change the show back to the Winter schedule. Most of us have dive trips planned for the October time frame. While we have managed to accommodate attendance around dive travel, Houston is a location that offers no incentive to attend.
- 64.230.150.210 I would change the time of year from the fall to the Winter/early spring.
- 207.69.140.21 I would choose 3 locations for DEMA. LA, Las Vegas and Miami and rotate between those three. Houston my friends is a mistake. To expensive, not exciting and many vendors dropping out because of excessive costs. But, if I were DEMA manager for a day I would review admission fees and give a good discount to guests returning from the previous year.
- 66.32.111.190 I would cut the show in half. (DEMA Members Only) Move it to mid November. Develop value for and revenue streams from Dive Retailers boat operators and Resorts. Cut the "Dive Pool" and use the money to produce Value to the retailers, boat operators and resorts. Skip Commagere Force-E scuba centers Florida
- 67.140.249.174 I would encourage the vendors to come up with specials for orders placed at the show. As shop owners we go to buy product and want to place orders--especially if they are a "DEMA special".
- 69.145.216.194 I would ensure that the retailers that set up at DEMA do take the small stores into consideration. We only had about a 25% Responses from the information we requested last year.
- 205.188.116.209 I would gather all the stake holders in the industry ie education/equipment/dive travel, and try to work out the problem that faces the dive industry. We are in a phase that is destroying the entire industry, and we cannot recover from it, unless something is done to fix it soon.
- 206.247.212.220 I would have better signs to help people find things. I would have a few people in the halls who know what is going to direct people.
- 66.185.44.17 I would have it scheduled during the Caribbean off-season so that we are not so

- busy that we cannot attend.
- 65.32.209.15 I would have some seminars in the evening so dive store owners DO NOT!! have to rush here and there to try to get everything in on the days. Some of us would be there and not out partying. Make the time cut at 9 P.M.
- 69.110.41.2 I would have the show at one location every year, preferably Las Vegas.
- 205.188.116.209 I would have the show in New Orleans where there is a great opportunity to network after show hours.
- 168.103.120.116 I WOULD HAVE THE SHOW IN ONE LOCATION AND MY SUGGESTION WOULD BE LAS VEGAS, NV.
- 66.233.22.147 I would have the shows in centralized location and try and have some low cost accommodations
- 66.205.24.4 I would like to see the show opened to consumers - at least for one day of the show. I also would move the show to an area that has entertainment outside of DEMA (Vegas was great!) and has a wider availability for accommodations.
- 68.212.107.246 I would mail the badges or a list of names of individuals that signed up to go to DEMA to the Dive Shop so that any "unauthorized" people are not getting in with badges that would allow them to get price lists. I would bring the show back to New Orleans in January. The travel people are taking over the show. I would cut back on the amount of them allowed at the show. I know that's 3, but there are many, many more.
- 149.174.164.74 I would make the floor plan more user friendly such as; arranging destinations in one area, equipment in another, apparel in another, and so on. The last few shows have been sort of "thrown together" making it difficult at times to relocate the ones you had visited and want to revisit. Arranging them in categories make more sense.
- 138.27.1.2 I would move the show back to January and give it a permanent home in Los Vegas. A permanent home and low season show dates would allow people to do things like buy condo time shares to reduce cost and make long term plans. Vegas is a convention town, and with the general downturn in all types of trade show attendance DEMA should be able to negotiate a very favorable long term deal. As for the show itself I have the opposite opinion of a lot of people, I would encourage more floor sales. If I see something at a show and I have an impulse to buy it my customers probably will also have that same impulse. Example: I saw a SEA-DOO at the last Vegas DEMA show. I had to have one. I bought one on the floor and took it home on the plain with me. Within a month I sold 4. Had I not made that impulse purchase I probably would have just filed the info in a cabinet and forgotten about it.
- 209.248.216.18 I would not charge customers to enter the show if they are buyers.
- 66.72.38.238 I would pick one or two GREAT locations for the show and continue to go to

those. Houston, after hours, what is there to do? Las Vegas, New Orleans, what is there to do? The show is important, but after a day at the show, a nice night life after the show is nice also. Socializing with friends or industry colleagues is important part of DEMA and having things to do or places to go is important outside of the show. I would also change the date back to January or at least in November. October is still our dive season, and I must leave my store in the season to attend the show. I saw January as a start to the year, getting new lines, new product to start the year. I see October as the end of the year, money getting ready to SLOW down, don't spend wait till after the new year.

- 67.165.185.160 I would repeat seminars more often so those attending for just a couple of days had a better opportunity to attend them.
- 67.163.98.233 I'm disappointed that many of the largest equipment manufacturers will not be at the show this year. I would find an incentive to make it more worth their while.
- 66.127.36.81 If DEMA is only a once a year show, it should be disbanded. I am looking for a true industry advocate not a show promoter. You guys need to re-evaluate your priorities. If you never did a show and were THE industry advocate and spokesperson, you would be 100 times better for it.
- 24.60.164.51 If none of the major manufacturers are going, why is anybody else going to go ?
- 209.240.100.23 If scheduled in New Orleans, my wife & I would go for the "vacation". Otherwise, once every 2 years is enough. We are Snow Ski also. We have go to SIA every year to "buy". The diving industry is different.
- 204.17.150.12 Include Saturday and Sunday as show days to allow independent instructors to attend without having to use vacation days from their primary jobs. Most of these days are already used for leading group dive trips.
- 69.10.200.126 Insure that DEMA keeps all manufactures interested in DEMA instead of them leaving and investing their money into other methods of marketing.
- 198.165.2.175 Insure that the major product manufacturers do not pull out - do whatever it takes to keep the major lines at the show
- 206.167.110.3 Introduce new programs for dive shop: as an example have a kind of coop buying for insurance, etc.
- 63.170.24.156 It is important to have all the wholesalers in attendance. If I can't see my vendors then I don't need to be there. You need to coerce the vendors to attend. Or neither will I.
- 65.218.187.18 It's become the PADI trinket and travel show
- 66.156.138.144 January was a better time
- 64.12.116.209 KEEP BOOTHS OPEN AND NOT LET THE VENDORS BREAK DOWN THEIR BOOTH UNTIL CLOSING HOUR.

- 68.212.174.33 Keep customers from attending like industry pros. Tighten rules for buyers getting in.
- 199.227.141.134 Keep it a buyers show only! Only allow store owners in. Keep the rest out.
- 24.170.180.119 Keep it in cities where there is other activities that would attract people, like Miami, Orlando, Ft. Laud, but HOUSTON for a DIVING convention, come on.. Who thought of that?
- 64.12.116.209 Keep it in Miami every year
- 4.40.63.163 Keep it in the West
- 207.30.19.55 Keep non-professionals OUT !!!! If you do not own a facility or are an instructor or higher you should not be allowed into DEMA. For this reason we will no longer support DEMA. My customers come into my store with price list they got from DEMA and want me to cut my prices for them. DEMA will allow anyone in as long as they pay. DEMA is destroying the industry.
- 66.233.189.165 Keep out the folks who are not real players, the guys that take up space in the show that are not dive store reps need to stay away!!!!
- 209.247.222.22 KEEP THE GENERAL DIVING PUBLIC OUT OF THE SHOW!!!!
- 205.188.116.209 keep the hobbyists out
- 24.81.253.217 Keep the manufacturers from dropping out of the show - we would attend if our major lines were going to be there.
- 202.47.158.57 Keep the non dive industry exhibitors out. Go back to more of a Mfr's show than a travel show. Have the show in a better location than Houston. In my opinion it should alternate between LV and NO. DEMA does not need to know any of my private business info for me to be a member. Flat rate fee!
- 68.32.31.122 Keep the show in cities easy to reach with reasonable airfares and inexpensive to live while you are there.
- 209.165.187.243 keep the show in places with entertainment!!! most attendees go to the show to spend time with other peoples in the industry !! New Orleans ,Vegas ,Miami ,Yes
- 4.26.187.37 Keep the BIG suppliers there and offer incentives to buy at the show
- 67.164.177.62 Less days and more seminars on how to make the dive industry move visible to non divers. More think tank seminars
- 64.208.190.241 Less expensive and more fun location. I mean...who the heck puts "Houston" on their top places to want to visit!
- 64.12.116.209 Less hype by the so called dive industry professionals.
- 198.81.26.77 less travel, more product
- 166.205.27.64 Let sales reps approve attendees

- 12.31.73.24 Limit attendance to shop personnel
- 65.69.99.139 Limit show to dive retailers/travel only.
- 69.212.30.125 Limit show to true industry stakeholders, NOT divemasters/independent instructors/friends of the shop manager. Have useful seminars like the Power Up series. Force the mfr's who run service seminars make them true service seminars (with tools, parts, & everything).
- 205.188.116.209 limit shows to Instructors and Divemasters to one day.
- 140.186.119.63 Limit the number of small "Travel Booths"
- 24.18.210.154 limit who attends the show. it has turned into a consumer show it was a joke last year DEMA has failed and forgot what DEMA stands for .
- 216.89.226.17 Locate the show ins South Florida also attendees could dive while they are here.
- 69.40.207.215 Locate the show in a stationary location that would make it inexpensive for dive stores and manufactures to get together with out going broke each year. On average it costs a store owner well over a thousand dollars to go to DEMA. It has to cost tens of thousands for manufactures all for a social outing. We need an inexpensive place to do our affairs so we all can profit. We really need better seminars that don't just tease us but give dive stores real ammunition to promote diving and get old and new divers in our stores.
- 65.144.97.68 location
- 216.153.235.191 Location
- 68.51.239.73 Location
- 168.180.204.235 Location more convenient.
- 24.227.110.134 Location, Location, Location
- 65.35.241.200 Location, location, location
- 66.82.9.63 Longer Hours
- 4.228.66.215 Look for more ways to promo Scuba/Snorkeling on a National Level. Example: Got Milk?
- 24.26.47.161 Lots of water to drink & chairs to rest feet.
- 68.76.180.249 Lowest possible main travel related costs i.e. - hotel costs.....
- 66.125.86.229 Mak it in January & have our vendors make this time of year the time to make booking orders!
- 68.215.177.225 Make a greater effort to make the show for the trade only. Keep out the gawkers and the divemasters and the hustlers.
- 66.215.211.121 Make audio tapes available for training sessions you are not able to attend. Extend the floor hours. Allow family members a special one-day pass to "look"

- during a limited, pre-set floor "hour".
- 205.188.116.209 make available a networking of some type of cooperation among vendors.
- 68.115.24.76 Make DEMA more exciting. You need Lauren Hutton and Heidi Klum and other famous divers to attend. More film makers and photo seminars are needed. We could use alot of crowd greeters to mingle and promote at the same time. Make DEMA fun to attend. If we wanted boring we can surf the web.
- 216.119.144.24 make it a scuba show not a travel show
- 65.248.219.24 Make it a smaller working show for the professionals, keep out the semi pros that just want to score some cheap gear for themselves or BS with the industry.
- 63.200.51.50 make it a true buyers show, a marketplace.
- 66.185.85.73 Make it cost effective so major suppliers would feel it was worth attending. Almost every one of my suppliers is NOT attending this year.
- 24.243.40.86 Make it for buyers only
- 66.92.131.189 MAKE IT THE FIRST WEEK IN NOVEMBER. IT WAS BAD IN JANUARY WITH CLASSES AND TRIPS. IT IS WORSE IN OCTOBER WHEN WE ARE STILL DIVING.
- 24.21.168.108 make more food choices available with REASONABLE prices.
- 68.192.135.86 Make setup and breakdown more easier.
- 68.210.251.86 Make show every other year
- 68.255.160.197 MAKE SURE EVERY PERSON ATTENDING THE SHOW PROVES CREDENTIALS TO ASSOCIATE THEM WITH A DIVE FACILITY. LAST YEAR ANYONE COULD REGISTER VIA COMPUTER & GET INTO THE SHOW & RECEIVE PRICE LISTS THEY ARE NOT ENTITLED TO.
- 70.241.94.156 Make sure that all major vendors come to DEMA. We have heard many top vendors will not be there this year - how sad.
- 209.215.60.99 Make sure that all the major players are there!!!!!!!!!!!!
- 68.145.122.77 make the shop an attractive destination - Las Vegas had entertainment value and Miami had some sunny beaches and some diving. Houston just does not appeal to us
- 65.25.147.97 Make the show cheaper for the vendors. I feel I have seen a growing trend for vendors to scale back or not come the show at all due to the high cost of the show. Vendors are starting to realize that DEMA money can be spent in better ways to promote their product directly to the consumer as opposed to the Retailer. With the internet in everyone's home the consumer doesn't need to rely on the retailer to recommend equipment, they can find out for themselves. The DEMA show used to be a must go event, now if our store has time and resources to go we will, but if not it is one of the first things cut from our budg-

- et.
- 205.188.116.209 Make things more clearer. Hard to find things last year!
- 24.60.6.8 manager for a day would be difficult in my position--you are doing a very good job as it stands- keep up the good work..
- 216.185.90.38 May be have more equipment manufacturer present.
- 67.40.108.42 More business/student recruitment oriented workshops.
- 131.161.86.162 More certification programs that would enhance my existing training offerings. Certification programs for flatwater kayaking, swim instruction. I would like to get certified to offer more programs and expand our educational offerings
- 12.73.194.104 more cost effective for vendors
- 205.188.116.209 More diverse workshops
- 64.157.32.1 More educational seminars. Less expensive hotel options might be helpful.
- 64.230.150.210 More entertainment
- 151.201.246.236 more equipment and training seminars, more business development and strategies...fewer dancers
- 66.93.121.62 More open/friendly booths/brands to showing product to all, instead of an "private access only into our booth attitude" Are we trying to grow the industry or keep it the same??
- 200.65.0.57 More organized. Find a way in which the attendee's time is maximized and is able to get more accomplished in the scheduled time.
- 65.73.114.141 MORE PLACES FOR PEOPLE TO SIT AND CHAT WITH POTENTIAL DEALERS ETC. MORE LOUNGE AREA.
- 205.188.116.209 More programs like the Power Up breakfasts
- 4.229.177.213 More repair seminars
- 64.90.39.225 more rest(meeting) stations
- 200.84.249.223 more retail sales
- 24.129.221.65 More sales related training and current consumer trends (up to date) not past wants and needs. In other words what the consumer is looking for TODAY!!!
- 67.213.47.47 More show equipment or travel special pricing for show attendants only.. the way it used to be. We dealers are not happy with non store owners (many are instructors not associated with a store) having access to pricing and buying at DEMA.
- 209.30.167.51 More signs at the end of each row stating the row number.
- 64.1.35.99 More time to get through the show floor.

- 209.112.150.219 more training
- 209.247.222.115 More training seminars.
- 205.188.116.209 More travel related exhibits.
- 63.201.52.116 More vacation friendly location Orlando, Las Vegas, Chicago (Maybe) NOT NEW YORK, Boston, Dallas Houston unsure of New Orleans. Went to San Francisco cost were high
- 63.188.80.170 Move DEMA show back to the winter months. Omit Instructors, dive clubs and guests.
- 66.160.124.53 Move DEMA to November or February
- 205.188.116.209 Move it away from Houston
- 66.201.251.50 Move it back to a January format and move it out of Houston which holds ZERO appeal. Orlando, Vegas - Best
- 12.174.140.161 Move it back to Jan
- 208.180.174.207 move it back to jan.
- 67.167.23.78 Move it back to Jan. and offer the show in Rosemont, Illinois once in awhile.
- 66.139.187.199 Move it back to January
- 66.141.49.38 Move it back to January or February
- 199.224.87.3 Move it back to January.
- 65.82.211.134 Move it back to January. We are actually a manufacturer who is pulling out of the show. The October show is not worth doing.
- 68.1.83.100 move it back to the off season - January! New Orleans!
- 64.136.27.228 Move it from Houston to a more accessible (and cheaper) location
- 66.66.144.24 Move it from Houston. We have no desire to go to Houston and with many vendors deciding not to exhibit, there is a very bad buzz about this year's show.
- 63.205.9.139 Move it out of Houston, they are way too spread out & lack a decent range of lodging choices.
- 68.4.42.226 Move it out of Houston. Houston is the pits. STick with New Orleans, Las Vegas, and Orlando.
- 68.17.241.113 Move it to a location that has diving also...
- 66.45.222.123 Move it to Vegas
- 64.12.116.209 Move it.
- 207.16.106.121 Move show back to January/February
- 65.41.4.15 Move show to February during slow month for diving.

- 68.236.19.109 Move the date of DEMA back to January
- 68.77.88.38 move the date to February try to keep all big manufacturers at the show
- 66.127.53.71 move the location from Houston
- 209.195.143.53 Move the location to a better destination. Even though Miami was expensive for some the amount of dollars that the local dive community (Keys and south Florida)brought in before and after the show helped the very operators DEMA supports. I don't feel that Houston is going to help any local dive operators. I would look for a fun and possibly divabel location. San Diego, Orlando, Miami etc.
- 152.163.253.36 Move the show back to Jan.
- 68.235.79.134 Move the show back to January
- 66.119.208.244 Move the show back to January when it is more convenient for shop owners/managers to get away and come.
- 68.248.227.105 Move the show back to January! If not January, then February.
- 24.172.108.236 Move the show back to October or November!
- 68.91.78.89 Move the show date to winter months. Hard on us for all three shareholders to attend during October.
- 68.206.154.80 Move the show to Jan/Feb time frame.
- 151.200.44.164 Move the show to January
- 24.16.38.160 move the show to sometime in March
- 4.8.101.183 Move the time of the show - it is a terrible time of the year!!!!
- 216.153.182.88 Move the time of the year of the show. Oct. is not a good time for us. Jan or Feb is better.
- 196.12.189.84 N/A
- 162.39.116.227 Navigation...make it easy to get in and find where you need to be...maps, signage, ect
- 199.174.147.59 Never have a show in Miami again. other than that, it's just fine.
- 64.230.150.210 New Management.... Bye Bye DEMA
- 68.187.205.236 New Orleans or Las Vegas for location. Keep Divemasters and Instructors OUT except 1 day!!!
- 64.83.233.75 New Owner/Industry Shops and What they have done to be successful. Also software POS and back office stuff
- 67.101.14.66 No Divemasters, they are a disruption.
- 66.14.114.39 No matter what is stated, outsiders get in and our customers tell us the great

- deals THEY got at the show.
- 70.240.65.130 No more instructors or divemasters.
- 63.173.119.38 Not allow any pricing to be posted in booths. These posters cause problems with other people outside of purchasing within a company.
- 65.40.203.125 Not allow just any Dive Master Or Instructor into the show, This should be a business related show and not a show and tell for bored DM's and Instructors to waste factory Reps time and drag their sacks to see what freebies and equipment they can get at cost, thus not buying it from a retail dealer. NO outsiders should be allowed in the show! I've heard other stores have invited their entire customer base.....
- 151.196.141.43 NOT go back to Houston or any California town. Book DEMA into 3 venues only... Orlando, New Orleans, and Vegas. That is it, and rotate through those three only. October is NOT good, go back to January-start of the season-not the end of the season.
- 66.210.74.62 Not go to Houston
- 198.81.26.77 Not have it in Houston.....
- 206.48.0.4 Not hold it in Houston. I am a resort owner and the carib is very hard to sell to the west coast
- 209.214.16.235 not Houston
- 66.219.221.84 Not so big and spread out-it takes too long to see-and more free seminars, info-since we already spend a lot to go, quit making it so expensive
- 209.247.222.116 Not sure what to do.
- 152.163.253.36 nothing
- 67.169.248.211 Nothing
- 69.44.167.137 Nothing at this time DEMA does a good job, I am currently concerned about the amount of Mfg's not attending What is really happening??????
- 172.153.178.79 Offer a product discount on all purchases made that day. Individuals shouldn't be penalized over store owners!
- 66.77.226.214 Offer it a better location than Houston. Tighten the controls of non-important personnel (divemasters, dive store wanna-bees, etc) from attending so more business can be done. Offer less expensive accommodations/lodging, and reimbursement of attendance fees for consecutive yearly attendance.
- 216.185.193.63 Offer more "new" business related seminars and focus groups
- 65.92.22.95 Offer more affordable lodging and more choices.
- 65.54.97.141 Offer more professional/technical/commercial diving equipment and seminars for the working divers!!!!!!!!!!!!!!!

- 4.152.75.175 offer more seminars, even seminars of the same nature, so that the seminars are not so crowded
- 216.54.20.242 Offer registration discounts for multiple employed attending.
- 64.165.69.151 Only admit SCUBA Buyers and/or decision makers into the show. NO Instructors, Divemasters, etc.
- 69.67.17.135 Only allow real "Industry" professionals into the show. Its quality time with the manufacturers that would help.
- 64.12.116.209 ONLY ALLOW RETAIL STORE OWNERS AND QUALIFIED BUYERS INTO THE SHOW. LAST TIME I WENT I SAW MY RETAIL CUSTOMERS THERE! IT SEEMS THAT EVERY CERTIFIED PERSON CAN GET IN!
- 64.12.116.209 Only let dealers/resellers participate the first two days of the show. Period!
- 209.215.110.102 Open DEMA to the public on the last day.
- 67.97.158.247 Open show a little earlier in the AM. Am not sure as to why Scuba Pro, Dacor and the other large vendors are not attending I would make sure they were happy and attending to draw larger crowds.
- 12.220.106.23 Open the show to consumers for a few days and hold it in Las Vegas. That would get more divers excited, and make attendance by manufacturers/vendors more enticing.
- 64.123.144.215 Open the show to everyone at 9 instead of 10.
- 65.81.87.92 Open the show to the public. Segregated days for trade and public.
- 24.167.64.206 open to public
- 66.168.38.168 Open up all the seminars to everyone attending.
- 4.246.93.200 organization of show
- 128.125.198.103 organized layout of show floor - ie travel only area, equipment only area. offer non-profits (real non-profits) an area for display at no cost (two large booths?)
- 67.136.62.191 Other than the 15 minute intervals during morning and evening rush, buses run on the hour every hour through the show. I don't like feeling "trapped" once I get there.
- 205.188.116.209 Participation in DEMA is key to success of the entire scuba industry. DEMA shows are over priced for the majority of the dive industry. The DEMA show has champagne costs for an industry that pays its employees its employees enough to buy cheap beer at best! What is the average income of someone in the industry??? Appeal to the majority not the minority!!!!
- 152.163.253.36 Perhaps a grouping of the different type vendors.
- 66.91.205.179 plan the show dates and locations at times and locations that are conducive to

the work we do at this show. We come to work. The floor plan, the cost to and from the location, the time of year and cost of lodging and travel are all issues however the combined benefits of having a show that brings the industry together and drives across the board sales is invaluable as some will learn. The fact that the membership is finally being asked what they would like means a bunch, the direction DEMA has taken in the last four years and the programs it has in place have supported us as retailers and resorts. your questions are not complete and I am not sure of your intent or what you will do with this information .

- 65.68.16.113 PRE-CHECK IN VIA COMPUTER AND PRINT OUT BADGE BEFORE ARRIVAL
- 68.110.206.122 Programs, seminars, workshops that offer facts, figures, directions, has specific as possible to increase/enhance business. Most past offerings along this theme are way to general. I would even go so far as to require participants to bring details and info about their business to better understand what they have, can it benefit and improve from experts at the show! To see, touch and inter-act with new and proposed products from a wide offering of mfgs. is also huge. Instead of companies having reps take up valuable time (rep time and store time) stores can see more in less time in one venue. If companies are worried about secrets being let out, are they really wanting to advance recreational diving or being a little greedy about who knows what?!
- 67.33.103.232 Provide daily benefits and additional amenities to your exhibitors.
- 216.192.202.6 Provide more objective view of equipment and travel offered, so that new and innovative ideas can be pursued.
- 68.186.18.152 Provide opportunity give a seminar at very low cost to the presenter. I suggest \$100 per 15-30 minutes. I would like to present a talk with the use of a PowerPoint about the: 1. History of vented earplugs in diving 2.Safety of vented earplugs in diving. 3.How does equalization work in diving. 4.Dangers of vented earplugs in diving. 5.The safety of vented earplugs in diving. 6.Availability of vented earplugs. DEMA should organize more retail shows in the East and West USA.
- 69.1.44.53 Provide shuttle service to/from hotels. Get manufacturer and cert agency reps to be more consistently available and keep appointments.
- 170.128.175.135 Put all travel displays in one area - clothing in one area, etc. All like items should be in the same area so there is not so much repetitive walking.
- 24.43.38.241 Put it in a place where people enjoy traveling to and they will come, cost and Ease of travel improve to lifestyle destinations. We are an industry that loves the Ocean and lakes. Miami was far better choice than Houston or Las Vegas. Houston is not a place were watersports enthusiasts want to travel to, it is expensive and where you would go for a family funeral if you couldn't move the body. As a buyer from outside the US I would think it smart to have the show in

- another Country, Canada, Cuba, or Mexico. The head in the sand approach of keeping it in the US is insulting to a large portion of the industry.
- 69.75.165.1 Put like businesses together ie: equipment, travel, photography, etc...
- 216.179.74.85 Qualify the attendees. Buyers should be buyers. To many of my customers end up at this show. It is no longer an industry show.
- 199.75.184.194 reduce the fees to attend. in the retail and training part of the business, we don't have surplus income. We need the infor provided but it comes at a big price!
- 64.12.116.209 Reduce the number of Travel and Apparel booths or their prime locations. Entice product manufactures to provide more training and information seminars. Keep the show in Vegas and Orlando cheap to get to rooms and food are fare priced.
- 66.13.44.194 Regional shows would be easier for store to participate in. The greatest challenge is for my staff (other than the owner, me) to go to DEMA. If there were regional shows, I could send my staff. A 2 day show would be just about right. The regional shows could be part of the successful Scuba customer shows already across the nation. The DEMA show could be before or after. Holding the show during the week, rather than on the weekend for individuals in the dive industry would make more sense to me.
- 66.191.171.3 Regulate the people that come into the show. This show should be for Retail outlet owners and their staff only. Too many times I see Dms or divers there just to buy gear at great prices.
- 66.82.9.28 Relieve the congestion at the entrance/exit at the beginning and end of the day.
- 67.170.158.8 Relocate to Las Vegas permanently
- 70.16.203.138 Removal all seminars, scale show back to 3 days, buyers only, limit the size of booths so exhibitor capital could be used to support regional show.
- 69.67.17.135 Remove access to EVERYONE who is not an authorized BUYER FOR A LEGITIMATE RETAIL FACILITY.
- 68.52.127.0 Restrict attendees to ONLY two participants per store, must provide business card with owner or buyer on card, and provide Federal Tax ID. Too much crowd with my customers and instructors that interfere with REAL buying decisions. This is no longer a market in which to buy, it has become a Open trade show where anybody can come.
- 151.196.239.208 retailers only
- 65.73.91.100 Revert back to an industry-only event. Independent Instructors & Divemasters disrupt the whole idea of the show.
- 64.58.212.181 screen the attendees to filter out all the non-professionals, the want-to-be just to

- get a deal: by-passing the local dive store.
- 67.64.41.119 See that every major city in America would get a chance to use the scuba tour
- 209.214.22.155 segregate by departments-all travel on one side manufacturers by themselves, certification agencies by themselves, etc. BUT PUT TRAVEL TOGETHER! GET IT OUT OF THE MANUFACTURER AISLES!!!
- 66.131.86.34 seminar should be in other language than only English.
- 68.102.12.230 Send floor map and exhibitor listing in ADVANCE of arrival to assist with show planning and time utilization - thereby know where exhibitors are located and PLAN day(s) on the floor for maximum effectiveness
- 206.247.212.220 Separate the dive travel show and the equipment show into two venues. Perhaps the length of each could be reduced by a day. It is costly to have staff there for so long.
- 64.12.116.209 Seriously control WHO gets into the show. This is NOT a place for instructors and guests in general. This show should be for store owners and operators only.
- 205.188.116.209 Set up a code of responsibility for manufacturers to support equipment after the sale i.e. replacement for defects, or parts and service. A diver can't always take equipment back to the dealer where it was purchased. If there is a problem, there ought to be a way to get satisfaction through the manufacturer rather than be passed off to some other dealer. I've seen a lot of divers really upset because they couldn't resolve a problem that the manufacturer should take care of. The dealers get caught in the middle. Seems like DEMA would be the proper forum to handle this issue and set some industry standards for such customer relations so buyers (whether retailers or users) could trust the products and depend on after-sale service.
- 65.32.30.125 SHOW FOR STORE BUYERS ONLY NO INSTRUCTORS NO DIVE CONS NO PUBLIC WHAT HAPPENED TO A PROFESSIONAL SHOW IT HAS BEEN A JOKE
- 69.15.76.218 show is ok as it is. we need info from DEMA throughout the year.
- 65.118.48.44 show location...Houston is fine but there are better locations than downtown.
- 65.178.161.53 Spread out the seminars so they are not all bunched together. Often 2 or 3 good seminars will be held concurrently and then you inevitably miss some seminars you would otherwise like to attend.
- 63.190.80.217 start earlier in the day
- 65.102.241.10 Stick with Las Vegas or New Orleans for location. -Emphasize products more (Dive EQUIPMENT Manufacturers Association). -Relegate travel to a particular area, rather than scattered throughout the show. -Better qualify attendees. The 2003 show may have

- 66.166.238.233 STOP ALLOWING CONSUMERS INTO THE SHOW AND LIMIT THE DAYS INSTRUCTORS AND DIVE MASTERS ARE ALLOWED INTO THE SHOW!!!!!!!!!!!!!!
- 65.218.187.18 Stop being so pro-PADI!
- 65.6.140.193 Stop letting "anyone" that dives into the show. It is for retailers only. NOT every divemaster in the universe
- 67.36.112.53 STOP LETTING ALL THOSE NON-SCUBA ASSHOLES IN TO THE SHOW. WHY SHOULD I COME AND WASTE MY TIME AND MONEY WHEN I CAN NOT TALK TO VENDORS BECAUSE ALL THE FREE TICKET HOLDERS, DIVE MASTERS AND INSTRUCTORS ARE IN THE WAY.
- 68.83.100.131 Stop selling to my DM, Instructors, Offering trips through individual Instructors.
- 68.77.27.168 Subsidize Lodging
- 67.65.203.155 Take actions as necessary to make it a dealer trade show, and get the consumers off the floor.
- 67.94.59.54 that your job
- 68.86.35.15 the arrangement of the booths differently with primary/large companies and accessory companies and travel.
- 205.188.116.209 The DEMA show needs to be for Dive Store Owners/Managers. Business decision makers. There are way too many "consumers" attending a "PRO" show just looking for "Deals". Get rid of independent Instructors, Divemasters, and all of the GUESTS(that last year had BUYER badges) and make the DEMA show a RETAILERS show again. Also October is a hard time to get away from our business.
- 65.75.18.183 The DEMA show should be for principals only. Not instructors divemasters etc
- 68.251.117.62 The last three weeks are always incredibly busy for us, so I would move the show into the first week of November
- 206.123.36.113 The only cities I'd even consider are Vegas or Miami. The rest are a hassle.
- 66.50.245.118 The problem with DEMA is not the show. Is it's the role within the industry. DEMA should be more than a show. It should gather resources to gain access to other sports. DEMA's marketing ability has being always very poor and myopic.
- 12.180.42.135 The problems are not DEMA related. The problems relate to the union at the convention centers. One wholesaler told me it cost more to more his goods across the convention center than it did to more them across the county. Convention centers have to be cost competitive. Heck, I would attend a show in tents! Matter of fact, why not consider that: rent a big fairground, put up a

- bunch of circus tents in the parking lots, and tell the convention centers to shove it?
- 64.12.116.209 The seminars need to be offered at more time frames per day so that they can be attended as there are always appointment conflicts that happen day to day. When an alternate time is not offered more than once each day it becomes hard to attend the meetings. The result is you prioritize and then skip it if it does not fit. As the exhibitors try to cut their staff and resulting expenses they reduce the quality of the show. We shoot ourselves in the foot and wonder why we limp.
- 68.48.119.202 The show caters to shop owner, Instructors bring alot of clients to the shop and to the sport, make the show more friendlier to Instructors treat them the same as shop owners
- 65.41.66.42 The show is generally well managed, entry on the first day is always difficult and frustrating.
- 66.50.94.174 The show is ok but try some other places that can be use as a vacation too. Houston is not a place to do the show and this is the opinion of the owners of dive shop here in Puerto Rico
- 66.232.48.194 The show seems to feeding on itself. You have to decide whether you are really a DIVE EQUIPMENT MFG show or are you "travel wholesalers". We are thinking more of attending Consumer shows because we still get to see new gear but we also get to interact and meet the real consumers who might want to come our way. The so called "travel wholesalers" we have met they past couple of years we attended are snobs and don't care to promote anyone but themselves. I have tried. So in the end, I go for the equipment seminars, updates and training because it would be too expensive for me to visit them all individually and I am too small for them to come to me. :(Is it worth doing DEMA every year, maybe not. Maybe every two years especially if the primary focus is on Equipment related issues. If you are going to turn DEMA into a consumer show then call it one and figure out a way to separate the dealers from the consumer attendees. That way you can still have all the neat seminars and dealers can meet with their factory reps while at the same time consumers see products and services but are restricted from attending or obtaining dealer related material.
- 199.41.197.24 Things they used to do like the "Feeding Frenzy" in NOLA a few years ago, admission to a local attraction, the aquarium of the Americas
- 207.189.187.57 This year- move locations. I know that is not possible for this show. I have no intention of going to Houston
- 68.252.21.174 Tighter restrictions on who attends DEMA and receives retailer information. More affordable lodging and food.
- 209.33.201.35 Time of year it is held.
- 4.10.78.52 Timely check in

- 64.12.116.209 To get in earlier in the day to be able to finish earlier at night and enjoy some of the city.
- 64.2.103.5 To help DEMA not my store I would schedule the DEMA show in either New Orleans or Las Vegas. These are centrally located destinations with lots to offer.
- 151.200.11.121 Tone down PADI a little and high light some of the other organizations.
- 152.163.253.36 try a northeast location one year or move back to Orlando, FL
- 152.163.253.36 Try to get the big manufactures that we sell in our store to attend so we can get our product updates and new product info. There is no point going when all but 1 manufacture are not going to attend your show this year.
- 67.33.19.140 Unsure.
- 65.101.128.165 We exhibit at DEMA as a manufacturer. Our main purpose at the show is to meet potential distributors and meet with existing customers. We are pleased with the show.
- 63.84.4.1 Why don't shops market to Kids (and thus bring the whole family into the shop). 1) Kids are the industries future bread & butter, offering programs a age 8- 10 is too late to start competing against soccer, baseball, field hockey . . . you name it. 2) Advertise in WOMEN'S DAY, FAMILY CIRCLE Not in Skin Diver (and such). People who read the dive trade rags are already hooked, this is NOT the market to target if you want to develop a relationship with more FAMILIES for the long run. 3) Parents think nothing of spending \$300 on hockey or baseball gear (not even touching on birthday parties or family water sport vacations), but WILL NOT spend that kind of money on themselves. Get the family involved, and you would solve the dive industry growth stagnation. 4) Teach dive shops how to deal with kids. Don't look to TEC as the saving market, it is too narrow, specialized, and costly (when you should be doing MUF sales to the mass market). Why does every grocery store, Wall mart, ect have MUF seasonal items for sale, and the good (comfortable stuff) at dive shops just sit there. Uncomfortable grocery store gear is killing more kid interest in diving, as it leaks, hurts, and (from a kids perspective) is not fun, and they "can't do it". The dive industry is killing itself by not working with this population.
- 198.8.3.35 With knowledge that the dive industry is struggling I would initiate buyers clubs. The manufacturers and their jobbers would still be the point of contact however it would allow several small businesses big discount buying power. To compete with the internet a small business needs more than being the service facility.
- 151.203.82.124 Would like to see New Equipment only section. Here you could separate new and old, the booth could remain standard, however, this section would have only new equipment to touch and check out. The Dive travel section has not produce any helpful packages that my store could market. The travel section is a great deal for them, but the stores (store owners)do not get any great deals to

send divers to these locations. We have had better luck locally. Organization of isles into product groups to make things easier to find.

149.174.164.74 would never had pick Houston

129.9.163.233 wow, no ideas here

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About US:

Cline Group Advertising conducts market research for the scuba diving industry and a host of private companies.

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