



## PADI EVENT SUPPORT PACK - 2015



### PADI RETAILER & RESORT ASSOCIATION MEMBER BENEFIT

Participation at shows and events is an important element in today's business marketing mix, whether at trade or consumer shows. PADI acknowledges this and PADI Europe, Middle East and Africa has created the **PADI Event Support Pack (2015)** to assist PADI Dive Centres and Resorts exhibiting at shows and events during 2015.

**The PADI Event Support Pack\* (2015)** provides renewed PADI Retail & Resort Association Members with £/€150 Credit\*\* toward PADI Product/Merchandise to support marketing efforts at your chosen show or event. You will also receive PADI bunting for display and a selection of PADI wristbands as additional marketing and branding support. We request that your PADI Event Support Pack contents, including merchandise purchased with your Credit, is prominently displayed at your chosen show or event.

To receive a PADI Event Support Pack (2015) please complete the attached application

#### BEFORE, DURING AND AFTER YOUR SHOW OR EVENT\*\*\*

- Complete and submit the PADI Event Support Pack 2015 Application\*\*\* at least six weeks prior to the first day of your show or event (along with written evidence of your attendance at show or event)
- Upon approval of your Application, PADI will authorise your PADI Event Support Pack to make use of during your show or event
- To place your PADI Event Support Pack (ESP) order, phone your regular Product Consultant and quote: **ESP15. Your wristbands will be shipped with your ESP order**
- Your booth must have a professional appearance, prominently display the PADI logo and be staffed for the duration of the show or event
- Complete the PADI Event Support Pack Post Show Questionnaire and return to PADI with photos of your booth within 14 days of your event

#### TERMS AND CONDITIONS

- You must be a renewed 100% PADI Retailer & Resort Associations Member and in good standing
- You must apply for the PADI Event Support Pack (2015) at least six weeks prior to show or event
- You must provide evidence of your commitment to exhibit at your chosen show or event
- You must prominently display the PADI logo on your booth
- PADI Event Support Packs are on a first come, first served basis with limited availability
- You must complete the PADI Event Support Pack Post Show Questionnaire and return to PADI with photos of your booth within 14 days of your event

#### DISCLAIMER:

- PADI reserves the right to modify or change the PADI Event Support Pack of promotional collateral without notice

\* Limit of one pack per Dive Center/Resort, per calendar year, and subject to terms and conditions

\*\* Inclusive of shipping and tax

\*\*\*When sharing a booth only one PADI Event Support Pack Application is available





# PADI EVENT SUPPORT PACK - 2015

## PADI EVENT SUPPORT PACK APPLICATION

Return your completed application to:

**Marketing Department: PADI Europe, Middle East & Africa**

Email: **marketing.emea@padi.com**

Tel: +44 (0) 117 300 7234

Fax: +44 (0) 117 971 0400

Contact name: .....

PADI Retail & Resort Association member .....

PADI Retail & Resort Association member no.: .....

Email: .....

Show or event name: .....

Date: ..... Venue: .....

Type of show or event (Consumer/Trade): .....

Industry of show or event (I .E. Dive, Tourism, Etc): .....

Size of the booth: ..... Total cost of booth: £/€ .....

What is your business object and target for exhibiting? .....

.....

.....

Are you sharing a booth?      YES       NO

Applicants Signature: .....

Name and Title (please print): .....





# PADI EVENT SUPPORT PACK - 2015

## PADI EVENT SUPPORT PACK 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**

Email: [marketing.emea@padi.com](mailto:marketing.emea@padi.com)

Tel: +44 (0) 117 300 7234

Fax: +44 (0) 117 971 0400

PADI Retail & Resort Association Member:.....

Show or Event Name: .....

Actual number of visitors at show or event (obtain from show or event convenor): .....

### Please comment on the return business and exposure for your company:

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

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2. How did you achieve this objective/ target? .....

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3. What PADI products did you sell?.....

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4. How many new customers did you sign up for PADI Courses? .....

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5. Would you exhibit at this show or event again?.....

.....  
.....

6. Additional comments.....

.....  
.....

Photos attached?

YES

NO

Short article attached? (Optional)

YES

NO

