

A PADI Retailer & Resort Association member benefit

The PADI 2018 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:

- A new PADI branded 3 metre Beach Flag (with pole and base)
- PADI Wristbands
- Triangular Bunting
- 25 small PADI Stickers
- 1 big PADI sticker
- Brochures

*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

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 Association member:

PADI Retail & Resort Association member no.:

Email:

Expo Name:

Date: Venue:

Type of Show (Consumer/Trade):

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

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

What is your business object and target for exhibiting?

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Are you sharing a booth? YES NO

Applicants Signature:

Name and title (Please print):

PADI Show 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

Tel: +44 (0) 117 300 7234

Email: marketing.emea@padi.com

PADI Retail & Resort Association member:

Expo Name:

Actual number of visitors at Show (Obtain from Show Organiser):

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?

5. Would you exhibit at this Expo again?

6. Additional comments

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Photos attached? YES NO

Short article attached? (Optional) YES NO