

Dear Dive Industry Colleague:

I am writing to you regarding the results of the "Consumers at DEMA Show" survey DEMA asked you to complete over the last few weeks.

There were more than 550 respondents who completed the survey, and I appreciate everyone taking the time to answer the questions and give us your comments in the space that was provided. I also received more than 150 additional observations by email. Those remarks, along with the survey results and comments, will be used to guide the DEMA Board discussions regarding the future direction of DEMA Show.

We've compiled the numerical results of the "consumer day" questions, and listed the responses from each of the five stakeholder groups to each question for your review. The results can be found [here](#). Please take a few minutes and look at them. The results provide insights into the industry's perception of DEMA Show, and also help highlight the variety of opinions present within the diving industry. Whether you agree with the "majority" response on any particular question or not, those responses do help the DEMA Board (and everyone) gain some perspective on the views held by various kinds of businesses in our industry, as well as their needs.

DEMA Show continues to be robust, and new exhibitors continue to contact DEMA, reserving exhibit space. With manufacturing occupying more than 42% of the show floor, and travel occupying about 22%, DEMA is looking forward to a busy show with plenty to see and do. Some highlights include:

The DEMA Imaging Resource Center - The IRC will again be at DEMA Show to help those interested in using digital photography as a component of their business. Companies such as Backscatter, Ikelite, and Sea Life Cameras will be on hand to help you turn digital photography into an attractive means of acquiring more customers and keeping your current diving customers active. Digital Photography has made underwater imaging available to so many potential and current divers; you don't want to miss this opportunity to learn more about how it can benefit your business.

DEMA's Retailer Resource Center - The RRC will again be on the show floor, and this year DEMA will provide mini-seminars on business planning, money matters, marketing and a variety of other topics that will help all diving businesses stay on track in tough economic times. These mini-seminars will have limited space but will be repeated numerous times, giving you lots of opportunities to meet with experts in the various subject areas. Help yourself, and help your business by attending these excellent, short programs.

There are also plenty of DEMA-sponsored, comprehensive seminars that will provide attendees with access to sales, marketing and business expertise, information critical to protecting our diving environment, and much more. DEMA-sponsored education programs are scheduled to leave plenty of time for exploring new products and meeting

with key personnel on the Show floor, as well as for being able to attend Exhibitor-sponsored education programs.

With all there is to do, DEMA Show continues to be the largest trade-only event in the diving and watersports industries, and the best place to meet face-to-face with your colleagues, learn more, and help keep your business strong.

Please review the survey results. Again we appreciate the input on this important topic and the DEMA Board and I look forward to being able to make recommendations as DEMA and DEMA Show continue to help the Industry get through these tough economic times.

See you in Orlando,

A handwritten signature in black ink, appearing to read "Tom Ingram", with a stylized flourish at the end.

Tom Ingram  
Executive Director