

## DDE, DYNAMIC DIVE EXHIBITION

The diving festival!



### PARTNERSHIP WITH OTHER SHOWS

Dynamic Dive Exhibition is totally different from traditional shows, so it cannot be considered a competitor

At the contrary they can work in synergy to achieve even more to the benefit of all, proceeding to the final step: trying out products on the field



↳ In conclusion: Dynamic Dive Exhibition has to be understood as a different kind of deepening and as the "Operative Arm" of traditional shows

### VISITOR'S AND EXHIBITOR'S INTERACTIONS WITH DDE

#### FLEXIBILITY, DDE MISSION

Suggestions, requests, special needs, are always very welcome and have a really high percentage to be satisfied: the format and architecture DDE allow us to do almost everything

But apart from the technical possibilities, Dynamism also basically means strong interaction with all parts



↳ Note: Dynamism is flexibility, and this is the DDE working philosophy, the DDE mission



More info

[www.ddexhibition.org](http://www.ddexhibition.org)

## SHOWS FOR THE DIVE INDUSTRY



### HOW TO INCREASE

- ▶ INTEREST
- ▶ PARTECIPATION
- ▶ SALES



### THEIR ROLE IN THE PAST

Shows were the unic possibility to know people and find out new products. In other words, a "must"

### WHAT HAPPENS TODAY

People get information on products all year round, in real-time on the web, and have larger and satisfactory contacts with manufactures and various companies in video conference or via e-mail

All this continuously, staying at home or in the office, and at no cost. Diver's contacts, meetings and interactions are also a web affair (chats, forum, etc.). Habits firmly consolidated, and in strong up trend

↳ Outcome: show is not a "must" anymore



### SO WHAT DOES A "PHYSICAL" STAND REPRESENT IN A TRADITIONAL SHOW TODAY?

A duplicate of the "virtual" stand in webpages, and in most cases less efficient: for example when visitors can't buy, or when the exhibitor doesn't show all his products, or cannot give all the attention visitors need

↳ Outcome: loss of appeal

### WHICH IS THE ON-THE FIELD REACTION TODAY?

As the show lose appeal, even the visitors are changed.

This is more evident when scuba shows are not just for professionals (business to business) and are in conjunction with fishing, boat, surfing or other shows: percentage of divers is low and these few people are not really motivated. Neither in a low exciting scenario visitor will decide to undertake a new sport ...

↳ Outcome: today traditional shows may achieve more public affluence, but with much less specific and motivated visitors



↳ In conclusion: show must propose important contents, more substance and exciting initiatives; final success of the show is not represented just from high quantity of visitors!



## WHY DOES THIS HAPPEN?

In the last years **all communication systems have incredibly changed**

**Shows** are communication ... but they **haven't made any change in line with the times**; so they have become year after year more distant from divers, from their needs and habits.

Despite all, these shows **have not lowered their costs** (not only the stand but also hotels, meals, parking and so on), cost have become higher and higher for visitors as for exhibitors, **making the choice to participate always more difficult**

↳ Proof of this: on the field, by **strong and increasing unsatisfaction not only among divers** (many of them say next year they won't come back) **but also among exhibitors** (the return on investment is every year lower and more uncertain)

## HOW CAN THE SHOW REGAIN ITS ORIGINAL APPEAL?



This means it has to be com Regaining divers' motivation to participate, rather than surfing websites.

This could be done just offering a decisive extra value. "Decisive": otherwise no effect will be obtained.

But this becomes very difficult in the case of a "city show stand-only" style ... whatever you do, it will remain "classic", and so will stay high the exhibitors and visitors costs

↳ Solution: a **show "dynamic water-based" style**

## WHATH DOES "WATER BASED" MEAN?

Scuba activities really at the core of the show



This insures the presence of motivated or really curious visitors, reducing quantity of incidental public.

This will also permit the exhibitor to spend more time and organize ad-hoc initiatives per single visitor, assisting him at the very best



↳ Outcome: **less confusion, more efficiency and satisfaction**, from everybody and under every aspect

## WHATH DOES "DYNAMIC" MEAN?

Visitor's involment at all levels, everywhere and all the time.

Visitor must really be **protagonist**: he or she can experience all kind of dives, discover and test any tipe of equipment, participate in scientific researches, move from a room where there is a conference to another where there is a meeting or a course or an update or a practical demonstration, or video/slides session of records, missions, exciting dives, and so on



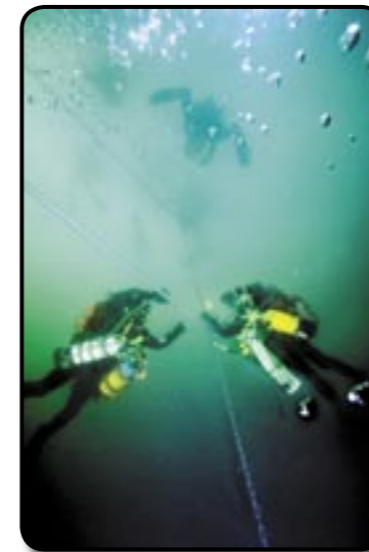
In fact "Dynamic" means the opposite of "static", including **all interests and curiosities a diver has at thath time ... or may have in the future**

And above all **permitting him or her to touch, to experiment and live** (not just to see) them



## WATER FIELD

The entire area is sealed off from outside navigation



Buoys indicating variuos depths with thick lines to bottom. Huge decompression stations with emergency bottles and gases. Submerged guidelines to buoys. Entrance from the beach and from a wharf. Boats to accompany divers to/ from dive points

Etc: a **very structured system** to use water in the best conditions

↳ Note: **the use of own boats is permitted**



## SAFETY- SAFETY- SAFETY- SAFETY- SAFETY- SAFETY



Little hospital, for first aid and for decompression sickness, in the earth field.

1 (one) minute time to reach earth field from farest buoy





**EARTH FIELD**

► **Exhibitors part**

Near the beach or in a green separated area (exhibitors' choice) we suggest a simple and practical structure



The target might not be the beauty but a really functional booth, more comfortable and maybe larger than usual. In fact here there are no problems of space and low cost of structures is acceptable because in this kind of show visitors don't pay much attention to the "look" of the booth and appreciate an "operative" basic asset (however this is an exhibitor's choice)



👉 Note: DDE can provide the setting up, but also **the use of own structures is permitted**



► **Other parts**

Free public W.C., free showers and dressing rooms, free barbecue and picnic area, free parking area, free meeting rooms for conferences/demonstrations/updates/courses, free press-conference room, free beach area for sun tanning, shadow

green area to relax, free kids-parks, camping area, free party area also in the evening, laboratories for scientific research exams, emergency area, restaurants, bars ...



You'll have **everything you need and more, in the same place and most of all Free of Charge**

**SAFETY - SAFETY - SAFETY- SAFETY- SAFETY- SAFETY**



Boats for surface assistance. Divers for surface assistance. Hydro-ambulances on water surface, with resuscitation doctors on board. Hyperbaric doctors in the earth field. 2 (two) hyperbaric chambers in 15 minutes time



Helicopter-ambulance available



Sure absence of waves and current

👉 Outcome: **impossible to have better safety for any kind of diving, including Technical and Extreme diving**

**SPECIAL EVENTS**

"Dynamic" also means the show includes **International Special Events**



**WHAT IS THE NUMBER ONE TARGET?**

No doubt: **the Visitor**



Traditional shows are mostly exhibitor-oriented. In other words, simply stand-oriented. A stand, by itself, is static

As opposed of this, **Dynamic Dive Exhibition shall dynamically rotate mostly around the visitor; a radically different concept!**

Thinking also at the visitor's expenses to participate (for free) and giving him opportunities to find cheap hotels/meals, free parking and so on ... That will not only make the show **much more interesting, but also much cheaper!**

👉 Note: **all this contained cost policy will apply also for exhibitors**

**DYNAMIC SHOW: HUGE LABORATORY OF SCIENTIFIC RESEARCH**

Which better opportunity than a Dynamic show, based on every kind of dives, to make intensive and extended scientific research?

Here **DDE offers important ground and results to the entire Diving Community: Recreational, Technical, Scientific. Results very difficult and extremely long to obtain in other ways.**



DDE attracts **Media attention, during the work in progress on the field and also after that, when results of studies will be divulgated**



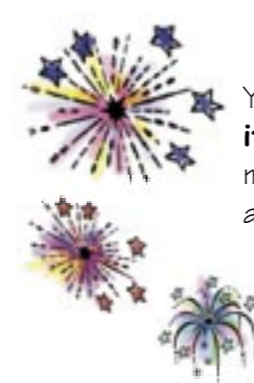
In addition **Scientific Research involves the visitor**, gives him the chance to personally participate at enterprises he feels really helpful



👉 Outcome: good implementation of Scientific Research in the show offers **more motivation and interest to everybody**

**IS THIS A SHOW OR AN EVENT? OR EVEN A FESTIVAL?**

Yes, a show so done seems more an event than a classic show ... **it is a "Campus", a Festival of scuba diving**, also in some moments a party, with evening fun and entertainment in the same area, to be all together all the time, continuing to extend relations



during happy hours and later, without interruptions and dispersions, **permitting to meet and interact with different people and groups also during social activities**



## GEOGRAPHICAL LOCATION



A show on-the-field is **hard to organize in a big industrial city**

- ▶ **A town location gives much bigger spaces available and lower costs** for everything
- ▶ Other advantages of a town are the **surrounding multiple nature-oriented activities** that companions and visitor's family can experience
- ▶ **A calm and fully exploitable water-field exactly in front of the earth-field is a must**; this indicates lakes as best choice
- ▶ **Lakes are logistically the best also because every kind of depth can be rapidly achieved extremely near to the beach**
- ▶ The sure absence of waves enables to place **stands very near to the water**

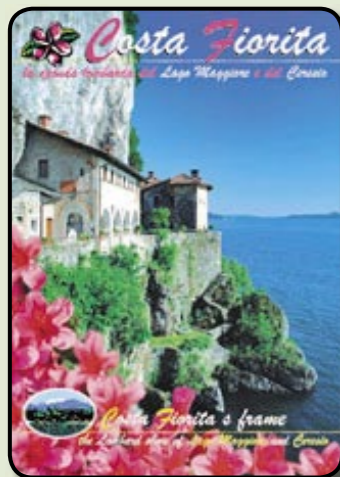


- ▶ Less navigation in lakes (compared to sea) and no movements (waves, currents) permits to **interdict a large water surface**, and to build a **stable field on it (surface) and in it** (in the water: lines, deco stations, and so on)
- ▶ Compared to the sea, fewer nice spots to see underwater does not represent a problem as the function of **the water in this case is not for a spectacular tourist dive: the water function is to test equipment at all depths and practice new dive experiences**, so the need is a large and deep "swimming pool" and lake is (not only, but also) **exactly this**
- ▶ **Good diving visibility is guaranteed** in a big dimensions lake (Maggiore Lake) and in this period (May)
- ▶ **Cold water is only found in significative depths**, and gives a **positive help** to test equipment and experience techniques in (slightly) hostile conditions
- ▶ **The contry (Italy) and the season (late spring) guarantee very nice climate and warm outside temperature**



## LAKE MAGGIORE INFO

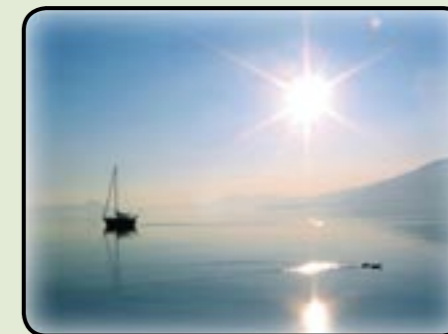
One of the most beautiful lakes in Europe,



located in a green national park full of wonderful places and activities (also for families). It is a **primary italian touristic location, very well equipped with all kinds of services and transportation facilities** as well catered by low cost airlines (Lake Maggiore is just 15 km. from Milan Malpensa airport Hub)

Lake Maggiore is located in **Lombardy, one of the most trading, industrialized and modern regions of the entire Europe**; a top business and creativity centre ... and not only in fashion

- [www.wikipedia.org/wiki/Lago\\_Maggiore](http://www.wikipedia.org/wiki/Lago_Maggiore)
- [www.regione.lombardia.it](http://www.regione.lombardia.it)
- [www.provincia.va.it](http://www.provincia.va.it)
- [www.cm-vallilinese.va.it](http://www.cm-vallilinese.va.it)
- [www.vareseturismo.it](http://www.vareseturismo.it)



## LAKE MAGGIORE HAS A LONG HISTORY IN SCUBA DIVING

For its unique characteristics, Lake Maggiore has a long history in experimental, mixed, record and exploration diving

First were, in 1961, **Hannes Keller** (Zurich engineering school instructor) and **Kenneth MacLeish** (Science editor for the "Life" magazine) for extreme dives (- 221 metres) in experimental mixes and deco plans.

A lot of other scientists and explorers followed; one of most important was **Albert Buhlmann** (the father of modern deco tables) who used various experiments and data from Lake Maggiore

Jacques Picard with his famous special submarine "Forel" explored for a long time Lake Maggiore

In 2003 Claudia Serpieri achieved the Female World Record in mixed gas depth in fresh water (- 180 metres). The last big enterprise (2006) in Lake Maggiore was **"Technical & Extreme Diving Scientific Research Event"**, a single-day session with more than **100 technical and extreme divers** (among them **World Champions Nuno Gomes**



World Recordmen in Cave Diving Jim Bowden, Luigi Casati, J.J Bollanz



World Record Woman in Depth Claudia Serpieri

**and Claudia Serpieri**) in multiple dives between -40 and -130 metres with different mixes, equipment, deco plans, circuits (OC and Rebreathers) and as many as 11 (eleven) different kind of medical exams carried out following new research approach



World Record Man in Depth Nuno Gomes



DAN HeadQuarters: President Alessandro Marroni & son (center), Research manager Costantino Balestra (dx), DSL manager Massimo Pieri (sx)



CMAS HeadQuarters: President Achille Ferrero and Secretary General Pierre Dornier