

# TRAVEL & ADVENTURE SHOW®

## EXHIBITOR OPPORTUNITY: DIVE & WATERSPORTS PAVILION

### THE ONLY TRAVEL-FOCUSED DIVE SHOW IN THE INDUSTRY

You Want More Customers – We Deliver!

Adventure Travel is BACK! Following overwhelming response to the Dive & Watersports Pavilions in 2025, there will be six opportunities to meet new customers in 2026. Plan now and reserve your spot for events in Washington DC, New York, Phoenix, Chicago, South Florida (Ft. Lauderdale) and Denver.

#### REASONS YOU SHOULD PARTICIPATE:

- The Travel & Adventure Shows are the largest, most diverse, and only consumer Travel Show Series in the United States. In 2025, more than 150,000 pre-qualified, enthusiastic travelers attended one or more of Travel & Adventure Show events around the U.S.
- Strategically located in cities with strong travel markets, there are six opportunities for new business among the dive community. Most of the 2026 cities have been without dive consumer events for more than a decade!
- America's Favorite Travel Shows produce the largest concentration of traveling consumers of any event in the United States
- Proven marketing and advertising programs deliver a pre-qualified audience of customers that meet your target demographic
- Market-specific public relations campaigns attract local and national media attention

#### HERE'S WHAT YOUR PEERS ARE SAYING:

We participate in these shows because they work!

**CLAUDIA CUEVAS, ANTHONY'S KEY ROATAN**

It was so busy that we needed to reprint our literature TWICE!

**JESUS REYES, TURQUOISE BAY RESORT**

Our lead jar was full after just an hour. It was impressive to see aisles full of travelers and who were interested in booking trips.

**CHERYL PATTERSON, DEEP BLUE ADVENTURES**

#### 2026 SHOW DATES

**WASHINGTON, D.C.**  
**JANUARY 17-18, 2026**

**NEW YORK**  
**JANUARY 24-25, 2026**

**PHOENIX**  
**FEBRUARY 14-15, 2026**

**CHICAGO**  
**FEBRUARY 21-22, 2026**

**SOUTH FLORIDA** **NEW MARKET**  
**FEBRUARY 28-MARCH 1, 2026**

**DENVER**  
**APRIL 11-12, 2026**

#### 2026 DIVE PAVILION PRICING

**DMO/CVB: \$2,995**

**Tour Operator/Supplier: \$2,395**

**Dive Shop/Product: \$1,995**

#### 2025 DIVE & WATER SPORTS PAVILION EXHIBITORS

