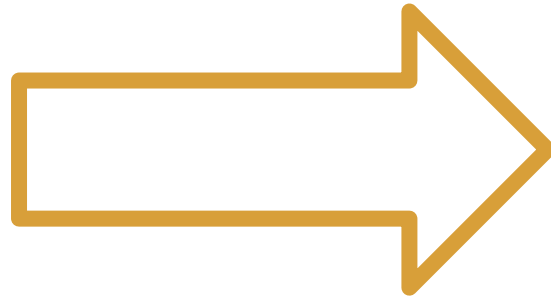




**DIVE  
SHOW  
.RU  
2017**

# The Show

The Moscow Dive Show is the #1 event in the dive scene of Russia, the ex-USSR and Eastern Europe, **premiered in 2016** to follow-up the discontinued Golden Dolphin (2003-2014)



# The Show



Now more water activities now all **under one roof:**

- rec and tech scuba diving
- freediving and spearfishing
- u/w photo and video
- dive education and certification
- dive gear maintenance and service
- dive and water tourism, resorts, liveaboards
- **new in 2017: yachting, surfing, kiting etc**

# The Show



The Moscow Dive Show is a partner event of **Beyond Ocean Network**, along with several major international dive & travel fairs in the Asia-Pacific region



# The Organizers



The Moscow Dive Show is established and managed by *FishPress Ltd*, the publisher of two major **Russian u/w magazines**, the Ultimate Depth (Предельная Глубина) and the Spearfishing World (Мир Подводной Охоты)

предельная  
глубина

МИР ПОДВОДНОЙ  
ОХОТЫ

A graphic illustration of a diver in blue gear holding a speargun, positioned over the letter 'О' in the word "ОХОТЫ".

# 2016 Facts & Figures

DIVE  
SHOW  
.RU  
2017



172 exhibitors

24 countries

90% return



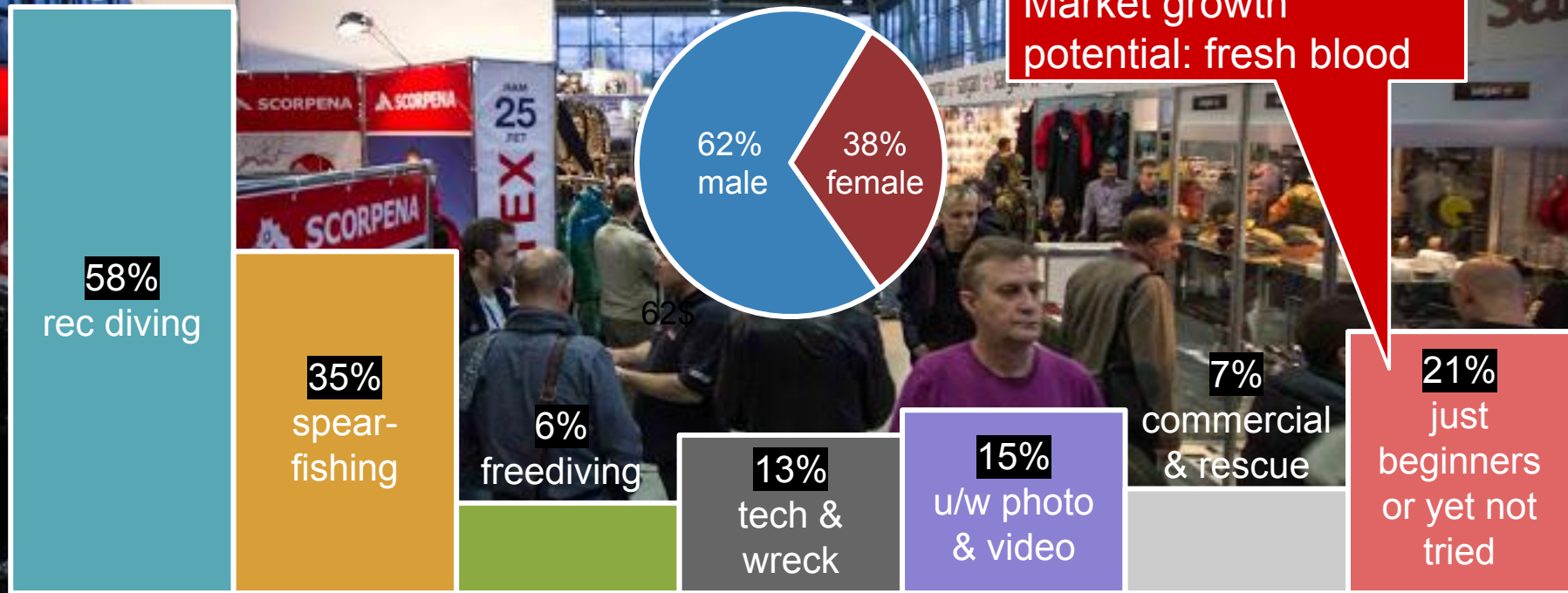
22,000 attendance in 4 days

incl 1500+ dive pros

13,000 magazines handed out



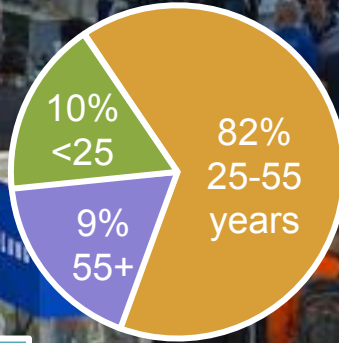
# 2016 Facts & Figures



Visitors Census based on 1500+ questionnaires

# 2016 Facts & Figures

Market growth  
estimate 2015



7+ years  
34%

<3 years  
17%

3-5 years  
16%

5-7 years  
10%

1 year  
15%

first year  
8%

Visitors Census: divers' experience and age



# 2016 Facts & Figures

DIVE  
SHOW  
.RU  
2017

# 30 | 20+

u/w video

**films** shown

on big screen

certification / education / gear and

dive destination

**presentations** run on stage



# 2016 Campaign Highlights



100.1 FM  
СЕРЕБРЯНЫЙ ДОЖДЬ



100.1 FM  
СЕРЕБРЯНЫЙ ДОЖДЬ



Jumbo video wall  
230K views/day

Live radio show

Street flashmob for the u/w  
photo exhibition opening

# Promo campaign revisited



Conventional channels, SMM, BTL:

- two major niche **magazines**
- viral and context on 50+ sites & accounts
- downtown outdoor jumbo **video wall**
- live morning show on top FM radio
- outdoor u/w **photo exhibition** and opening flashmob: Arbat, downtown Moscow

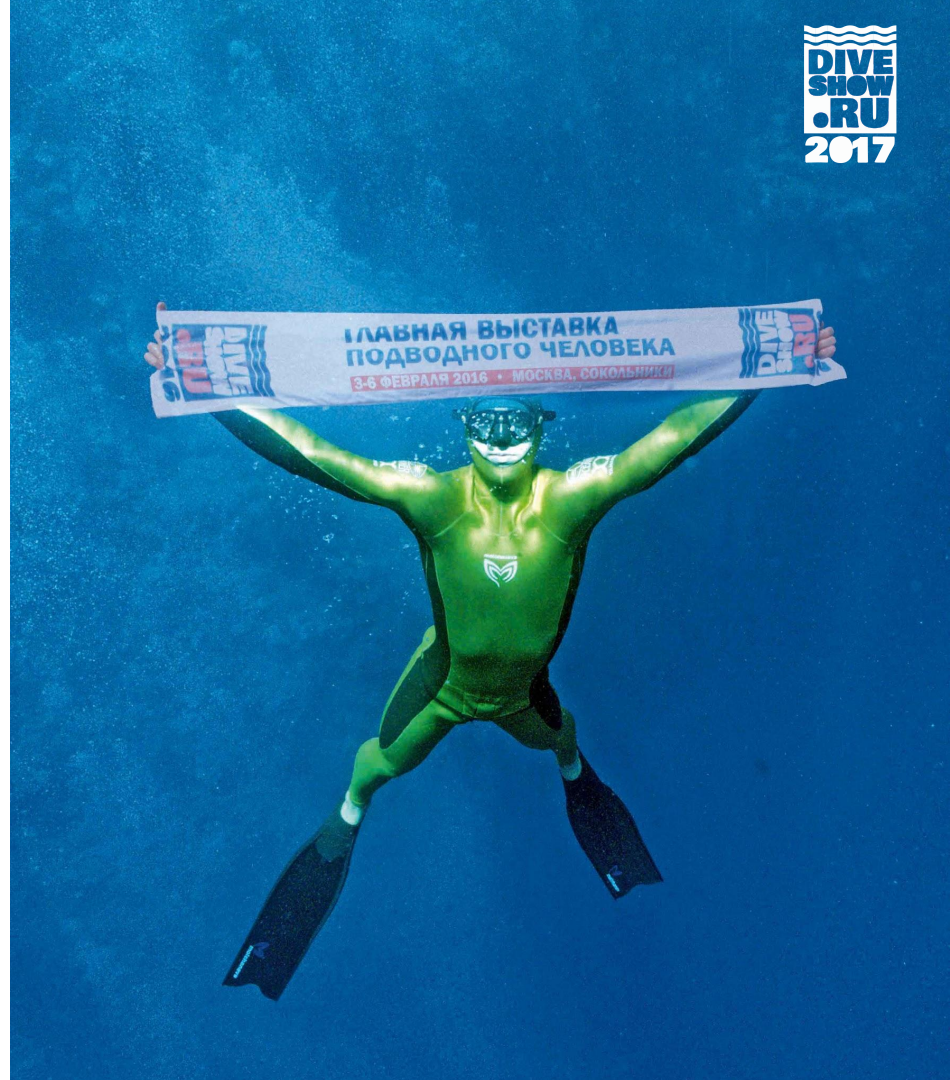




# Brand ambassador

## World record freediver

## Alexey Molchanov

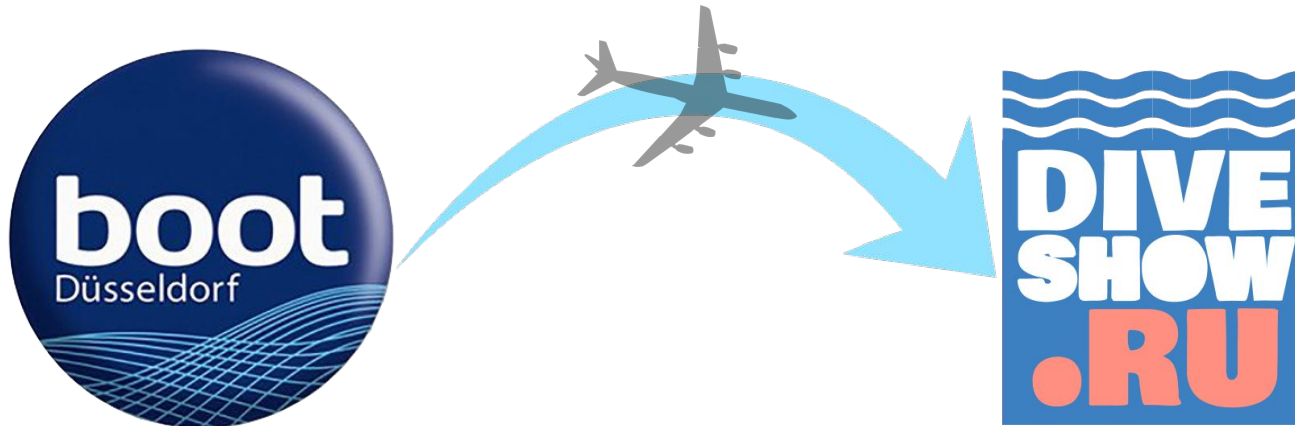


DIVE  
SHOW  
.RU  
2017

# The Dates: Thu Feb 2 to Sun Feb 5



Sunday Jan 29th, 2017: closing day of **Düsseldorf's BOOT**, the top u/w industry event. Overseas exhibitors would have it easy to move over to Moscow for rigging, just **3 hours flight**





# Schedule



Tuesday

**31**

Jan

Wednesday

**1**

Feb

Thursday

**2**

Feb

Friday

**3**

Feb

Saturday

**4**

Feb

Sunday

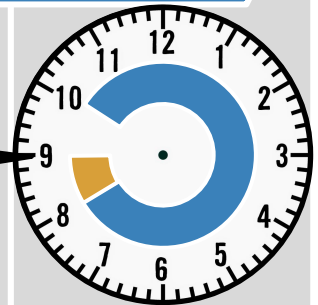
**5**

Feb

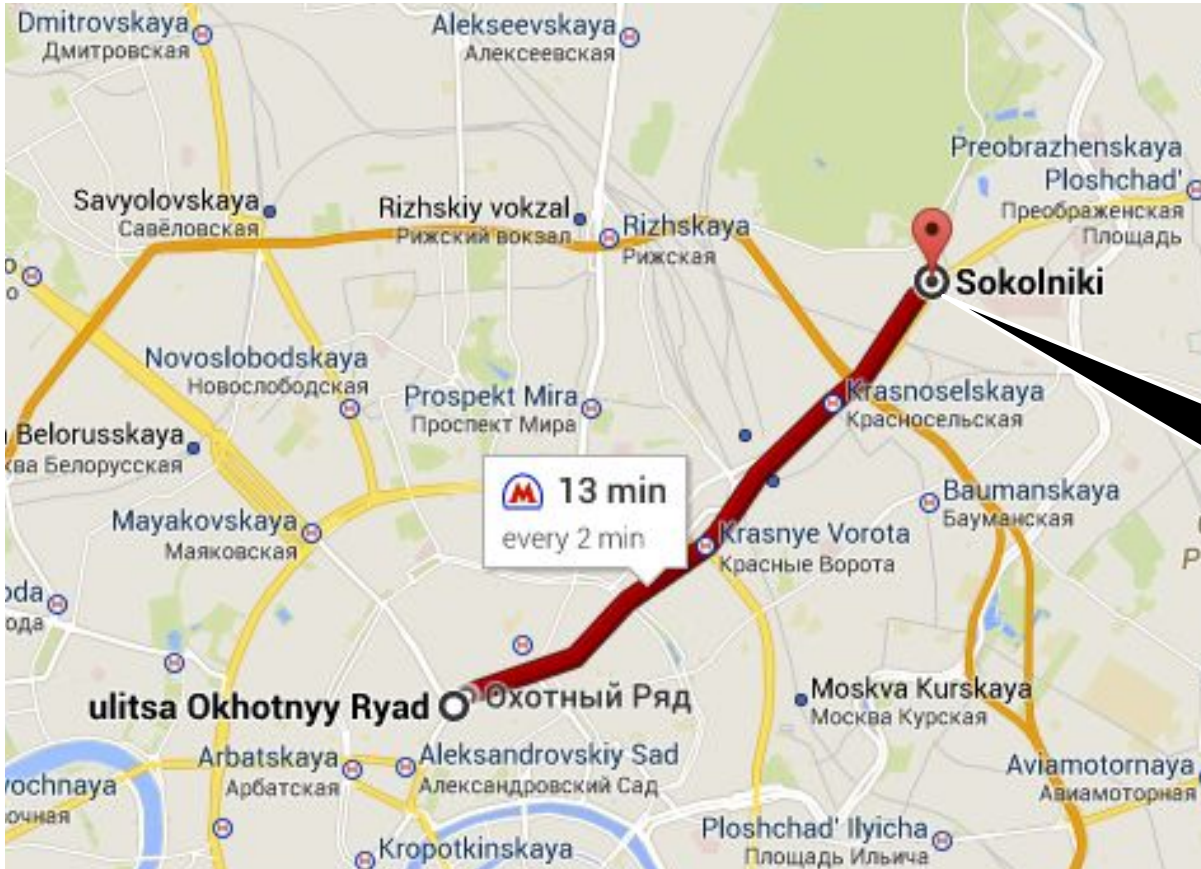
exhibitor  
arrivals,  
rigging  
9am-9pm

4 full biz days  
10am to 8pm/9pm

closing day to 9pm:  
no early unrigging!



# The Venue: Sokolniki



Less than ¼ hour  
by metro from  
Moscow downtown  
(Red Square)

# The Venue

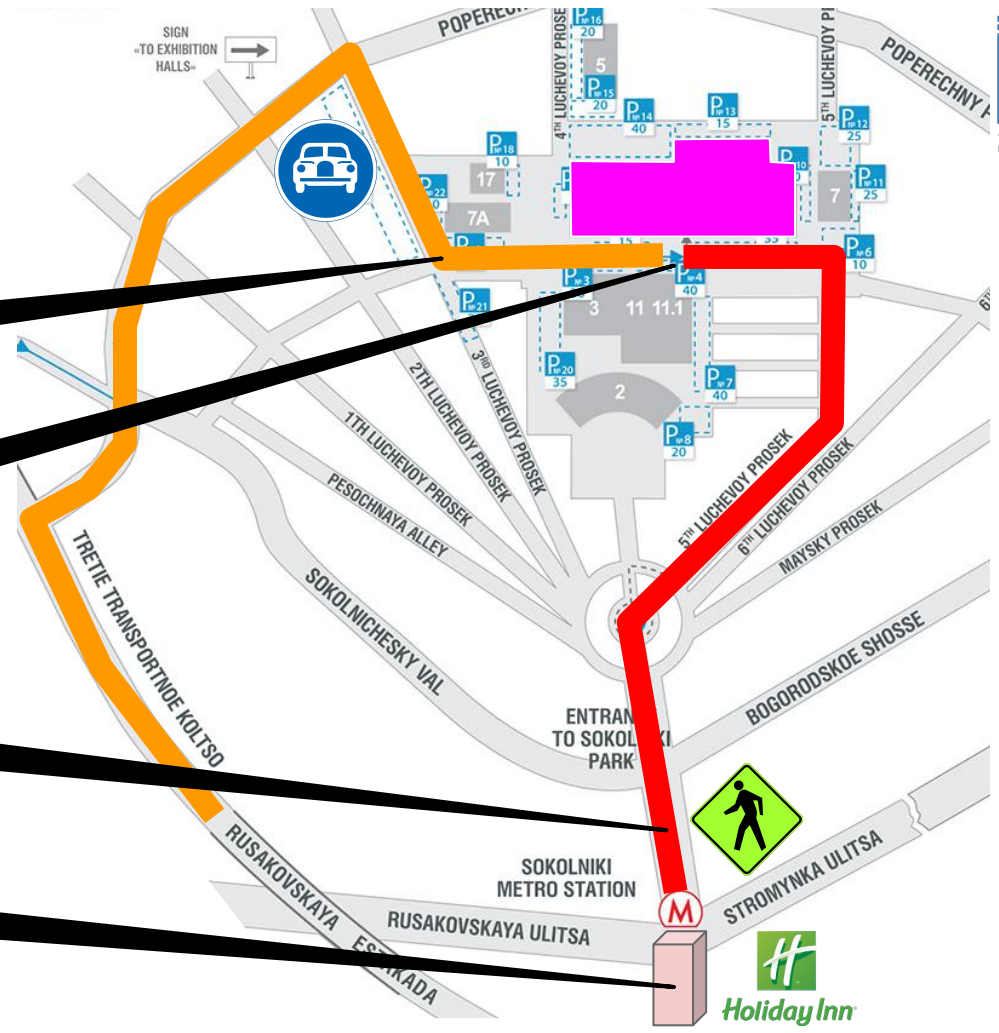


Easy drive-in  
and on-site parking

Shuttles from/to  
hotel / metro

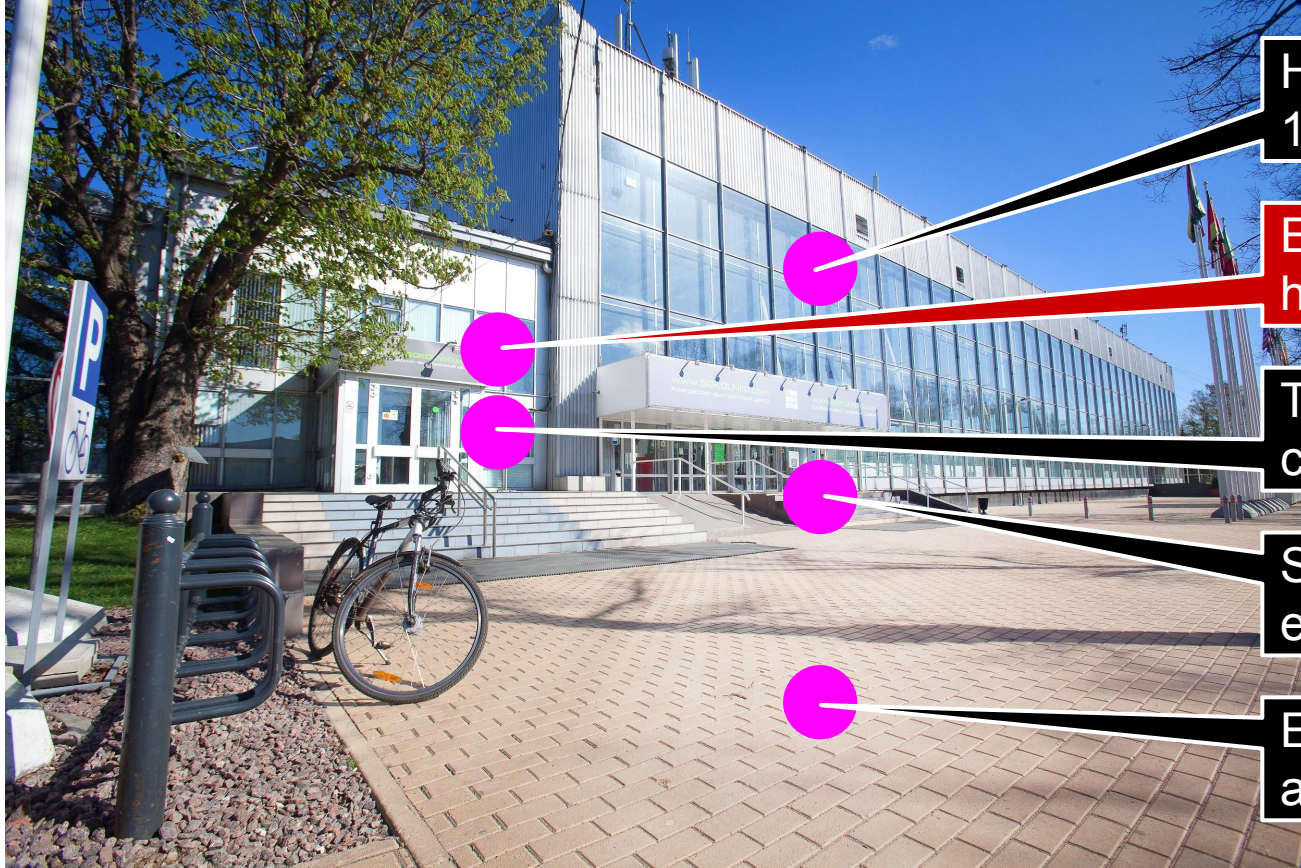
~10 min parkway walk  
from metro station

Four-star *Holiday Inn*  
hotel just across





# The Venue: 8,500 sqm



Hall #4 >4700 m<sup>2</sup>  
10 m ceiling

Extra 2017 space:  
hall #4.1 3750 m<sup>2</sup>

Two separate  
conference halls

Spacious  
entrance area

Esplanade for open-  
air exhibits

# More exhibitors, higher attendance

What we do to follow this basic slogan:

- affordable and attractive price tag **€150/m<sup>2</sup>**
- proactive and bright promo campaign
- welcome package for inland businesses

With more people encouraged to come, the benefits for all exhibitors are obvious.





# Booths

Standard booths:

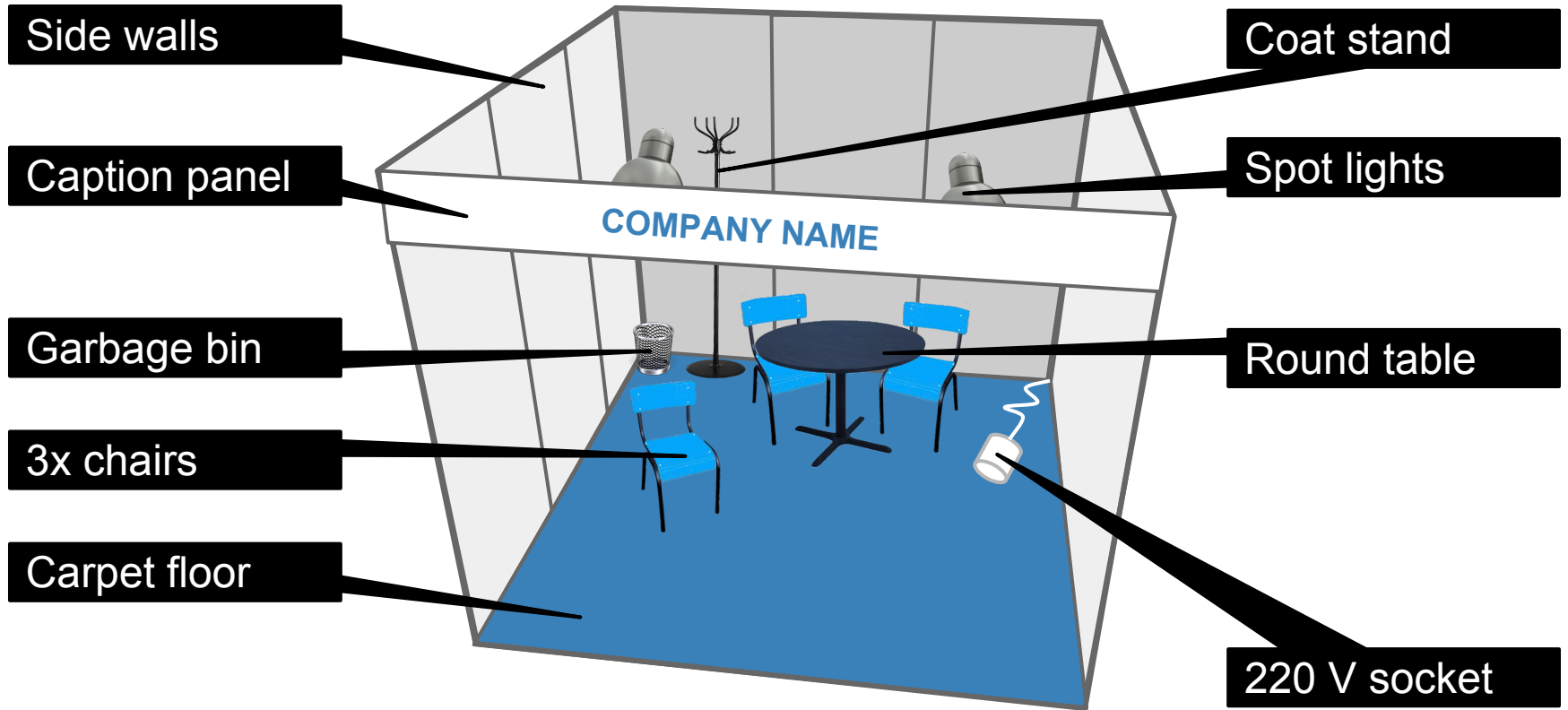
- 6 m<sup>2</sup> and 8 m<sup>2</sup>, depth 2 m
- 9 m<sup>2</sup>, 12 m<sup>2</sup>, 15 m<sup>2</sup>, depth 3 m

Custom booths negotiable:

- from 18 m<sup>2</sup> to 60 m<sup>2</sup>
- island booths from 36 m<sup>2</sup>

**Reservation form** at ***moscowdiveshow.RU***

# Booth outfit sample: 9 m<sup>2</sup>



# Booths

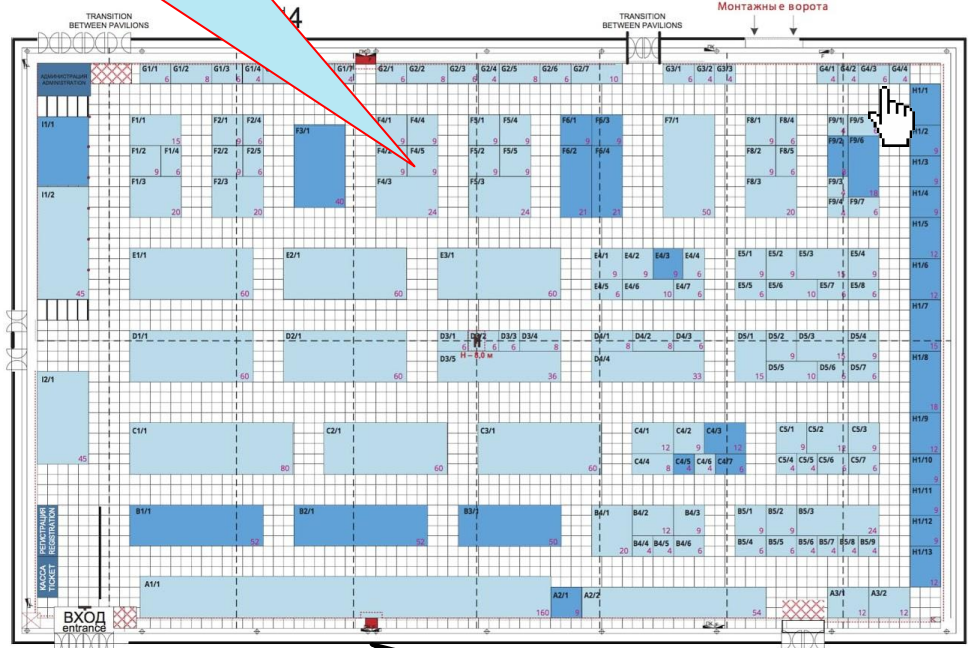
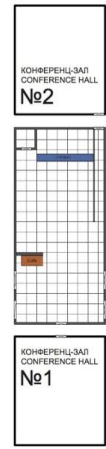
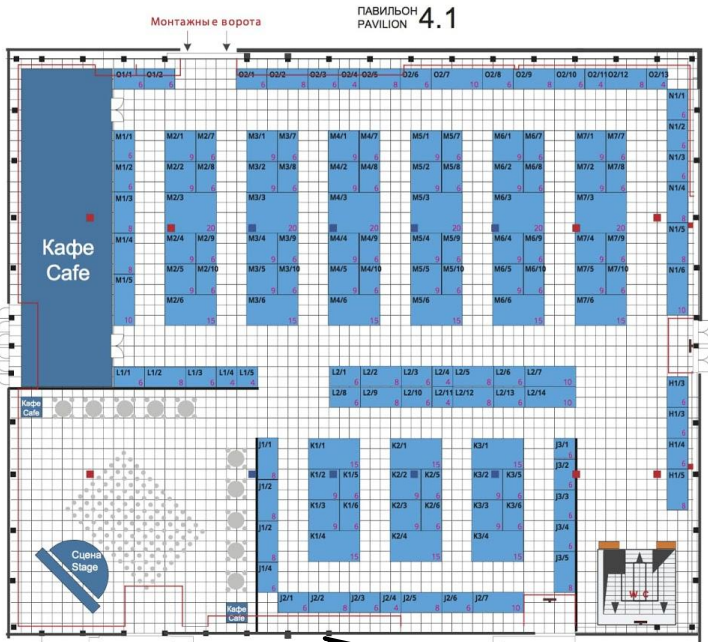
**Included** into €150 / m<sup>2</sup>:

- side walls and carpet floor
- caption label, socket, basic spot light(s)
- table and chair(s), coat stand, garbage bin
- one **exhibitor badge** per 2 m<sup>2</sup> booked
- two invitation cards per 1 m<sup>2</sup> booked

**Available extras:** furniture, tapestry prints, displays, removals etc tech service

# Floor Plan\*

Booked and confirmed booths



New 2017 extra space:  
hall #4.1 **3750 m<sup>2</sup>**

Old space (like 2016):  
hall #4 **>4700 m<sup>2</sup>**

\*[click](#) for updated online version

# Extra Space

Advance bookings welcome for:

- 2x **conference rooms** 120 seats each, with screens, projectors, audio facilities, €150 / hour
- 1x **meeting room** 12-15 seats, €100 / hour

Check availability schedule on  
***[moscowdiveshow.RU](http://moscowdiveshow.RU)***





# Contacts



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