

August 1 and 2, 2025
São Paulo - SP
Senac - Santo Amaro



Precisamos respeitar os oceanos e cuidar deles como se nossas vidas dependessem disso. Porque dependem.

Sylvia Earle



Desde a infância, o homem sempre se pautou por sua vontade de explorar o mundo, mas se tem que aliar a vontade de explorar a ele outros seres.



Jacques-Yves Cousteau



7º SCUBA DIVING & TOURISM SHOW - BRASIL

FOSTERING ALLIANCES TO DRIVE THE DIVING MARKET FORWARD

A sea turtle is swimming in a clear blue ocean. The turtle is the central focus, moving from the left towards the right. Its shell is a mix of brown and tan colors with distinct scutes. The water is a deep, vibrant blue, and there are many small, colorful fish scattered throughout the scene, some near the turtle and others in the background. The overall atmosphere is serene and natural.

**Wherever there is a
successful company,
someone has made a brave
decision.**

Peter Drucker



7º SCUBA DIVING & TOURISM SHOW August 1st and 2nd, 2025 Sao Paulo - BRAZIL Beneath the Waves of Success, Joining Forces to Develop the Diving Trade

- Formerly known as Scuba Diving Show Brasil, now rebranded as the Scuba Diving & Tourism Show, this event, in its 7th edition, stands out as a one-of-a-kind gathering in Latin America. It uniquely brings together the four main modalities of scuba diving: recreational, technical, free diving, public safety diving, and the scuba tourism trade.
- This exceptional event attracts professionals from various sectors within the diving industry, ranging from underwater tourism with a focus on recreational diving to the scientific field, including experts in speleology, cartography, and environmental protection. The presence of medicine professionals further enriches the event by offering valuable insights into the human body's behavior in hyperbaric environments.
- Moreover, the SCUBA DIVING & TOURISM SHOW prominently features the public safety diving sector. This includes activities such as search and recovery of objects and individuals, forensic investigations, and operations conducted by military and civil defense forces, firefighters, and police.
- By embracing this comprehensive approach, the SCUBA DIVING & TOURISM SHOW distinguishes itself as the only event in the entire Latin American industry that encompasses a broad range of diving modalities and the scuba tourism trade. Whether it's traditional SCUBA diving, free diving, or exploring advanced technologies like rebreathers, the event offers an inclusive and unparalleled platform for diving enthusiasts and professionals alike.

Legacy

- Since 2017, when we inaugurated the event in Brasília (DF), we have witnessed the gathering of entrepreneurs, activists, and scientists advocating for open and comprehensive discussions about the sustainable future of autonomous diving in Brazil.
- Over the years, our platform has solidified as a catalyst for partnerships and innovative initiatives, introducing significant differentiators in the diving scene in Brazil. Throughout the last five editions of the fair, numerous business deals have been finalized, and substantial agreements have been reached.
- The event is honored to welcome the most prominent diving professionals from Brazil and the world, who share relevant and crucial insights for the growth and safety of this activity. We provide spectators with a high-quality experience, addressing a wide range of diving topics and scuba tourism travel possibilities, always with the aim of fostering interest in the sport, making it safer and contributing to environmental preservation.
- Renowned companies such as: Solitude, Blue Force Fleet, Mares, Cressi, Shearwater, Sherwood, Apeks, Canto do Ilé, Rio Quente Resorts, American Embassy, Vulcano Energy Drinks, Geleia Burgers, Dive Rite, Seasub, Dive For Sharks, OTS, Narwhal, Dive for Fun, Aquadive, Scubalab, Espaço Mergulho, Abud Dive, Scuba Point, Galapagos Agents, AV Dive, and many others in the diving industry have actively participated in our events, further enriching the experience and consolidating our commitment to the sustainable development of this passionate activity.



"Unlike other diving events, this event was impressive with sensational lectures and gave me much more knowledge and confidence for my dives" Ana P.

Our reach

7° SCUBA DIVING & TOURISM SHOW
August 1st and 2nd, 2025 Sao Paulo - BRAZIL



Speeches

- The best diving professionals and scuba tourism around the world will be present with different topics on the environment, diving, diving medicine, national and national and international tourism.
- Dive Professional Forums
- The most up-to-date list of speakers can be found on the website: www.scubadivingshowbrasil.com or scubadivingandtourismshow.com

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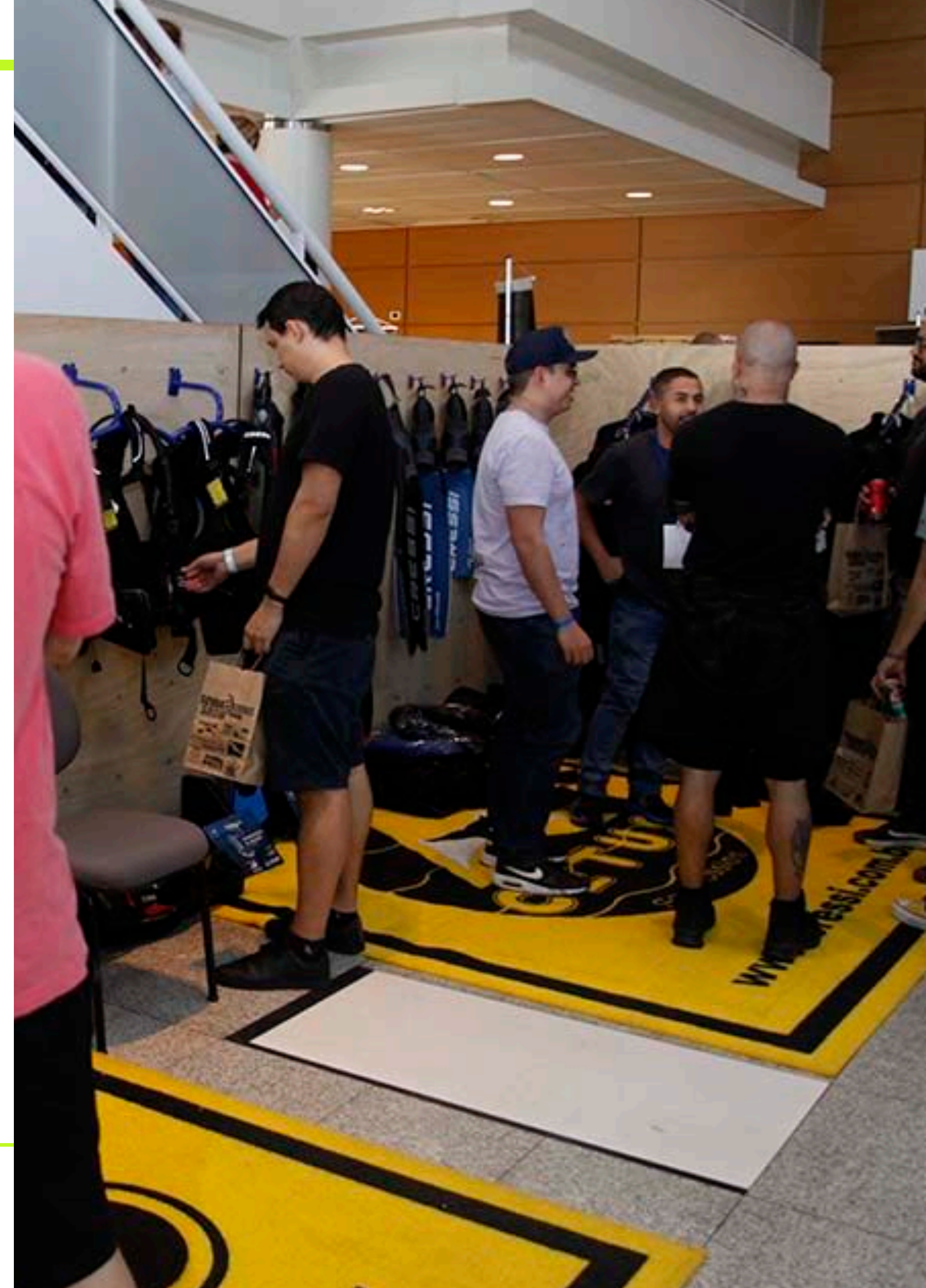
Exhibitors and Sponsors

- The best brands in the diving trade will be present.

The updated list can be found on our website

- scubadivingandtourismshow.com

7° SCUBA DIVING & TOURISM SHOW
August 1st and 2nd, 2025 Sao Paulo - BRAZIL





Public

- More than 5500 people have already attended our event.
- This year in São Paulo, more than 1500 professional and amateur participants are expected per day.
- Average age 42.*
- 69% male, 31% female.*
- 49% Adv Diver/Rescue, 31% Professional Diving, 20% other.*

• *SDSB 2024 Report

7° SCUBA DIVING & TOURISM SHOW
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Who is the diving audience?

- Recreational Diving
- Common sense is: ADVENTURER
- We use a variety of tools to create an identity for the most common diver. Here's what it looks like:
- Age: 25-54
- Male
- Main interests: health, travel, outdoor activities, adventure
- Education: Higher Education
- Marital status: married
- Positions: Art, Entertainment, Sports and Media

7º SCUBA DIVING & TOURISM SHOW - August 1st and 2nd, 2025 Sao Paulo - BRAZIL

SOURCE: SDI Avatars , disponível em: <https://www.tdisdi.com/marketing-resource-center/sdi-brand-strategy/>

Who is the diving audience?

- Technical Dive
- Common sense is: ACCOMPLISHED
- We use a variety of tools to create an identity for the most common diver. Here's what it looks like:
- Age: 30-55
- Male
- Main interests: travel, sports, fitness
- Education: Higher Education
- Job titles: business/administration professional

7º SCUBA DIVING & TOURISM SHOW - August 1st and 2nd, 2025 Sao Paulo - BRAZIL

SOURCE: TDI Avatars , disponível em: <https://www.tdisdi.com/marketing-resource-center/tdi-brand-strategy/>

Who is the diving audience?

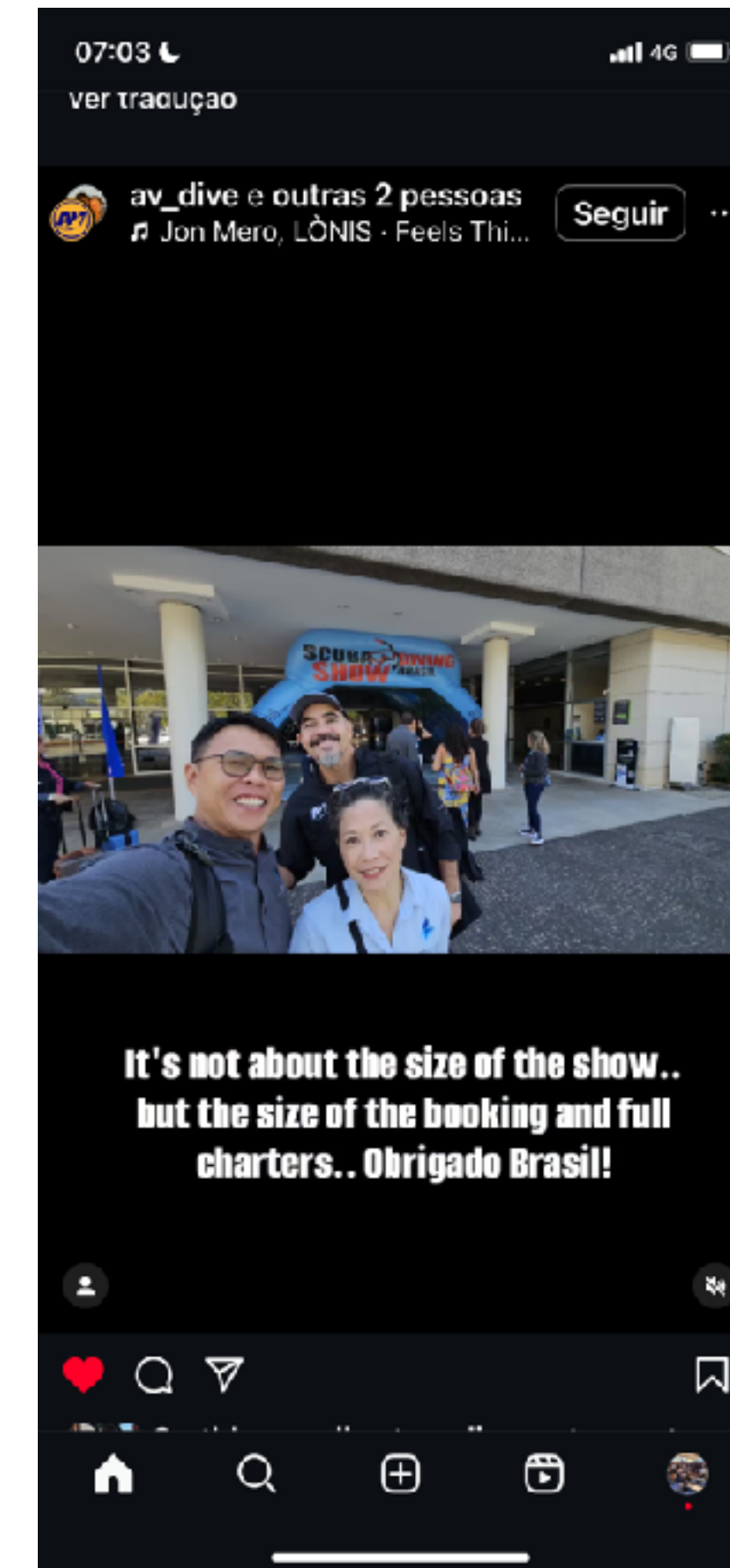
- Public Safety Diving
- The most common sense is: COMMUNITY
- We use a variety of tools to create an identity for the most common diver. Here's what it looks like:
- Age: 25 to 44
- Male
- Main interests: sports, fitness, travel, shooting
- Education: Higher Education
- Job Titles: First Responder (EMS/Firefighter/Police/Search and Rescue)

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SOURCE: ERDI Avatars , disponível em:<https://www.tdisdi.com/marketing-resource-center/erdi-brand-strategy/>

Public comments

- Our event is considered by many divers to be spectacular, fun and very important for the safety of the sport.



Solitude Liveboards & Resorts. The owners had a stand at the 2024 event and made this statement: "It's not about the size of the show... but the size of the booking and full charters... Thank you Brazil!"

Exhibitor Hall



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Exhibitor Hall, Main Foyer Prices

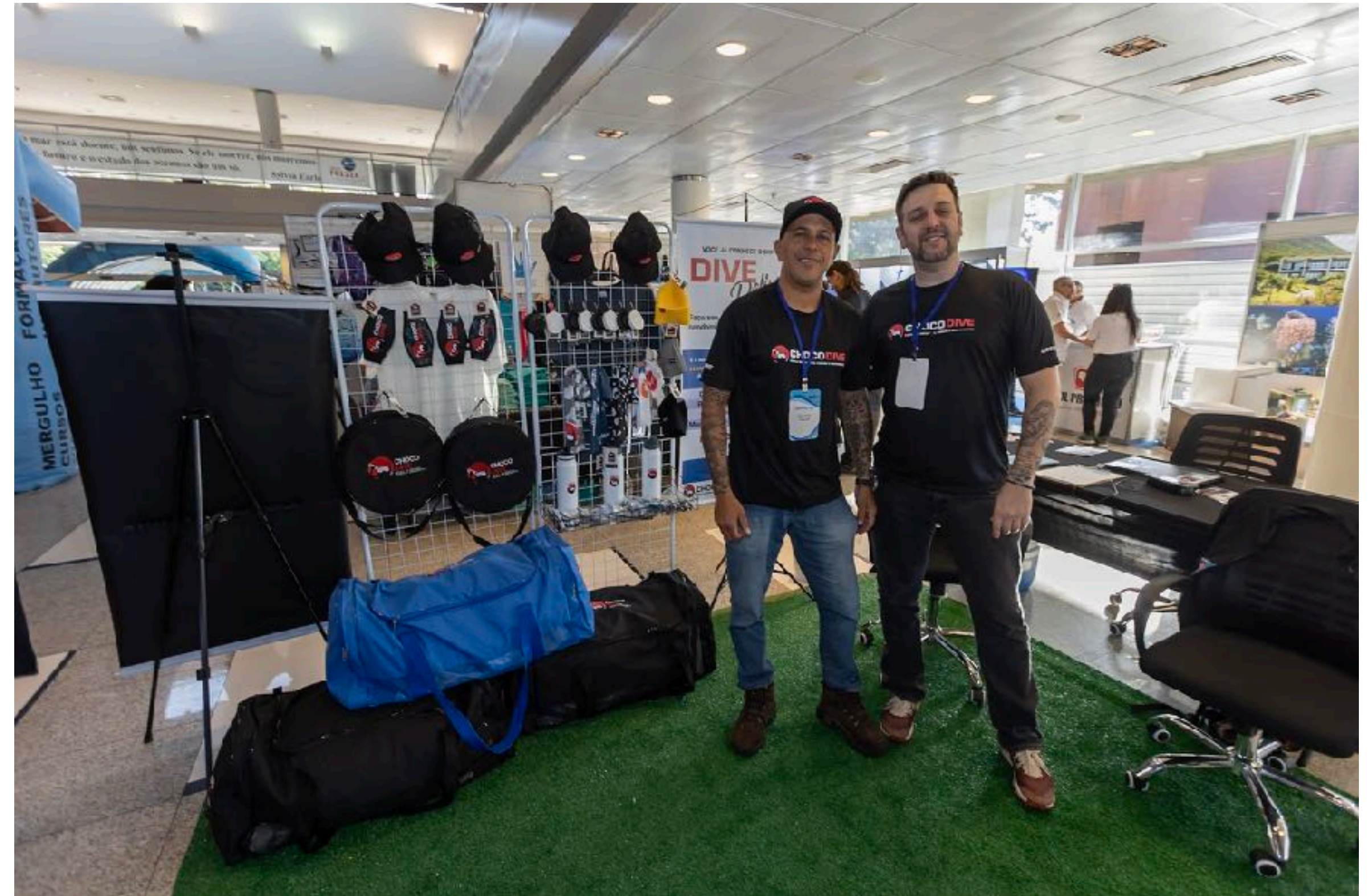
- Value of spaces (Booth) only the floor.
- USD 130* per m2
- Large scale map attached



- * The dollar exchange rate on September 10, 2024, will be determined by the rate on the day the contract is signed.

Exhibitor Hall, Main Foyer Prices

- SDSB only delivers the floor of the chosen square meter. The entire structure and assembly is the responsibility of the exhibitor.
- There are several ways to display, you can set up a structure of your choice or just a table and a chair with your banner behind.
- There is no better way, there is your condition, the important thing is to show your brand.
- If you want to set up a stand structure, contact Plantar Eventos and get a quote for its assembly.
 - Plantar Eventos:
 - +5511 99185-6371 Vanessa.



Example of Use of Space with Assembly by the Exhibitor Himself

Exhibitor Hall, Main Foyer Prices

- Assembly examples
- You can build it yourself just like the one shown in the photo.



Exhibitor Hall, Main Foyer Prices

- Assembly examples
- It can be built by a specialized events company.



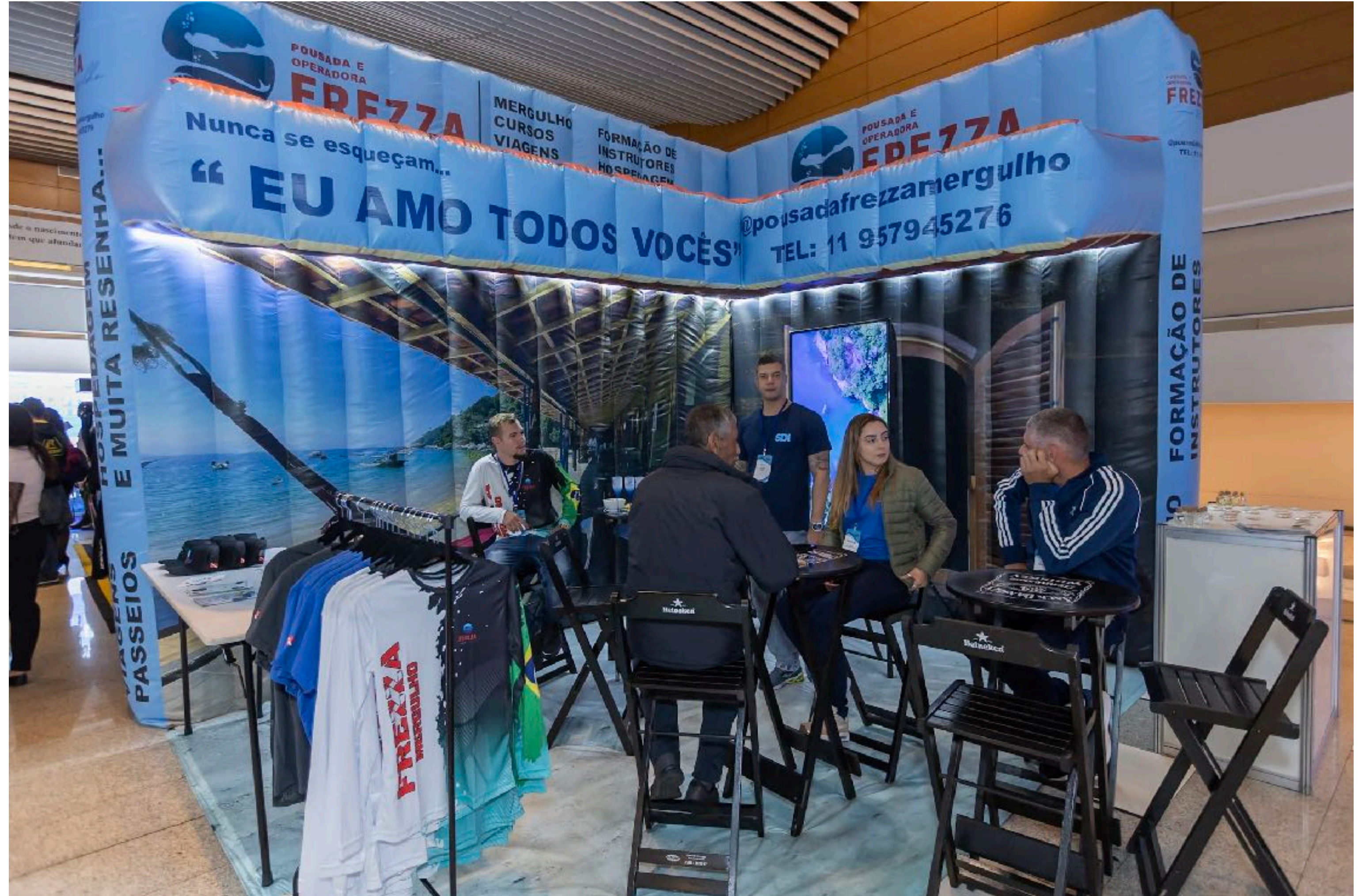
Exhibitor Hall, Main Foyer Prices

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Exhibitor Hall, Main Foyer Prices

- Assembly examples
- Can be build from a specialized events company



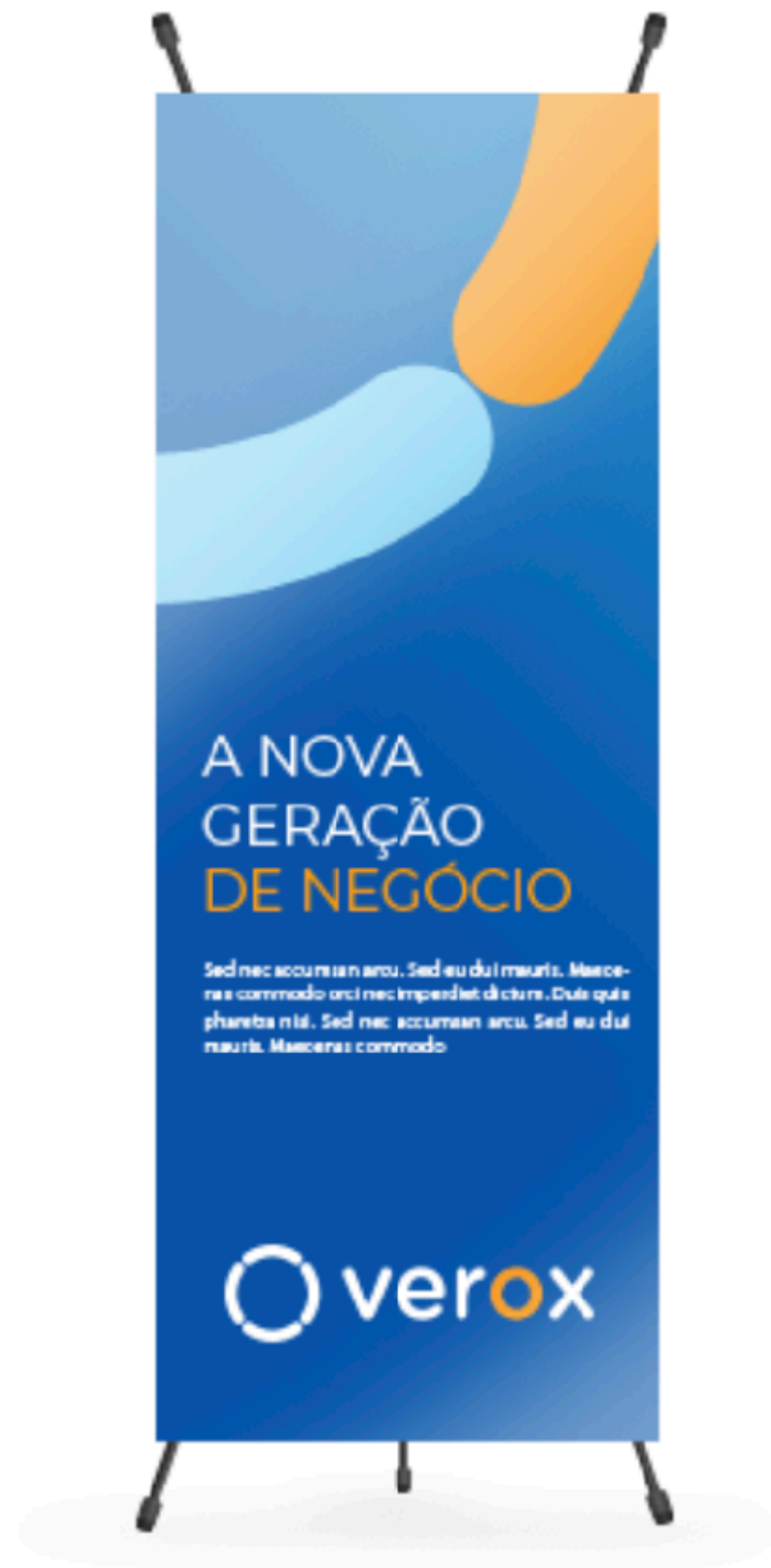


EXCLUSIVE ROOMS

Hold equipment clinics or exclusive meetings

- Meeting Rooms:
 - 1 Room for 16 people - USD 570 per day (8am - 6pm) with tablet and chairs and data show
- Auditorium
 - 1 Auditorium for 50 people - USD 570 per day (8am - 6pm) - with chairs only and data show.

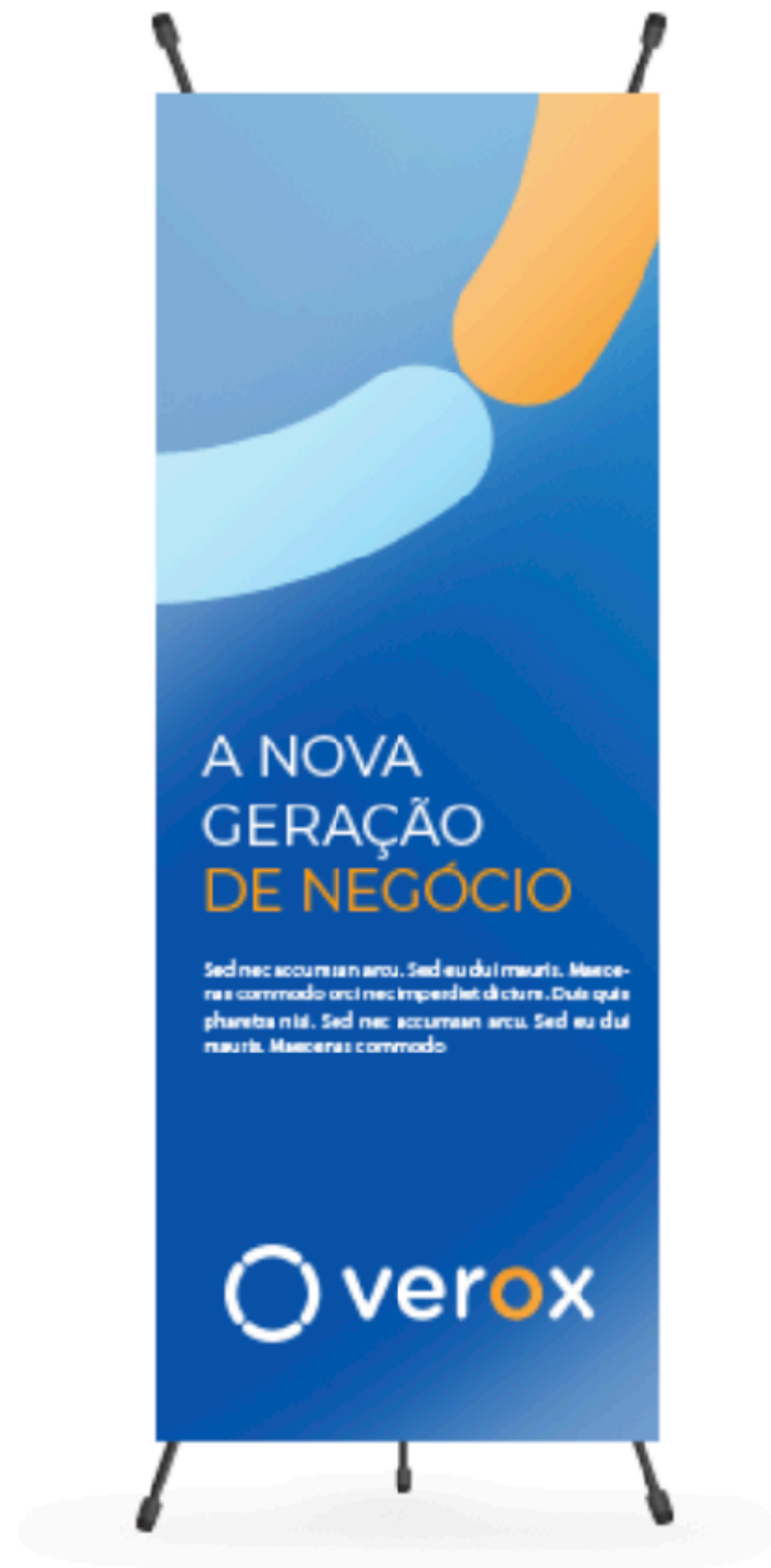
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BRAND DISPLAY

Show your brand around the salon

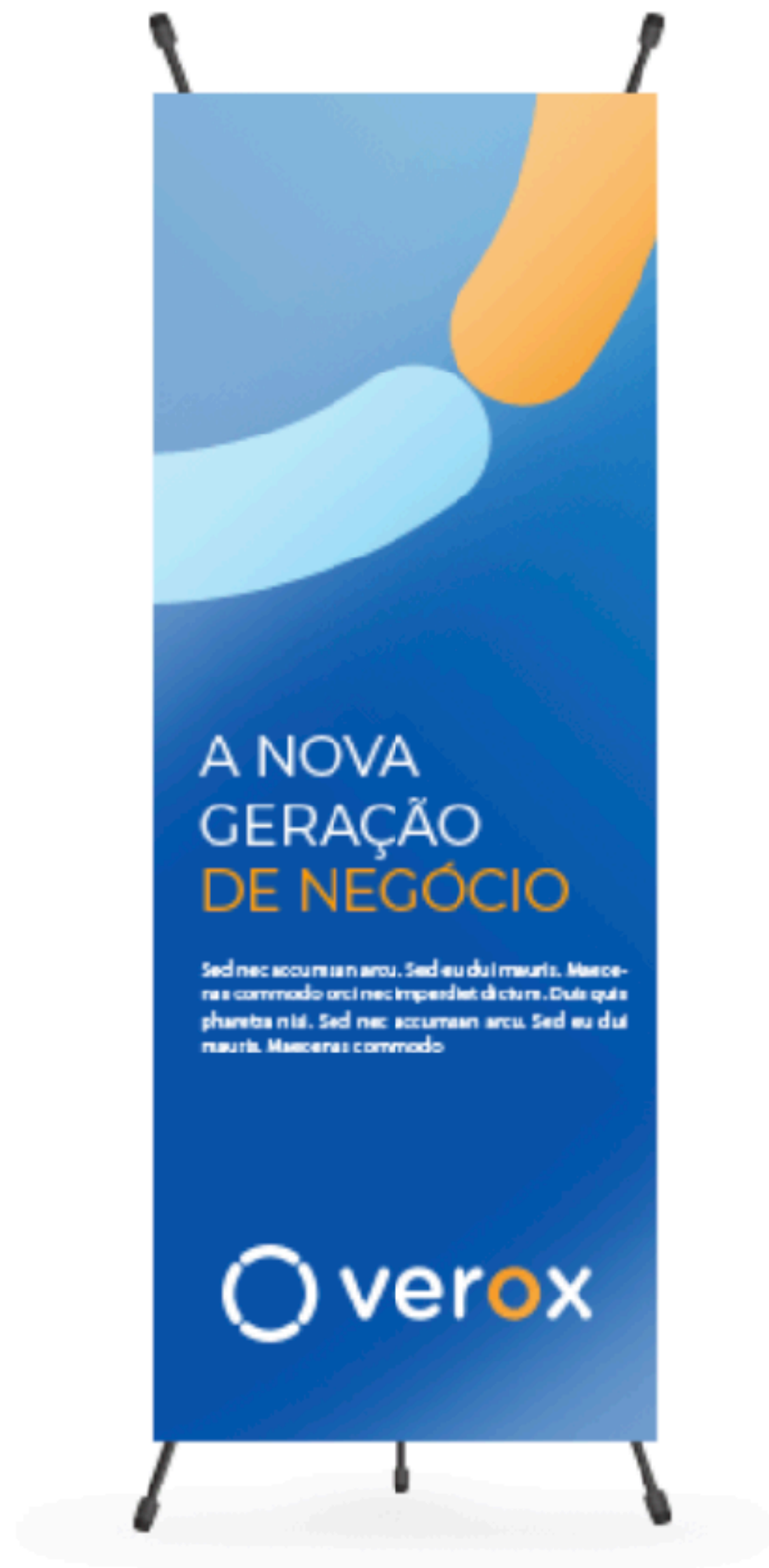
- Packages:
- Gold Media Package USD 100
- Permission to display 4 banners with your brand in the exhibition hall and 1 in the lecture room. (total 5)
- Banners must be on a tripod with a maximum size of 80cm x 180cm.
- We do not manufacture the banner, manufacturing suggestion with 360 Imprimir - <https://www.360imprimir.com.br/>



BRAND DISPLAY

Show your brand around the salon

- Packages:
- Silver Media Package USD 50
- Permission to display 2 banners with your brand in the exhibition hall and 1 in the lecture room. (total 2)
- Banners must be on a tripod with a maximum size of 80cm x 180cm.
- We do not manufacture the banner, manufacturing suggestion with 360 Imprimir - <https://www.360imprimir.com.br/>



BRAND DISPLAY

Show your brand around the salon

- Packages:
- Bronze Silver Package USD 30
- Permission to display 1 Banners with your brand in the exhibition hall. (total 1)
- Banners must be on a tripod with a maximum size of 80cm x 180cm.
- We do not manufacture the banner, manufacturing suggestion with 360 Imprimir - <https://www.360imprimir.com.br/>



SPONSOR

Show more than products

- Sponsor the event and showcase your brand to a engaged audience!

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Sponsor Diamond

USD 3,000

- Brand present in the entrance and exit portico in an exclusive way. Exclusive entrance mat (only the diamond sponsor logo).
- The brand presents event flags and on all signs in a larger size (only with platinum sponsors, but logos much larger than platinum).
- 1 Meeting Rooms - Room for 16 people per day (8am - 6pm) with tablet and chairs and data show
- Logo present on all speakers' slides
- Client's company name and/or logo as "diamond sponsor" on event materials, website, social media
- Opportunity to create a themed roundtable at the event on a topic agreed in consultation with the SDTS
- 100 free tickets

Sponsor Platinum

USD 2,000

- Brand present on the Event Flags and on all signs
- 1 hour lecture
- Logo present on all speakers' slides
- Client's company name and/or logo as "platinum sponsor" on event materials, website, social media
- Opportunity to create a themed roundtable at the event on a topic agreed in consultation with the SDTS
- 80 free entries

Sponsor Gold

USD 1,500

- 1 hour lecture
- Logo present on all speakers' slides
- Client's company name and/or logo as "gold sponsor" on event materials, website, social media
- 50 free tickets

Sponsor Silver

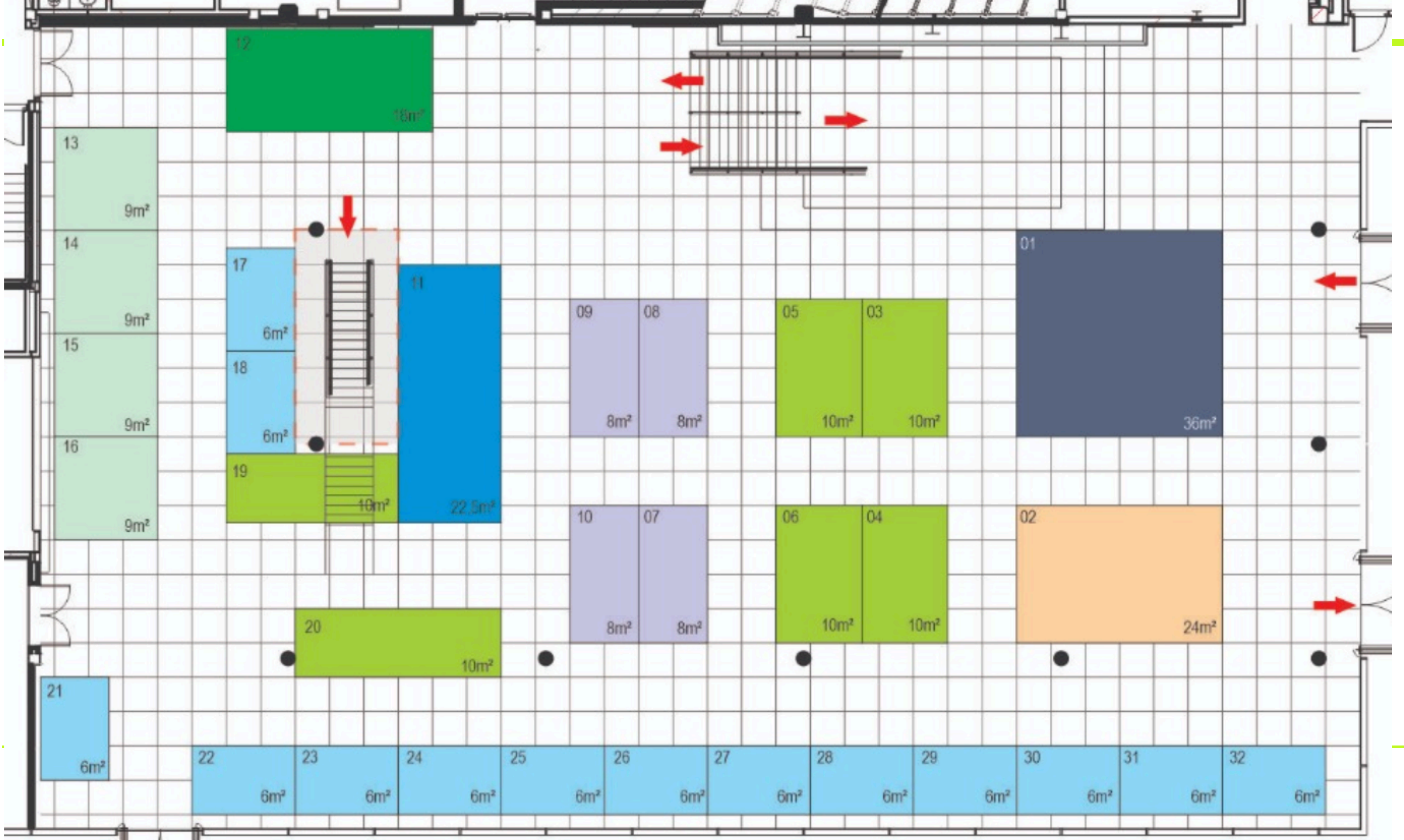
USD 1,000

- Logo present on all speakers' slides
- The client's company name and/or logo as "silver sponsor" on event materials, website, social media
- 30 free tickets

Sponsor Bronze

USD 500

- Logo present on all speakers' slides
- Company name and/or client logo as “bronze sponsor” on event materials, website, social media
- 20 free tickets













Participate!

More information

www.scubadivingshowbrasil.com.br

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