

Leading platform for the scuba dive industry



5-7 FEBRUARY 2021

EXPO HOUTEN, THE NETHERLANDS



LEARN,
DISCOVER,
EXPERIENCE

The fair for divers and snorkelers

Tickets and info: [Duikvaker.nl](https://www.duikvaker.nl)



Duikvaker will be held for the 29th time on 5-7 February 2021 at Expo Houten. Over 150 national and international exhibitors and 80 speakers guarantee a fantastic weekend where the sole focus is on diving. Duikvaker is the exhibition you simply must participate in if you are looking for new leads or want to meet up with your existing customers.



Exhibition set-up

During the previous editions of Duikvaker, we completely filled three halls. Thousands of visitors roamed the aisles and perused the stands, making for a busy, buzzing atmosphere. Unfortunately, this will not be an option in 2021 and we will have to take measures to prevent unlimited crowding:

- Wider aisles
- Smaller stands
- Visitors buy tickets for a half-day (morning or afternoon), to ensure the better spread of guests throughout the day
- An extra exhibition day on Friday, and special B2B day on Monday

This staggering of visitors over the event days means you will have more time and attention for visitors/(potential) customers and vice versa, and they will have ample opportunities to obtain the information they're looking for.

Simplified participation

We want to make things easy for you at Duikvaker 2021! You can save time and money and still make your participation effective. We offer ready-to-use stands in two beautiful designs. These stands are large enough to accommodate you, your products and visitors, and with wide aisles all around the stand.



Unlimited participation

For 28 years now, Duikvaker has been the place where supply and demand come together, and the 29th edition will be no exception. Suppose, however, that you would like to have a presence at Duikvaker but can't because of the current travel restrictions. Don't despair; the Internet can make it possible for you to be there.

Stands will be set up at a special square, complete with a TV screen and internet connection. Visitors who are physically present at Expo Houten as well as those who have purchased tickets for the online exhibition visit can approach you via the online connection.

Duikvaker Knowledge Platform

Although we had done this in a more modest form at previous years' editions, a more elaborate approach to the Duikvaker livestream will be taken in 2021. Our experiences with DiveXperience (the livestreaming events organised by Duikvaker over the last few months) will also be incorporated in this year's livestream. We have the knowledge, the technology and the enthusiasm to do this.

- Interesting speakers from all over the world will give presentations that can be followed throughout the show floor via large screens and in the theatres. Those staying at home can participate too. If you would like to have an ambassador promote your brand, we can make sure your branding is visible during the presentation.

- (Almost) everything that takes place at Duikvaker 2021 will be filmed: from lectures to theme tables and from product launches to seminars. Livestream sets will be installed everywhere to record the event and make it available to a large audience later in the year.

- Online and physical forum discussions will be held. These will also be accessible via Duikvaker's knowledge platform during and after the exhibition.



Safety

The safety of visitors and exhibitors has always come first for both us and Expo Houten. Given the world we live in today, safety is priority number one in 2021.

All of the facilities at Expo Houten and on the show floor comply with RIVM (Dutch National Public Health Service) regulations. This means even more hygiene measures, such as disinfectant pump stations set up throughout the exhibition venue. The layout will provide for one-way traffic, and the extra wide aisles and spacious stands will ensure that visitors coming to Duikvaker, spread out over the day and only able to buy tickets via advanced sales, will not get in each other's way or in your way. The conference rooms and theatres will be arranged so as to guarantee compliance with the 1.5-metre distancing rule.

Pre-show activities!

Your exposure is not limited to the first weekend of February. As early as December, Duikvaker will launch the pre-show activities which include a weekly podcast and pitches for the unlimited promotion of your products. The exhibition will also be given a prominent spot in the weekly DiveXperiences livestreams.



What advantages do these changes offer?

- Peaks in traffic will be prevented thanks to measures to spread out visitors. You will have time for everyone - there will be no quiet periods.
- We can bring even more interesting speakers to the event thanks to our experience with livestreaming.
- Duikvaker starts long before the actual weekend of the exhibition. Starting in December, the event will be talked about in the diving community, which will only increase engagement on the part of divers.
- Exhibitors can come into contact with visitors via a video link. And vice versa!
- Knowledge will be recorded and can be shared with divers through various online channels for years to come.
- Spreading out visitor attendance and the wide aisles means no crowding.

Further information and registration

For further information about Duikvaker and participating as an exhibitor, please visit [duikvaker.nl](https://www.duikvaker.nl). You can register online on <https://www.duikvaker.nl/participate/application-form/?lang=en>
Need to speak to us personally? No problem! Just email us at patrick@exhibitioncompany.nl or call us.



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