

Scandinavian Dive Show 2025

7-9 February 2025 – Swedish Exhibition & Congress Centre – Gothenburg, Sweden



Whether you're a dive operator, resort or tourist board promoting dive sites, travel agency curating dive packages or equipment manufacturer, Scandinavia is a market you can't afford to overlook.

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Exhibition Halls

Hotel



The Swedish Exhibition & Congress Centre is located in the heart of Gothenburg. The complex also includes Gothia Towers Hotel, the three towers in the foreground.

Where

Together with the Swedish Fair in Gothenburg and the Boat Show, which attracts 20,000 visitors over the weekend, the Scandinavian Dive Show is held on the Swedish West Coast – the diving hub of Sweden.



Scandinavia, comprising Denmark, Norway and Sweden, is a region known for its affluence and high standard of living. The common origin of the Danish, Norwegian and Swedish languages means that they are mutually intelligible.

English Proficiency

The high level of English proficiency in Scandinavia facilitates communication for international dive operators and equipment manufacturers.

Digital Prowess

With high internet penetration rates and a tech-savvy population, digital marketing campaigns targeting divers and water-sports enthusiasts can achieve remarkable success in this region.

Easy to get to

Notably, Gothenburg is strategically located just a few hours by car or train from both Copenhagen and Oslo, making it also easily accessible to the Danish and Norwegian markets.



Why

Scandinavians enjoy one of the highest standards of living in the world. With strong economies and high GDP per capita, the region is home to millions of consumers with **significant purchasing power**, making it an ideal market for premium diving experiences and equipment.

With a combined population of over 20 million, these countries offer a **lucrative market** for businesses.

Who

The love for watersports runs deep in Scandinavia. With a rich maritime heritage, it is no surprise that a significant portion of the population is drawn to activities like scuba diving, snorkeling and sailing.

With their generous **five to six weeks of holiday** by law, Scandinavians not only indulge in these activities at home, but also have the opportunity to explore and travel further afield.



What: A Weekend Full of Fun



The Scandinavian Dive Show offers fun and entertainment for the whole family, with the primary focus on visitors shopping for dive travel and equipment while seeking first-hand information. Visitors can also opt for a supervised try dive in the on-site pool, perfect for children or those wanting to test dive gear. You might even catch a mesmerizing performance by a mermaid, race model boats or meet a pirate.

Captivating Presentations



Exciting presentations from adventurers, filmmakers, instructors, researchers and more will provide inspirational infotainment. The list of speakers will be updated regularly as the event approaches.

Hold Your Own Presentation

Share your story! Tell the audience about your services or products. Contact the organizer to book a room or stage.

Networking Hub



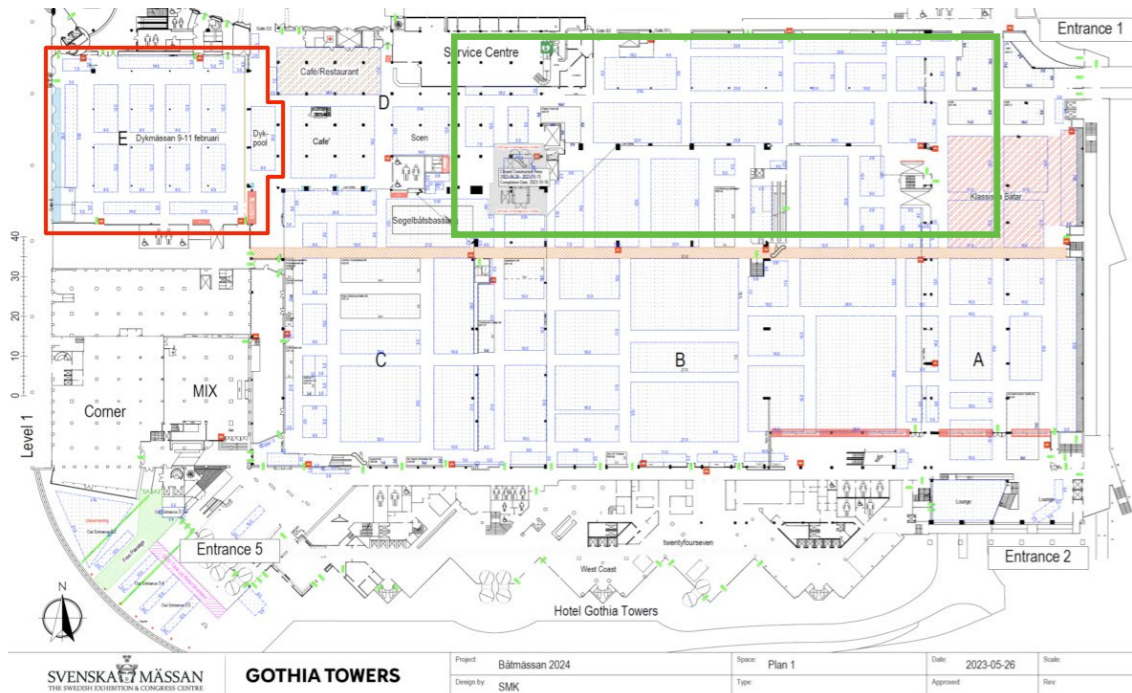
The Scandinavian Dive Show is not just a consumer event—it is a dynamic hub for industry professionals. Join a vibrant gathering where manufacturers, equipment suppliers, resorts and operators come together to network and discuss business opportunities.

This is the perfect venue for foreign brands to connect with local representatives or agents and explore new market opportunities.

Whether you are looking to expand your business, forge new partnerships or simply share insights, this event provides an invaluable platform to engage with peers and potential partners from across the region and beyond.

Two Shows for the Price of One

The Dive Show will take place in halls one level above and overlooking the Boat Show, which runs from 1-9 February. A single-entry ticket grants access to both exhibitions when the Dive Show commences on the weekend of 7-9 Feb. Conveniently situated between the two expos is the dive pool, available for try dives and product demos. Reach out to the organizer to book your slots.



Red outline: The 2024 show. Green rectangle: The much larger 2025 show on the mezzanine overlooking the boat show on the ground floor. See: xray-mag.com/diveshow

Nordic Sportdiver Federations Annual Summit



The annual summit of the four Nordic Sportsdiver Federations is held alongside the Scandinavian Dive Show and brings together board members, instructors and other key figures from the Scandinavian diving community. These attendees provide a unique chance to network with influential members of the local dive industry, exchange ideas and explore new opportunities within the industry.

Secure your space before it is sold out!

Booth Rates



A standard 3 x 3 m booth (roughly 10 x 10 feet) costs SEK 11,250 (~ **\$1070**) and comes with a shell scheme (hard walls) and carpet. Other sizes: SEK 1,250/sqm (~ **\$125/sqm**).

Registration fee: SEK 2,500 (~ **\$245**)
Mandatory insurance: SEK 1,500 (~ **\$145**).
(All rates are subject to change.)

Contact

Organizer: Tommy Jarnbrink
Email: dykmassan@gmail.com
Phone: (+46) 70 720 10 31
(WhatsApp)

Hotel Under the Same Roof



As an exhibitor, you can stay at the premier Gothia Towers Hotel at a **discounted rate**. The hotel lobby is conveniently connected directly to the entrance to the expo, so you do not even have to go outside.

At the Swedish Exhibition, everything is under one roof. In the neighboring Gothia Towers, there are several excellent restaurants to choose from.

If you wish to hold a conference or meeting, the Swedish Exhibition has 60 rooms of various sizes to choose from.

Testimonial



"We, Magic Resorts, regularly participate in dive shows worldwide, but Scandinavia hadn't been on our list until this year. We decided to book a booth at Dykmässan 2024 in Gothenburg for the first time. Despite being careful with expectations for first-time events, Dykmassan 2024 turned out better than we could hope for! It proved to be a valuable and professional platform to showcase our dive resorts in the Philippines, to both businesses and individual customers across Scandinavia. Without hesitation, we signed up for Dykmässan 2025 right away. Sunny greetings,"

— Desirée Pullens



ScubaTravel.se having a blast after winning the Best Booth in Show Award.

Event Organizers

Tommy Jarnbrink
Swedish Exhibition & Congress Centre
X-Ray Magazine / AquaScope Media

Special Deal: Expo Booth, Ad & Article Package



Step 1: Book a Booth

3 x 3 m Booth

USD 995

Booth with hardwalls and carpet.

With (suggested) optional extras:

Table: **USD 45**

Chair: **USD 125**

Electricity, three outlets: **USD 125**

Three spotlights: **USD 145**

USD 1435

The following obligatory surcharges apply to all exhibitors:

Other Booth Sizes

USD 125/m²

Minimum size 3 x 2 m

Furniture & Stand Services

For additional furnishing, lighting, carpets, cleaning, audio and visual equipment, painting, food and beverages and more, please visit:



Registration fee:

USD 245

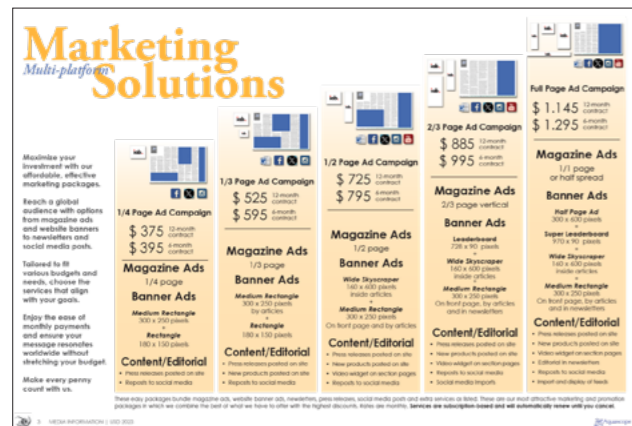
Required insurance:

USD 145

Note: Above rates in USD are contingent on steady currency exchange rates and subject to change.

Step 2: Choose an Advertising & Article Campaign

The rates below refer to the campaign components and deliverables described on page 3 in the Media Kits that can be downloaded with the QR codes (far right).



Campaigns in Multiple Languages

On page 3 (left) of the Media Kits (far right), you will find DEMA discounts for promotional campaigns in **X-Ray Magazine**, on xray-mag.com, and across our social media platforms.

Additionally, your news, advertising and promotions can be published in our Scandinavian media. Aquascope Media also publishes **Sportsdykkeren** magazine, a quarterly publication, along with the websites sportsdykkeren.dk and xray-mag.se.

Rest assured, we will handle all translations.



X-Ray Magazine

	6-month campaigns		12-month campaigns	
	Monthly	Expo offer	Monthly	Expo offer
1/4 page	\$ 395	\$ 2195	\$ 375	\$ 3995
1/3 page	\$ 595	\$ 3195	\$ 525	\$ 4995
1/2 page	\$ 795	\$ 4295	\$ 725	\$ 7395
2/3 page	\$ 995	\$ 5295	\$ 885	\$ 8995
1/1 page	\$ 1295	\$ 6995	\$ 1145	\$ 10995

Add Scandinavian Media

	6-month campaigns		12-month campaigns	
	Monthly	Expo offer	Monthly	Expo offer
1/4 page	\$ 165	\$ 895	\$ 145	\$ 1495
1/3 page	\$ 225	\$ 1295	\$ 195	\$ 1995
1/2 page	\$ 295	\$ 1595	\$ 275	\$ 2995
2/3 page	\$ 395	\$ 1995	\$ 335	\$ 3595
1/1 page	\$ 495	\$ 2595	\$ 395	\$ 3995

Media Kits & Contact Info



Media info with rates in US Dollars



Media info with rates in Euro



Media info with rates in British Pounds



Rates for Sportsdykkeren in Euros



Tommy Jarnbrink
Principal organizer



Peter Symes
Publisher/Editor-in-Chief



Lelle Malmström
Editor – Sweden