

# **Dive Into the Past**

## **The Twin Cities Shipwreck- SCUBA Show**

**February 27, 2010 - 9:00 am to 6:00 pm**  
**AmericInn Hotel and Mermaid Entertainment & Event Center.**  
**2200 County Rd 10, Mounds View Minnesota.**

The Great Lakes Shipwreck Preservation Society cordially invites you to participate in our 11<sup>th</sup> annual Dive Into the Past, the Twin Cities Shipwreck and Scuba Show.

The Dive Into the Past Show began in 1999 to showcase Shipwreck Diving, Sport Diving, and Maritime History in the Great Lakes and local areas, and has expanded over the years to include: Ocean Diving, Cave Diving, Exhibitors, and a Raffle and Silent Auction. It has become the major fund raiser for supporting GLSPS projects.

*This year's program includes:*

### **Excellent presentations:**

- **“Lady Elgin: Titanic of the Great Lakes”** Join marine historian and author **Brendon Bailod** as he explores the history, mythology and archeology of the legendary and tragic Lake steamer Lady Elgin.
- **“So Terrible a Storm”** author **Curt Brown** presents the epic tale of the sailors and ships caught in Lake Superior's brutal Thanksgiving Day storm of 1905.
- **“Where is the Polly?”** the history of the Russian Built gunboat Politofsky, Alaska's Yukon River Steamboat Graveyard, and updates on this season's search, by shipwreck explorer and researcher **Randy Beebe**.
- **“The salvage of the Juliett”** Back by popular demand, the Ret Navy Diver 1 **Glen Milisci** tells the story about the salvage of a Russian war class submarine.
- **“Spear fishing in South Dakota”** **Caleb Gilkerson** says, what better way to fish than to spear fish. That way you will be able to pick the exact fish you would like to catch. Come and listen to Caleb from South Dakota to find out a new way of fishing.
- **What's Happening in GLSPS -** by **Phil Kerber**, President of GLSPS.

### **Plus:**

**Discover SCUBA and Discover Rebreathers in the hotel pool, also moorings class concurrently on Saturday.**

**Antique Diving Exhibit** – by Lee Selisky - One of the largest collections of historic commercial diving equipment in the United States.

**Exhibitors, Raffle, and Silent Auction** - The speakers will begin at 10:00 am and finish at 4:30 pm, directly followed by the raffle drawing and the announcement of the silent auction winners.

### **Refreshments and food available in the Exhibit area.**

Refreshments will be available throughout the day and a noon lunch will be served in the exhibit area. Please plan to use them as the proceeds apply directly to the exhibit area cost. This also encourages attendees to remain in the exhibit area during the day.

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**Underwater Adventures Aquarium Saturday Feb.20<sup>th</sup> at MOA 10am to 8pm offered as a bonus only for DIP 2010 Show exhibitors.**

This new and exciting addition the weekend before the main Show will help bring together underwater adventure, new potential divers, and local Dive shops.

**Friday Night at the Movies**

Come and join the pre-show fun. The GLSPS is sponsoring a "Friday Night at the Movies" get-together before the Dive Into the Past Show on Friday, February 26<sup>th</sup> at 7:00 pm. This has been a great success at past year's shows. We have rented a large social room at the AmericInn Hotel and will have projectors set up so you can show your videos, slides, or PowerPoint presentations to the group. It's informal and anyone can participate or just come for the entertainment and socialize. Refreshments and snacks will be available. No entry fee, but you can bring beer, drinks and snacks to share if you wish.

*Dive Into the Past will give you access to hundreds of scuba diving enthusiasts*

Attendees are interested in scuba diving and training, Minnesota diving, shipwreck diving, ocean diving, technical diving, charter boat diving, U/W photography and videography, maritime history, marine artwork and crafts, and travel opportunities.

***There are seven main ways you can participate and help:***

- Show Exhibitor**
- Program advertiser**
- Discover SCUBA and Discover Rebreathers**
- Between speaker promotion**
- Prize Donor**
- Bulk Ticket Purchaser**
- Exhibitor at Underwater Adventures Aquarium Saturday February 20**
- Attendee**



**Exhibitor**

A Dive Into the Past exhibit space can be a great marketing tool for your company, allowing customers to get to know you and your business. They'll gain valuable information about your product lines and training from your knowledgeable representatives in a personal face-to-face environment. The show is an excellent opportunity to display new products, promote sale items, sell overstock and discounted merchandise, and promote training, dive trips and charters. Almost everybody attending are interested in Diving. Take advantage of that and sell, sell, sell!

***February 27<sup>th</sup> Show Booth Information:***

**Only \$110.00 for one table & \$80.00 for each additional table**

**10% Discount for immediate payment upon order, excluding Tickets.**

**\$110 Exhibitor table fee includes two free Show admission tickets plus:**

- Option to have a booth in the Exhibit area at Underwater Adventures Aquarium Saturday February 20<sup>th</sup> for an addition cost of \$50.
- An 8' x 2.5' table with linen for a total floor space of about 10 by 8 ft. Two Chairs.
- Electrical Hook-up is \$5.00 additional per booth (Please bring your own extension chords).
- Listing and website link on our GLSPS Exhibitors page. Listing in our Show program.
- One lunch ticket

- Up to 4 exhibitor name tags. Please get the personnel names to Phil Kerber by January 30<sup>th</sup>

The \$80.00 additional table fee only includes the table, linen and additional floor space.

Booths will be assigned on a first come, first serve basis, so sign up now.

Set-up time is from 6:00 - 9:00am on the day of the event, Saturday, February 28.

Tear down is after 6:00 PM. **The deadline for getting your request in is January 30, 2009 if you want to be listed in the program.** After that date, the program is going to print.

Diving and marine related Non-profit organizations could receive one table at a reduced cost with Dive Into the Past Show Committee approval. Please make this request on the application form).

Individuals, organizations and businesses that would like a booth should fill out and mail the enclosed form or the online form located on our website, [www.GLSPS.org](http://www.GLSPS.org). Booth space will be given out on a first come, first served basis,

### **February 20<sup>th</sup> Pre-Show Booth at Underwater Adventures Aquarium :**

New this year will be a Dive Shop Exhibit area at Underwater Adventures Aquarium Saturday February 20<sup>th</sup> at MOA 10am to 8pm. **GLSPS and UWA are offering this option as a bonus only for DIP 2010 Show exhibitors in response to the Dive Shops requesting exposure to more non-divers.** GLSPS is not making a profit on this and does not desire replace our Show with it. Exhibitor area will be in the Adventure room, the exit area from the aquarium tour. \$50 cost for a table and chairs. Average of 3600 visitors tour the Aquarium on Saturdays. All will be walking past your booth. This new and exciting addition the weekend before the main Show will help bring together underwater adventure, new potential divers, and local Dive shops. We plan to help publicize and add more to this event.

### **Program advertiser**

The Dive Into the Past Show presents several unique opportunities to increase awareness of your products and services while allowing you to make a significant contribution to the preservation of shipwrecks.

Advertise in the Dive Into the Past Show Program. Each Dive into the Past attendee will receive a show program which lists the show schedule, presenters biographies, program content, list of exhibitors, advertisements, and the raffle and silent auction items and donors. This is an excellent opportunity to get your business name and information out to hundreds of people.

Pricing for the 2009 Show Program Ads are as follows:

½ page B & W advertisement (4 ¾" x 3 ¾") - \$70.00

Full-page B & W advertisement (4 ¾" x 7 ¾") - \$110.00

**10% Discount for immediate payment upon order, excluding Tickets.**

### ***With any advertisement, you will also receive:***

- Your logo and active link on the sponsor's page of our website, [www.GLSPS.org](http://www.GLSPS.org). The information will remain on our website for at least one year.

We feel this event will provide your company with a very direct, cost effective and enjoyable promotional opportunity that we hope you will carefully consider. Ads should be sent to Glenn Seaborg at

[gseaberg@scubastyle.com](mailto:gseaberg@scubastyle.com) . Please feel free to contact Tim Pranke at 952-381-4669 or e-mail

[tpranke@glsp.org](mailto:tpranke@glsp.org) for general info, or contact Glenn Seaborg for specific info about the ad format.

To place an advertisement go to our website, [www.GLSPS.org](http://www.GLSPS.org), Dive Into The Past Show 2010, and select the DIP 2010 Reservation Form and follow instructions or fill out and mail the enclosed form. **The absolute deadline for getting your ad in is January 25, 2009.** After that date, the program is going to print. Advertising space will be given out on a first come, first served basis.

### **Reciprocal Links**

We will provide a link to the website of our qualifying sponsors. If you are a qualifying Sponsorship, please email your organizations web information to Kelly Murphy <[kmurphy@glsp.org](mailto:kmurphy@glsp.org)>

***We graciously ask that you in turn place a link on your website to the GLSPS website.***

### **Discover SCUBA and Discover Rebreathers**

Again this year we are having **free Discover scuba**. Show attendees' are given the opportunity to participate in the discover scuba program given by the participating dive shops in the AmericInn Hotel pool with no charge to the participating Shops or attendees'. Dive shops, this is your opportunity for direct contact with potential new divers. All shops that participate will have equal access to the discover scuba attendees'. Pool time will be 10:00 am to noon on Saturday. GLSPS is sponsoring and publicizing the event, and the participating dive shops will run the event.

**Discover rebreathers** session will be held in the AmericInn Hotel pool from noon to 2:00 pm, with required classroom at 11:30 am. Again GLSPS will sponsor and publicize the event, and the business will run the event. Cost will be \$75 and attendees' must register in advance. More details to be published on the GLSPS website at [glsps.org](http://glsps.org). Contact Bob Olson for details, [bolson@glsps.org](mailto:bolson@glsps.org), phone 651-303-4114.

### **Between speaker promotions**

You can have your own one minute commercial projected on the speakers screen between the speaker presentations. We can help you create a 1 to 6 page PowerPoint commercial lasting about one minute or if you have a commercial already created in a different format, and it plays on our system, you can use it. The commercial will run repeatedly between speakers ending just prior to the next speaker introduction. The cost is \$110.00 per commercial. There are five spots available on a first requester first given basis. So get your request in ASAP to reserve your spot. For more information contact Pete McConnell at: [pmcconnell@glsps.org](mailto:pmcconnell@glsps.org), or phone 763-545-1738.

### **Donations**

A large portion of the funding for our Shipwreck Preservation Projects comes from the raffle and silent auction held at our annual Dive Into the Past Show.

Donated items are tax-deductible to the extent of the law.

Donated items and the donors receive a listing in our program, and a listing and link on our website Raffle Page.

All donors are recognized in the Show Program

### ***If your donation has retail value of \$60.00 or more you will also receive:***

Your business logo and link to your website on the main show page of our website. The information will remain on our website for at least one year

***To make a donations Please contact:*** Mike Stich, cell 612-366-0967, [mstich@glsps.org](mailto:mstich@glsps.org), or Phil Kerber at [pkerber@glsps.org](mailto:pkerber@glsps.org), phone 763-478-3074 evenings, cell 612-720-2825.

We continue to be extremely grateful to the many businesses that have generously donated items to our raffle and silent auction in past year. Without your support, the Dive Into the Past Show would not be possible.

### **Attendee and Tickets**

Attend the show on February 27, 2010 and have a great time. Tell your friends.

Purchase tickets in advance of the Show for \$15.00 on our website [www.GLSPS.org](http://www.GLSPS.org) and at many dive shops, or purchase tickets at the door for \$20.00. Student tickets are only \$5.00 and children 6 and under are free. You get one raffle ticket for each ticket when you enter the show.

### **Bulk Ticket Purchaser**

***Businesses and groups*** may purchase Dive Into The Past 2009 Tickets Books containing 10 tickets at a discounted price of \$10.00 per ticket. You can sell the tickets for the pre-show price of \$15.00, use them for your staff, or offer them as special promotions. Call or email Ken Merryman, [Kmerryman@glsps.org](mailto:Kmerryman@glsps.org), phone 763-785-9516 evenings for details.

**The Great Lakes Shipwreck Preservation Society** is a non-profit, tax-exempt organization established in 1996 to stabilize and protect deteriorating shipwrecks in the Great Lakes region.

For more details and Dive Into the Past Show information, please visit our website at: [www.GLSPS.org](http://www.GLSPS.org), or contact Tim Pranke at 952- 381-4669 or e-mail [tpranke@glsp.org](mailto:tpranke@glsp.org), Bob Nelson at: [bnelson@glsp.org](mailto:bnelson@glsp.org) or by phone 651-426-1159: Phil Kerber at [pkerber@glsp.org](mailto:pkerber@glsp.org) or phone 763-478-3074 evenings, cell 612-720-2825, and Mike Stich, cell 612-366-0967, [mstich@glsp.org](mailto:mstich@glsp.org).

**Reservations** - Please use the **DIP 2010 Show Reservation form** to reserve exhibit space, program advertising, commercials, and identify your donations so we can list them in the Show program. You can go to the GLSPS website [www.glsp.org](http://www.glsp.org) if you don't have one.

**Cash, check, and VISA or MasterCard accepted**

**10% Discount for immediate payment upon order, excluding Tickets.**

**All payments are due prior to the Dive Into the Past show February 27, 2010**