BENEATH THE SEA
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The Oceans of our World



FOR IMMEDIATE RELEASE

Beneath the Sea Celebrates 50th Anniversary in 2027

April 2–4, 2027 show at the Meadowlands Exposition Center will honor five decades of diving history and the enduring pull of the ocean

SECAUCUS, NJ — Beneath the Sea, one of the longest-running dive and ocean-adventure expos in the country, will celebrate its 50th Anniversary April 2–4, 2027, at the Meadowlands Exposition Center in Secaucus, NJ — its longtime home and just 8 minutes from Manhattan. The show will mark half a century of bringing together divers, manufacturers, dive centers, and tourism boards. Few expos in any industry reach a 50-year anniversary — a continuity that has made Beneath the Sea a fixture on the calendar for generations of exhibitors and attendees alike. Exhibitors old and new are invited to help shape the celebration. The milestone is a testament to the divers, manufacturers, and dive professionals who have kept the show going for fifty years.

Beneath the Sea has spent decades building a reputation as a gathering place for the diving community since its founding in 1976 — a show where double-hose regulators and steel tanks once defined the exhibition floor, and where rebreathers, technical underwater photography, and ocean conservation now share the same space. Generations of divers have walked those same aisles, some as wide-eyed beginners and others as working professionals, and many have done both at different points in their lives. The show has called the Meadowlands Exposition Center home for a long time, and that continuity has helped it remain a fixture on the industry calendar even as the sport itself has evolved.

The anniversary comes at a meaningful moment for the dive industry, which — like much of the travel and recreation sector — has faced real challenges in recent years. Beneath the Sea is using the event as an opportunity to reconnect with longtime exhibitors, welcome back those who have stepped away, and invite new companies into the fold — including businesses outside the traditional dive industry. The show's attendees are, by nature, adventure-minded: divers, underwater photographers, conservationists, and dive travelers whose interests often extend into adventure travel, outdoor recreation, and expedition-based tourism, making the show a natural fit for exhibitors beyond core diving brands. That broader reach is intentional: as more dive professionals branch into broader adventure and conservation work, the show has embraced that shift rather than staying confined to its original footprint.

For its 50th Anniversary, Beneath the Sea is planning special retrospectives celebrating that history, including vintage gear displays, classic dive films and photography, and tributes to the pioneers who helped build the show in its earliest years. The goal is an event that blends nostalgic reverence for the show's roots with the cutting-edge innovations that define modern diving and exploration — gear demonstrations, seminar-room sessions with underwater photographers and conservationists, and evening social gatherings designed to bring the dive community back together, the kind where old friends compare notes on how much the gear — and they themselves — have changed since their first dive. The show is also working to grow its footprint and energy for the anniversary year, with renewed promotion and visibility building toward the event.

Beneath the Sea's 50th Anniversary show will take place April 2–4, 2027, at the Meadowlands Exposition Center in Secaucus, NJ, easily accessible from Newark, 20 minutes away, JFK, and LaGuardia airports. Exhibitor inquiries, sponsorship opportunities, and program proposals are being accepted now. The anniversary is, above all, a celebration of what has kept divers returning to the water for fifty years — and what will keep drawing them back for fifty more.

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