SDI Returns to Surf Expo for Third Consecutive Show, Bringing the Underwater World to the Coastal Lifestyle Community

Scuba Diving International (SDI) and Performance Freediving International (PFI) are heading back to Surf Expo for its third consecutive show, continuing its mission to connect the excitement of diving and underwater exploration through scuba diving and freediving with the broader coastal lifestyle community.

As one of the world's leading scuba diving training agencies, SDI is bringing a unique perspective to Surf Expo, introducing surfers, paddleboarders, kayakers, watersports enthusiasts and industry professionals to the opportunities that exist beneath the surface.

From discovering the underwater world through diving to developing practical water confidence through breath-hold training, PFI is demonstrating that the connection between diving and the coastal lifestyle is stronger than ever.

Connecting the Coastal Lifestyle with the Underwater World
For many, the ocean is already a central part of their lives. Whether riding waves, paddling along the coastline, snorkeling over a reef or simply enjoying time on the water, the coastal lifestyle is built around a shared appreciation for the aquatic environment.

SDI believes diving is a natural extension of that passion.

By returning to Surf Expo for a third consecutive show, SDI continues to build relationships with watersports retailers, industry leaders and ocean enthusiasts while introducing new audiences to the adventure, education and opportunities that diving provides.

For coastal retailers and watersports businesses, diving also represents an opportunity to expand their offerings, connect with new customers and become an even greater part of their local water-loving communities.

Bringing Back the Excitement of Breath-Hold Training

Following the enthusiastic response to its previous Surf Expo sessions, PFI is excited to continue introducing attendees to the benefits of structured breath-hold education.

PFI will once again offer **free Introductory Breath Hold Sessions**, giving participants an opportunity to explore practical breathing, relaxation and breath-hold techniques.

These approximately 30-minute sessions introduce participants to the body's response to increasing carbon dioxide, the importance of relaxation and preparation, and techniques that can help improve comfort and control in the water.

Participants will work toward a goal of a two-minute breath hold, but the experience is about much more than holding their breath.

For surfers facing turbulent water, kayakers experiencing an unexpected capsize or anyone interested in becoming more comfortable underwater, understanding the body's response to stress can be a valuable skill.

The sessions provide a supervised introduction to these principles in a controlled environment, emphasizing proper education and safe breath-hold practices.

No previous breath-hold or freediving experience is required.

More Than Diving: Opportunities for the Watersports Industry
SDI's presence at Surf Expo extends beyond introducing individuals to the underwater world. It also creates opportunities for retailers, watersports businesses and industry professionals to explore how scuba diving and freediving education can complement their existing offerings.

From entry-level diving programs to advanced training and professional development, SDI provides educational pathways that help people explore the underwater world safely and confidently.

With a focus on accessible training, modern eLearning and a global network of dive professionals, SDI is committed to making underwater exploration more approachable for the next generation of ocean enthusiasts.

Visit SDI at Surf Expo
SDI invites Surf Expo attendees to stop by booth 101, meet the team and discover how diving can become part of their coastal lifestyle.

Whether you're interested in taking your first breath underwater, developing greater water confidence or exploring new opportunities for your watersports business, SDI is ready to help you take the next step.

The adventure doesn't stop at the surface. Discover what lies beneath with SDI.

About Scuba Diving International (SDI)

Scuba Diving International (SDI) is a globally recognized scuba diving training agency dedicated to providing accessible, innovative and safety-focused diving education. As part of the International Training family of agencies, SDI offers a comprehensive range of recreational scuba diving courses, from beginner certifications to professional-level training, helping divers around the world explore the underwater environment with confidence.

