

SDI Returns to Surf Expo Offering Introductory Breath Hold Sessions for Surfers, Kayakers and Water Enthusiasts

Scuba Diving International (SDI) is returning to Surf Expo, September 16-18, 2026, at the Orange County Convention Center in Orlando, Florida, continuing its effort to connect dive training and water-safety education with the broader watersports community.

Following its appearance at Surf Expo in January, SDI returns in September with a simple message: the skills developed through professional diving and freediving education have value far beyond traditional scuba diving.

For surfers, kayakers, paddleboarders and people who spend their lives in and around the water, remaining calm and making good decisions when conditions change can be **critical**.

To demonstrate that connection, SDI will offer a 30-minute Introductory Breath Hold Session each day of Surf Expo at 11:00 a.m. at Cressi Booth #825.

30 Minutes to a Calmer You in the Water
Big-wave hold downs. Turbulent water. An unexpected swim. A capsized kayak. Moments like these can quickly turn physical stress into mental stress.

The ***Introductory Breath Hold Session*** is designed to introduce participants to techniques that can help them better understand their breathing, recognize their body's responses and maintain greater control under stress.

Through guided instruction and practical safety techniques, participants will work toward a goal of a two-minute breath hold, while learning that breath-hold training is about much more than simply seeing how long someone can go without breathing.

It is about control.

It is about understanding the body's response to increasing carbon dioxide.

It is about learning how relaxation, preparation and technique can influence performance.

Most importantly, it is about developing skills in a controlled environment before they are ever needed in an uncontrolled one.

Panic is optional. **Control isn't.**

Bringing Dive Training to the Wider Watersports Community
For SDI, returning to Surf Expo represents an opportunity to introduce a different audience to the educational side of the diving industry.

Surfers, kayakers, paddleboarders, freedivers, swimmers and scuba divers may participate in very different activities, but they share one environment and many of the same challenges. Surf Expo provides an opportunity to build connections between communities that have traditionally existed beside one another.

The introductory session gives each of them a place to start.

A Growing Intersection Between Dive, Surf and Outdoor Recreation
Surf Expo is one of the largest and longest-running coastal outdoor trade shows, bringing together the surf, outdoor, resort and watersports industries. Its September 2026 event will take place September 16-18 at the Orange County Convention Center and continues the show's 50th anniversary year.

For SDI, that increasingly diverse audience makes Surf Expo a natural environment for expanding the conversation around professional water education.

Today's water enthusiast rarely fits into a single category. A scuba diver may also surf. A kayaker may snorkel or freedive. A paddleboarder may eventually become a diver. Retailers themselves increasingly serve customers whose interests span several watersports.

By participating in Surf Expo, SDI hopes to help close the gap between those activities and introduce more people to structured training opportunities that can make them more knowledgeable, capable and confident around the water.

Attend the Introductory Breath Hold Session: **Register Now**

Surf Expo attendees are invited to participate in SDI's Introductory Breath Hold Session:
September 16-18, 2026
Daily at 11:00 a.m.
Cressi Booth #825
Orange County Convention Center, Orlando, Florida

The approximately 30-minute session includes guided breath-hold instruction, practical safety techniques and a goal of progressing participants toward a two-minute breath hold.

Attendees can also visit SDI at Booth #829 during Surf Expo to learn more about SDI training, freediving education and opportunities to bring professional water education to their customers and communities.

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