

DIA 2024

Exhibitor Logistics Webinar

San Diego | June 16-20





DIA 2024
GLOBAL ANNUAL MEETING
SAN DIEGO, CA | JUNE 16-20

60TH ANNIVERSARY

CHARTING NEW HORIZONS

Exhibit Hall Schedule

DIA Website and Online Resources



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Exhibit Hall Schedule

Exhibitor Installation:

Saturday, June 15	8:00 AM – 5:00 PM
Sunday, June 16	8:00 AM – 6:00 PM

Exhibit Hours:

Monday, June 17	10:00 AM – 5:30 PM
Lunch	12:00 AM – 2:00 PM
Reception	4:30 PM – 5:30 PM

Tuesday, June 18	9:00 AM – 5:00 PM
Lunch	11:00 AM – 1:00 PM

Wednesday, June 19	9:00 AM – 3:30 PM
Lunch	11:00 AM – 1:00 PM

Exhibitor Dismantle:

Wednesday, June 19	3:30 PM – 10:00 PM
Thursday, June 20	8:00 AM – 11:00 AM

- **NO INSTALLATION WILL BE PERMITTED FOR COMPANIES WITH OUTSTANDING BALANCES**
- **ALL EMPTY CRATES AND CONTAINERS MUST BE LABELED FOR REMOVAL BY 5:00PM ON SUNDAY, JUNE 16**
- **ALL EXHIBITORS MUST BE SET BY 8:00AM ON MONDAY, JUNE 17**
- **ALL EXHIBITS MUST BE STAFFED DURING EXHIBIT HOURS**
- **NO DISPLAYS MAY BE DISMANTLED BEFORE 3:30PM ON WEDNESDAY, JUNE 19**
- **PDF SCHEDULE FOUND [HERE](#)**



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Exhibitor Resource Center

- The **Exhibitor Resource Center (ERC)**, part of the DIA 2024 Global Annual Meeting website, is the single source for all your exhibitor needs.
- Bookmark DIAglobal.org/DIA2024ERC for quick and easy access.
- The ERC is updated as new information is received

Exhibitor Resource Center

Exhibitor Services and Forms

Order Forms & Submissions needed to prepare for your participation at DIA 2024. Includes: *Freeman, F&B, AV, Lead Retrieval, Internet, and more!*

[View Forms ▶](#)

Exhibitor Marketing Kit and Sponsorship Opportunities

Additional marketing and advertising opportunities to promote your presence at DIA 2024 prior to and during the event.

[Learn More ▶](#)

Exclusive Hotel Rates Available

Book through onPeak by April 26 and receive 10 Exhibit Booth Assignment Points towards your DIA 2025 booth selection.

[Book Now ▶](#)

Exhibitor Logistics Webinar

Tuesday, March 26 at 1:00PM ET

[Register Now ▶](#)

Exhibit Personnel Registration

Primary & Secondary Contacts Login to register your company's badges

[Register Now ▶](#)

Exhibitor eNewsletters

Keep up to date with the latest information related to your exhibit.

[Read the Latest ▶](#)

Important Dates and Deadlines

Keep on top of all dates and deadlines with this checklist

[Read More ▶](#)

Exhibit Hall Hours

See Exhibit Hall Hours and Activities

[Download PDF ▶](#)

Proof of Insurance Information

Submit By: Friday, May 24

[Learn More ▶](#)



XPRESS Leads
CONVENTION DATA SERVICES

Lead Retrieval

Early Rate Deadline: **Thursday, March 21**

[Order Online ▶](#)

[Download Order Form ▶](#)



Booth Catering Menu

Ordering Deadline: **Friday, May 31**

[Download Menu ▶](#)



Internet and Telephone

Incentive Pricing Deadline: **Friday, May 31**

[Download Order Form ▶](#)



Audio Visual

Incentive Pricing Deadline: **Monday, May 20**

[Order Online ▶](#)



Booth Cleaning

Advance Rate Deadline: **Friday, May 31**

[Download Order Form ▶](#)



Exhibitor Appointed Contractor (EAC) Intent Form

Submit By: **Friday, May 17**

[Submit Form ▶](#)



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Policies and Procedures for Exhibiting Companies

- Make sure you and your onsite team are familiar with our exhibiting Policies and Procedures:
 - [Rules & Regulations / Booth Structure Guidelines](#)
 - [Proof of Insurance Information](#)
 - [Exhibitor Hosted Event Policy and Application](#)
 - [Restricted Marketing Zone](#)



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Exhibit Staff Registrations

- Each 10x10 (100 square feet) includes 1 full meeting registration and 3 booth personnel registrations
- Additional booth personnel registrations are included with certain Sponsorship Opportunities
- Once your allotment of complimentary badges is used, additional staff would need to register as standard paying attendees
- New for 2024! Earn additional full meeting badges through our [VIP Guest Invites Program](#).



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Exhibit Staff Registration - continued

- Register your staff using the [Online Registration System](#) (Primary or Secondary Contact person's DIA login required).
- Deadline for all registrations and personnel changes:
11:59 PM EDT, Thursday, June 13
- Recommended to Register by **Wednesday, May 15**
(week prior to the mobile app launching)

Exhibiting & Advertising Opportunities

Company Name	Event	Start Date	End Date
DIA	DIA 2024 Global Annual Meeting Exhibit	06/17/2024	06/19/2024

- Any new registrations or changes received after June 13, will need to be processed onsite in San Diego.



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Exhibit Staff Registrations – continued

The table below shows the number of badges included with each booth size. Keep in mind additional badges may be included with certain marketing and industry support opportunities purchased.

Booth Size	Full Meeting	Booth Personnel	Total Badges
10x10 or 100 sq ft	1	3	4
10x20 or 200 sq ft	2	6	8
10x30 or 300 sq ft	3	9	12
20x20 or 400 sq ft	4	12	16
20x30 or 600 sq ft	6	18	24
20x40 or 800 sq ft	8	24	32
30x30 or 900 sq ft	9	27	36
20x50 or 1000 sq ft	10	30	40



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Access to Exhibit Hall

- EACs or staff who are present to oversee booth installation do not need to be registered for the meeting.
 - Installation/Dismantle wristbands will be available by request at the Exhibitor Hall Entrances.
 - Preregistration is not required.
 - Wristbands will provide access to the Exhibit Hall on Saturday and Sunday for Installation and Wednesday after 3:30PM for Dismantle.
- Staff registered as speakers or attendees may access the Exhibit Hall to help with installation by requesting a wristband or an Exhibitor Badge holder from the Exhibitor Registration Desk.
- No one under the age of 18 is permitted in the Exhibit Hall during installation, show hours, or dismantle. No exceptions will be made.



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Early Move-in Available

- Early move-in is available to exhibitors with booths 400 square feet or larger.
- Freeman will accommodate early move-in beginning at **8:00 AM** on Friday, June 14 at no additional charge.
- Shipping to the advanced warehouse is required to take advantage of this early move-in courtesy.
- Prior notification is required by emailing DIA@Smithbucklin.com.



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Authorized Vendors List

- Please refer to the [Authorized Vendors](#) page for service providers and contact information.
- Every year we hear of numerous unauthorized companies soliciting our exhibitors so it's a good idea to check the Authorized Vendors page or contact Americas.Exhibits@DIAglobal.org for verification before entering into an agreement with a vendor.
- DIA will be unable to assist in resolving any issues that may arise from using an unauthorized vendor.



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Official Show Contractors

Service	Provider	Service	Provider
Audio Visual	SPL	Internet	Smart City
Booth Cleaning	San Diego Convention Center	Labor	Freeman
Carpeting	Freeman	Lead Retrieval	CDS
Custom Booth	Freeman	Material Handling	Freeman
Custom Graphics	Freeman	Onsite Operations	Smithbucklin
Electric	Freeman	Plumbing	Freeman
Food & Beverage	Sodexo Live!	Rigging	Freeman
Furniture	Freeman	Telephone	Smart City
Hotel Reservations	onPeak		



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Booth Inclusions and Guidelines



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Booth Details – What’s Included?

- Each inline booth includes:
 - 8’ high back drape (blue and white)
 - 3’ high side dividers (blue)
 - (1) 7” x 44” ID Sign



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Booth Structure Guidelines

- DIA will be strictly enforcing the IAEE booth structure guidelines found in our [Rules & Regulations](#).
- All booth displays must adhere to the rules.
NO EXCEPTIONS will be made.
- A thorough inspection of all booths will occur throughout installation and any company not adhering to the guidelines will be required to correct any violations at their own expense.
- Any portion of the exhibit with visible unfinished sides or back exposed must be draped off at the Exhibitor's expense.



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Booth Structure Guidelines - continued

Inline Booths

- 10x10, 10x20, 10x30, etc.
- Max height of 8ft (2.44m) in the rear half of the booth space
- Max height of 4ft (1.22m) in front portion of booth
- Display materials must not be arranged so as to not obstruct sight lines of neighboring booths

Island Booths

- 20x20, 20x30, 20x40, etc.
- Island booths have aisles on all 4 sides
- Max height of 20ft (6.1m) including hanging signage
- Must have ample sight lines to assure adjacent exhibits are visible



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Booth Structure Guidelines - continued

- Exhibitors with an island booth must submit a scaled floor plan and elevation diagram (including rigging and hanging signage) to DIA for approval by **May 17**.
- Diagrams must be submitted via email to DIA@smithbucklin.com



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Liability Insurance

- Comprehensive general liability insurance is required for all exhibiting companies, as well as for EACs.
- Companies outside the US and Canada and companies that are self-insured or government entities may submit a written statement of their coverage or self-insured status.
- Additional information may be found in the [Exhibitor Resource Center](#).



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Fire and Safety Guidelines

- The SDCC maintains strict adherence to fire and safety guidelines as laid out in the *Fire Department Regulations* portion of the [Freeman Service Manual](#).
- Booth construction and decoration materials must be fire retardant.
- Exhibitor must have a copy of the Certificate of Flame Resistance onsite for all floor covering, curtains, and rigged signage (unless provided by Freeman, in which case, Freeman will have the certificate on hand).



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Photography and Video Recording

- Photography and video recording is permitted in your booth, however, permission must be granted by the subject.
- If you would like to bring in a Photographer or Videographer, you will need to use IATSE Union Labor
- [Notification of Intent to Use an EAC](#) form is required. This must be submitted by **May 17.**



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Exhibitor Appointed Contractors

- Exhibitors may order labor through Freeman for Installation and Dismantle
- Exhibitors may hire an Exhibitor Appointed Contractor (EAC)
 - An EAC or Non-official Contractor is a company, other than the official contractors listed in the Exhibitor Service Manual, that is providing a service (I&D Labor/Supervision, A/V, etc.) and requires access to your booth during Installation and Dismantle.
 - The exhibiting company must submit an [Intent to Use an EAC form](#) – found in the [Exhibitor Resource Center](#) by Friday, May 17.
 - The EAC must provide proof of insurance.



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Freeman Services



- Provides access to ordering services for the event
- Login is based on company credentials
- 10% discount for online ordering
- Advance Discount Deadline: **Monday, May 20**

Contact Information –Call or Text

US or Canada: (888) 508-5054

International: 1 (817) 210-4869

Chat: [Ping us!](#) 8am-5pm CT M-F

Submit order forms [email](#)



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Shipping - Freeman

- Freeman will be accepting advanced warehouse shipments **Monday, May 13** through **Thursday, June 6**.
- Shipments received at the warehouse after **Thursday, June 6** will be received with an additional 'after deadline' surcharge.
- Warehouse materials are accepted Monday-Friday between 8:00 AM and 3:30 PM.
- Direct shipments to the San Diego Convention & Exhibition Center will be accepted starting **Saturday, June 15**. Shipments received before this date may be refused by the facility or may incur holding fees (any charges incurred for early freight are the responsibility of the exhibitor).
- Freeman manages all incoming shipments. Information on handling fees may be found in the [Freeman Service Manual](#).



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Material Handling Services

This union claims jurisdiction on the operation of all material handling equipment, all unloading and reloading, and handling of empty containers. An exhibitor may move the material that is hand carriable by one person in one trip, without the use of dollies, hand trucks or other mechanical equipment.



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Installation & Dismantle Labor Services

- Members of this union claim jurisdiction over all set-up and dismantling of exhibits including signs and laying of carpet. This does not apply to the unpacking and placement of your merchandise. *You may install and/or dismantle your exhibit display if one person, who is a full-time employee, can accomplish the task in an hour or less without the use of tools.*

If your exhibit preparation, installation or dismantling requires more than 1 hour, you must use union personnel supplied by the Official Decorating Contractor.

As an exhibitor, you will be pleased to know that when union labor is required, you may provide your company personnel to work along with a union installer in Southern California on a one-to-one basis



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Marshalling Yard - Freeman

All common carriers and van lines are required to check-in at the marshalling yard prior to being directed to the San Diego Convention Center.

San Diego Marshalling Yard
2383 Faivre St
Chula Vista, CA 9191

Detailed directions may be found in the Freeman Service Manual.




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Booth Flooring Required - Freeman

- Carpeting/Floor Covering is not included
- DIA will carpet the aisles in midnight blue 
- It is the responsibility of each exhibitor to carpet or provide their own flooring for their entire booth
- Freeman will automatically lay carpet in booths that are not yet covered by **12:00 NOON on Sunday**, unless prior notification has been received by DIA or Freeman that the exhibitor will be providing their own flooring. The exhibitor will be invoiced by Freeman for this service at the onsite rates.
- Carpet/Floor Covering may be ordered through Freeman



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Electric & Plumbing– Freeman

- Electric is not included with your booth package
- Electric and plumbing services may be ordered from Freeman.
- Please refer to the UL label on each piece of equipment that will be in your booth to order the correct power on the electrical order form.
- Unless otherwise specified on a scaled floor plan, electrical drops for inline booths will be along the back drape of the booth.
- Freeman labor is required for any and all electrical work over and above the installation of the main power drop.



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Electric – Freeman

- Floor plans noting power locations are required for all island booths
- Refer to the [Electrical Services Usage Guide](#) for wattage estimates of some common items.
- Advanced Discount Deadline: **May 20th**



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Rigging/Sign Hanging

- Freeman provides overhead and ground supported rigging and lighting services through Freeman Online.
- All overhead rigging and ground supported truss are provided by and installed by Freeman
- Information is available through the Exhibitor Service Manual or direct link [Electric/Rigging](#)



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Arrival Checklist

- **Check your booth!**
- Verify the correct booth location **BEFORE** setting up.
- Ensure all packages and freight are present.
- Make sure your electrical and/or internet has been installed (if ordered).
- Carpet ordered through Freeman should already be installed.
- **If something is not correct or you have questions, please go to the Service Desk. We are there to HELP!**

Service Desk



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Booth Cleaning - SDCC

- Vacuuming and trash removal services are not included with your booth package.
- **The San Diego Convention Center is the exclusive cleaning contractor.** No other individuals—including exhibitor-appointed contractors and booth personnel—are allowed to perform these services.
- Porter service is required for all exhibitors that have ordered booth catering.
- Order ahead for discounted rates! Booth cleaning may be ordered onsite if needed, however, higher rates will apply.
- To learn more and place your booth cleaning order, go to **sdcc.link/booth-cleaning**
- Advanced Discount Deadline: **May 31**





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Donation Program - SDCC

- **Be sustainable and support local community-based organizations!** The San Diego Convention Center help can facilitate donations of extra convention materials to non-profit organizations.
- You can designate a local non-profit organization or SDCC can assist you in finding an organization. Community partners have included Rady Children’s Hospital, the Monarch School, Habitat for Humanity, Boys & Girls Club of San Diego, and many others.
- Most convention materials can be donated, such as bags, notepads, pens, pencils, and furniture (not including rented items).
- Please coordinate donations in advance to ensure materials are donated rather than disposed of.
- To learn more, go to SDCC’s Exhibitor Services Desk or contact the team at **619.977.0009** or **boothcleaning@visitsandiego.com**.



Food and Beverage – Sodexo Live!

- Sodexo Live! holds the exclusive rights to all food and beverage within the SDCC
 - All F&B arrangements should be made directly with the catering office – this includes any food or beverage related prizes or giveaways.
- If approval is granted to bring food or beverage that is not supplied by Sodexo, corkage fees will apply.
- Sodexo requires that a SDCC bartender dispense all alcoholic beverages.
- Individually wrapped, bite-sized chocolates, candies, or mints are acceptable in small bowls, however, large candy displays would need to be ordered through Sodexo.





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Food and Beverage – Sodexo Live!

- Bottles of wine or other alcoholic beverages may NOT be provided as gifts or booth prizes. No alcoholic beverages are permitted to leave the SDCC even if they are unopened.
- If you are unsure about a food or beverage related idea or item you wish to give away, please contact Jan Souza with Sodexo directly. Jan.Souza@visitSanDiego.com
- Sodexo will be strictly enforcing policies regarding the exclusivity of food and beverage service and no exceptions will be made. It will be the sole responsibility of the exhibitor to remove any unapproved food and beverage items, including aspects that effect booth structure.
- Ordering Deadline: **Friday, May 31**
- [View Menu](#)



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Internet & Telephone – Smart City Networks

- Internet and telephones may be ordered from the Smart City Networks website or calling 1-888-446-6911
- Though a free Wi-Fi service will be provided in all Lobbies and Meeting Rooms, if internet service is needed in your booth, internet will need to be ordered through Smart City
- Payment must be received in full before services are activated
- Advanced Discount Deadline: **May 31**



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Audio Visual & Computer Rental – SPL

- SPL offers a variety of audio visual and computer rental options
- Exhibitor is responsible for arranging and providing the necessary electrical needs for any AV ordered
- A representative from your company must be present at the time of delivery to ensure proper set-up and delivery verification
- Advanced Discount Deadline: **May 20, 2024**
- Online Ordering: <https://www.splchicago.com/dia-exhibitor>



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Housing - onPeak

- ▶ onPeak is the **ONLY** official hotel partner for DIA 2024. Please be aware that if other companies contact you for booking, they are not authorized by DIA.
- ▶ onPeak provide the best rates, allows flexibility in changes and payment, and helps you manage your group bookings.

[Click Here to Book](#)





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Housing – onPeak – continued

- Review your room block and release any rooms you will not be utilizing
- **Friday, April 26**
 - Guest Names are due to onPeak for Hotel Bookings
 - Reservations need to be made by this date in order to receive 10 additional points towards your DIA 2025 booth selection ranking
 - Last day to cancel rooms with no penalty.
 - Starting April 27, rooms cancelled will incur a cancellation fee of one-night's room and tax to the credit card on file.
- **Wednesday, May 29**
 - Deadline to book hotel rooms within the DIA Room Blocks



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Shuttle Service

- Free shuttle service is provided to and from participating hotels that are not within walking distance of the SDCC.
- Only those staying in DIA room block hotels will have access to the free shuttle service. Shuttle passes will be provided at hotel check-in and will be strictly enforced.
- Shuttle service will begin on Monday, June 17 and will be available in the morning and at the conclusion of events each day. Mid-day service is not available.

Lead Retrieval

XPress Leads[®]
A Freeman Company

PC / tablet



Printer

Handheld



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XPress Connect App

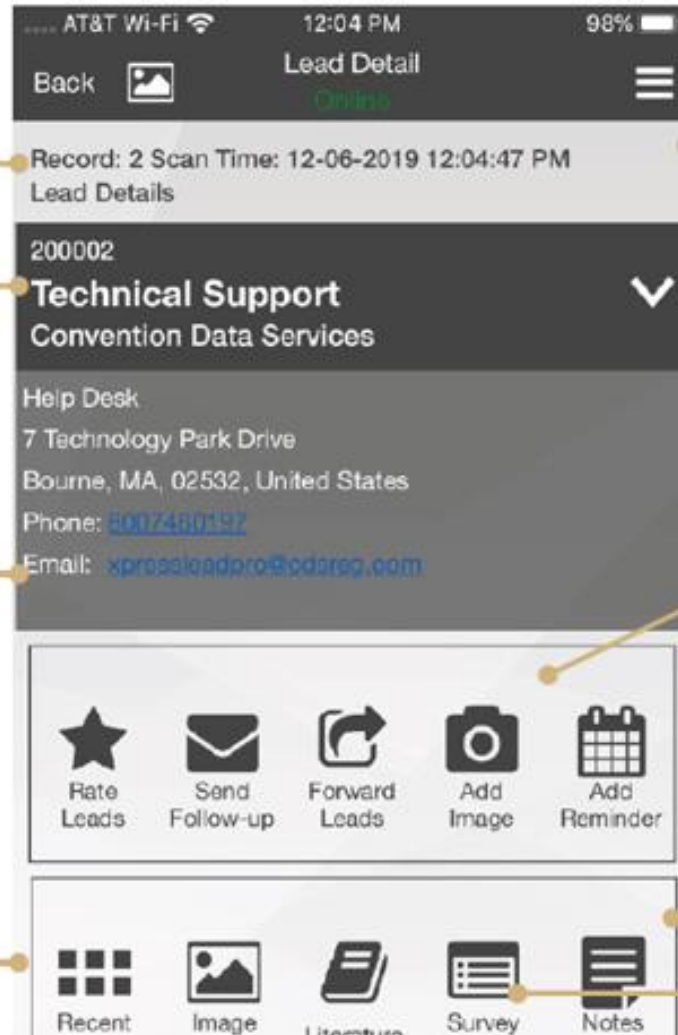
Lead Detail Screen

Time and date stamp

Name, company,
badge

Contact title
Address
Phone
Email

Review recent leads



Print lead

Rate this lead

Send email follow-up

Forward lead

Add image

Schedule appointments

Type or record notes

Surveys and qualifiers



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Exhibitor Education

Education Center

How to Videos

Task List

Pre-show Set Up

Manage licenses

Manage devices

Download leads – LIVE

XPress Leads
CONVENTION DATA SERVICES

1858411 - SMS or Testing

MAIN MENU

- Home
- Education
- Dashboard
- Account
- Downloads
- Devices & Licenses

SETUP TOOLS

- Qualifiers & Surveys
- VIP Alerts
- Email Follow-Up
- Text Message Alerts
- Literature Fulfillment

Additional XPress Connect App
Need additional licenses? Give all your staff the ability to capture and collect leads anywhere at the event.

Downloads
Download and search your scanned leads file anytime from any connected device.

Devices & Licenses
Need additional licenses? Give all your staff the ability to capture and collect leads anywhere at the event.

Custom Sales Qualifiers
Collect the exact information your sales team needs to close the deal using built in custom questions.

Text Alerts
Send automatic text messages to the appropriate sales representative when a lead from their territory is scanned in the booth.

Literature Fulfillment
Send up to 20 PDF's or video links to your scanned leads that quickly gives your prospects the information they need to make a purchase decision.

Email Follow-Up
Set up a pre-formatted email and use your device's email client to send a follow up to your scanned leads (App and PC only).

VIP Training
Upload a VIP list and receive a custom alert on your device when one of your VIPs is scanned.

Dashboard
Get the most out of your lead retrieval and exhibiting efforts with instructions and tips.

Lead Retrieval Solutions
Order online or call 1-800-746-9734.
[Order Now!](#) [Learn More](#)

Task List

Below is a list of features that may need your attention.

- ✗ Follow-Up Email
- ✓ Register Device
- ✓ Qualifiers & Surveys
- ✓ Text Message
- ✓ Send Literature
- ✓ VIP Invite

Event Summary



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Digital Backpack



- Exhibitors upload PDFs or URL links to videos or landing pages to the portal.
- Export and print QR codes to display in booth.
- Attendees scan the QR codes with cameras.
- Upon first scan, they're prompted to enter their badge ID # and last name (just once).
- Attendee receive exhibitors' product and contact info via email.
- Exhibitors get contact details for anyone who scanned their QR codes.
- Attendees get instant access to exhibitors' content including what they didn't scan.



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Advance Lead Retrieval Discount Deadline is May 9th

With Questions, Please Contact Us
xpressleadpro@cdsreg.com
(800) 746-9734



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VIP Guest Invites

- We are excited to offer you a complimentary, and fully customized, pre-show marketing and customer invite service.

Everything you need to invite your customers to join you at your booth via:

HTML Email & Web Invite: Constant Contact, MailChimp, vContact

Social Media: Twitter, LinkedIn, Facebook

Email Signatures, Web Site & More!: Email icon, www

YOUR LOGO HERE

YOUR LOGO HERE

BOOTH #:1234

76% of attendees enter the show floor with an agenda of which exhibitors they plan to visit.*

- CEIR (Center for Exhibition Industry Research)

* May not be utilized to register staff from your own company.



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VIP Guest Invites

- A direct link to your custom dashboard will be emailed to your primary booth contact.
- Earn additional Full Meeting Registrations for your team! For every 10 individuals that register for the Full Meeting with your unique coupon code – you will receive 1 Free Full Meeting registration.
- To request the link again, at any time, please contact:



Official vendor

VIP Guest
Invites

support@vipguestinvites.com

Toll Free: 800-211-6570

* May not be utilized to register staff from your own company.



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Marketing and Sponsorship

Sponsorship

- Increase your company's exposure with an assortment of Sponsorship Opportunities!
- Earn 1 booth selection point for every \$1,000 spent in official sponsorship opportunities by April 26.
- <https://www.DIAexhibits.org/sponsorship-opportunities>



Get in Touch

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+1.312.673.4779

skolovitz@smithbucklin.com

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DIA 2024 Partner Levels

DIA Partner Levels	Diamond	Platinum	Gold	Silver
	\$90,000+	\$70,000+	\$50,000+	\$30,000+
Complimentary Meeting Room in Convention Center	x			
Recognition on Front Page of Mobile App	x	x	x	
Podium Acknowledgement during Opening Plenary	Logo on slide	Logo on slide	Logo on slide	
Complimentary Full Meeting Registration(s)	4	3	2	1
Discount on Full Meeting Registrations for your company	25%	20%	15%	10%
Pre-Show Sponsor Spotlight Email	Logo and description	Logo and description	Logo Only	Logo Only
Xpress Connect Plus Handheld Package (Lead Retrieval)	2	1		
Sponsor Ribbons for your team	x	x	x	
Onsite Signage Recognition	x	x	x	x
Exhibit Hall Gamification Upgrade	x	x	x	x
Priority Points (in addition to sponsorship points)	8	6	4	2

Exhibitor Marketing Kit



- Take a look at the [Exhibitor Marketing Kit](#) for some additional ways to promote your presence at DIA 2024. Here you will find:
 - DIA 2024 branded graphics for use in your print and/or digital marketing efforts.
 - Sample social media communications to help you get the word out. #DIA2024
 - How to invite your clients and/or prospect lists to come visit you at DIA 2024 at a discounted rate through VIP Guest Invites.





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LinkedIn Profile Picture Banners



<https://mysocialheadshots.com/DIAglobal>



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Restricted Marketing Zone

- Keep in mind while developing your marketing strategy that there is a [Restricted Marketing Zone](#) in place.
- All marketing activities must be approved by DIA, regardless of location.
- DIA reserves the right to halt any unapproved marketing activity and required the removal of any unapproved advertising materials.





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Exhibitor Events and Meetings

- All events and meetings occurring in conjunction with DIA 2024 at any venue (including DIA hotels and non-hotel venues such as museums, restaurants, night clubs, etc.) require formal approval from DIA.
- The [Event and Meeting Space Application Form](#) must be completed and submitted prior to making arrangements with the venue.
- Approved dates and times are provided on the form. No events may take place during official DIA scheduled activities.
- DIA reserves the right to halt all events and meetings that did not obtain proper DIA approval.
- Requests or questions may be directed to Americas.Exhibits@DIAglobal.org.



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EXHIBITOR GUIDE





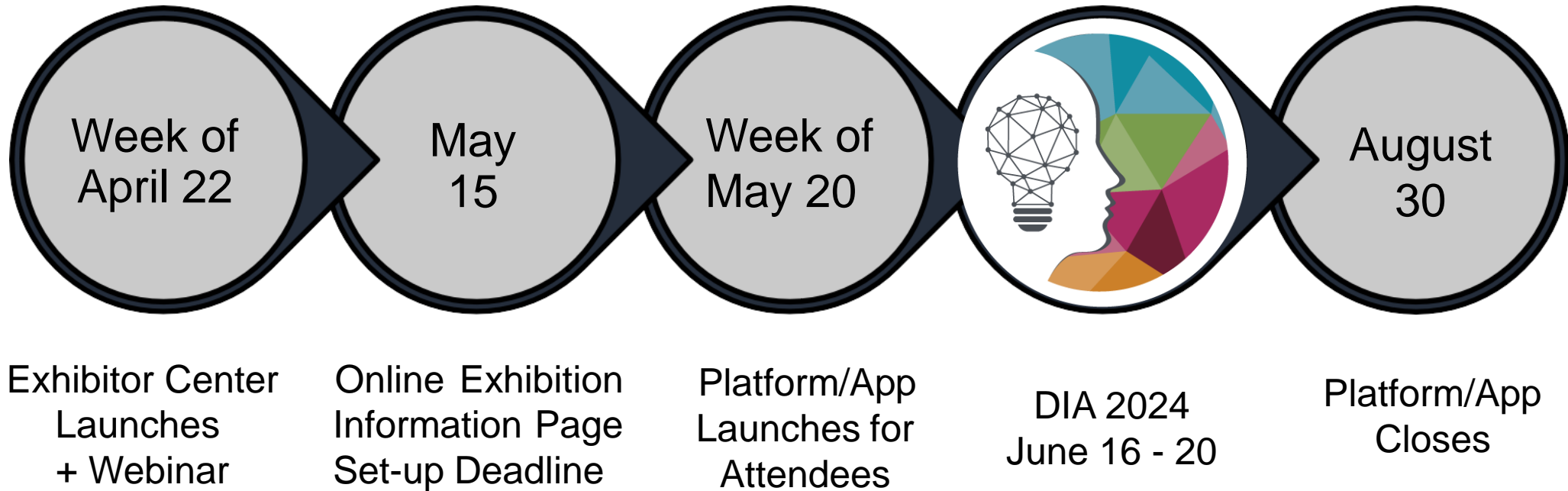
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Mobile App Timeline



Login Instructions

Primary, Secondary, and Marketing contacts will receive an email from NAevents@diaglobal.org

This will only provide you access to the Exhibitor Center



The banner features the DIA 2024 logo on the left, which includes a stylized head profile with a brain and a lightbulb. To the right of the logo, the text reads "DIA 2024 GLOBAL ANNUAL MEETING SAN DIEGO, CA | JUNE 16-20". Further right is a ribbon graphic with "60TH ANNIVERSARY" and "CHARTING NEW HORIZONS" below it.

DIA 2024 Global Annual Meeting

Hello Jane,

We are contacting you with your unique activation link to prepare and highlight your company for the upcoming **DIA Global Annual Meeting** mobile app.

You've been given access as either a Primary, Secondary, or Marketing contact for your company. Begin to explore and edit your company profile to make it stand out.

Complete your exhibit page by **Wednesday, May 15** so that it is ready for when the mobile app is launched to all attendees.

Specifications:

- **Header Image** 1200x675px (16:9 ratio) image, no larger than 1MB or **Video** via YouTube / Vimeo Stream
- **Logo** 400x200px (2:1 ratio) image, no larger than 1MB



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Mobile App Specifications

- **Header Image*** 1200x675px (16:9 ratio) image, no larger than 1MB or **Video*** via YouTube / Vimeo Stream
- **Logo** 400x200px (2:1 ratio) image, no larger than 1MB
- **Background Image*** 2560x1600px (16:10 ratio) image, no larger than 1MB
- **Advertisement*** 1080x1920px (9:16 ratio) image, no larger than 1MB
- **Description** (it can include links)
- **Website URL**
- **Social Media*** (LinkedIn, X, Instagram, Facebook etc.)
- **Documents & Links***
 - URL or Upload the document
 - Title of the document (max 80 characters)
 - Description of the document (max 160 characters)
- **Products & Services** (Select Up to 10)
- **Booth Giveaways*** (List any giveaways that your company will giving out or raffling off)
- **Booth Activities*** (List any demos, entertainment, F&B that will be in your booth)
- **URL to your company's job postings***

*Optional



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Booth Giveaways & Booth Giveaway Listing

- Giveaways and prizes are permitted
 - Giveaways should be modest in value and be available to all attendees upon request
 - Prizes should not exceed \$1,000 in value
 - It is the responsibility of the exhibitor to notify winners. DIA will **not** utilize the PA system to make these announcements
- Contact Americas.Exhibits@DIAglobal.org with questions regarding specific giveaways or prizes.
- DIA will be compiling a list of Exhibitor Giveaways and promoting the list to our attendees
- To be included in the list, add your Giveaway to your Swapcard exhibit page by **Wednesday, May 15**



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Exhibit Hall Gamification – Drive Traffic to your booth!



- Attendees will be on the quest to earn points & prizes with our Booth Passport Game!
- More Info Coming Soon



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Additional Items



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Best In Show Awards

New Product Competition

- **Complimentary** new product competition exclusively for contracted exhibitors at DIA 2024
- Participation is open to all exhibitors showcasing new products
- New products must have been introduced or upgraded with a new release within the past year (June 2023 – June 2024)
- Submission Deadline: Friday, May 17

Best Booth

- All Exhibitors are automatically entered – no submission needed



Winners will be voted on by conference attendees during the event and announced on Wednesday, June 19 onsite & on social media

Networking Reception aboard the USS Midway

- **Sunday, June 16 from 7-9pm**
 - Cost is \$50 if registered by Friday, March 29
 - Cost is \$70 if registered after Friday, March 29
- **Pre-registration is required**
 - Your team can register individually [online](#)
 - OR
 - You can register others by completing the [registration form](#)
- **Questions?**
Americas.Exhibits@DIAGlobal.org





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Important Dates and Deadlines

The [checklist](#) can be found in the [Exhibitor Resource Center](#)

Exhibitor Logistics Deadline Checklist

□	Thursday, March 21	Early Discount Deadline for Lead Retrieval (CDS)
□	Tuesday, March 26	Exhibitor Logistics Webinar @ 1pm ET – Register Here
□	Friday, March 29	DIA Early Bird Deadline for Sunday Networking Reception aboard the USS Midway!
□	Friday, April 12	DIA Advance Rate Deadline for Attendee Registration
□	Week of April 22	Mobile App will be launched to Exhibit Contacts to submit company description & graphics
□	Friday, April 26	Deadline to earn Hotel Booking Points and Sponsorship Points for DIA 2025 Booth Selection Order
□	Friday, April 26	Guest Names for Hotel Bookings due to onPeak Deadline to cancel or modify Hotel Reservations without penalty
□	Thursday, May 9	Advance Discount Deadline for Lead Retrieval (CDS)
□	Monday, May 13	Freeman begins to accept crated, boxed, or skidded materials at the Advanced Warehouse
□	Wednesday, May 15	Company Information & Description Due (Swapcard)
□	Wednesday, May 15	DIA Standard Rate Deadline for Attendee Registration
□	Wednesday, May 15	Deadline for Exhibitor Personnel Registration in order to be included on the Advanced Attendee List and Access to Mobile App upon launch
□	Friday, May 17	Detailed Floor Plans due from exhibitors occupying an island, split island, peninsula, modified peninsula exhibit booth space
□	Monday, May 20	Discount Price Deadline for Freeman Services (Material Handling, Furniture, Carpet, Labor, Air, Gas, Electric etc.)
□	Monday, May 20	Advance Rate Deadline for AV Equipment (SPL)



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Booth Selection for DIA 2025

- Booth selection for DIA 2025 (*Walter E. Washington Convention Center — June 15-19*) will take place during the Annual Meeting in San Diego.
- Companies will be assigned appointment times based on a points system.
- History, booth size, sponsorship, and booking hotels through onPeak all affect the number of points a company receives.
- Any violations for DIA's Policies and Procedures for Exhibiting Companies will result in a 50% reduction of accumulated points toward future Annual Meeting booth selection.
- Additional information on the points system may be found in the [here](#).



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- Submit in the Zoom Q&A Box
- Email: DIA@Smithbucklin.com
- Sign Up for Virtual Office Hours:
<https://calendly.com/dia2024/office-hours>