

CELEBRATE
THE PAST-

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THE FUTURE

DIA 2014 50TH ANNUAL MEETING
JUNE 15-19 | SAN DIEGO, CA



MARKETING FREE ZONE



Due to comments from our exhibitors and attendees, exhibiting companies will be restricted from marketing activities unapproved by DIA around the immediate vicinity at the San Diego Convention Center.

Companies found in violation of this policy will receive a reduction in Exhibit Space Assignment Order Points for DIA 2015.

Marketing activities that will not be allowed in this zone include:*

- Street Teams
- Motor Vehicles
- Segways
- Street Decals
- Literature Distribution
- Any Marketing Activity

**This is a partial list of activities. Be sure to check with show management for approval before planning ANY marketing activities at the DIA 2014 event.*

For information on available marketing, advertising and support options, please visit
www.diahome.org/DIA2014Marketing

Any marketing activities within the blue-framed section must be pre-approved in writing by DIA.

DIA reserves the right to halt any unapproved activity.